



National Association of Health Underwriters

America's Benefits Specialists

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Beth Ashmore Named NAHU's 77th President

(Arlington, VA) – Beth Ashmore was sworn in as the new president of the National Association of Health Underwriters (NAHU) at its 77th Annual Convention, held last week in Denver, CO. After accepting the gavel from outgoing president David Fear, Mrs. Ashmore vowed to enhance efforts by NAHU to help lawmakers enact responsible reforms so more Americans have access to affordable health care and to preserve choice and competition in the marketplace.

Under the banner “Get the Edge”, Mrs. Ashmore pledged to reinforce NAHU’s mission: to educate consumers and lawmakers about the value that health insurance agents and brokers bring to the health care system and, through education and association involvement, to increase NAHU members' ability to better serve consumers.

“We live in challenging times,” stated Ashmore. “We’ve seen a tightening of budgets, continually escalating health benefits costs, and product offerings being reviewed more closely for value. At the same time, our customers expect greater choice and flexibility. Our membership faces these quandaries every day and I look forward to working together to help overcome these challenges.”

After joining NAHU in 1987, Beth held numerous leadership positions within the organization including local chapter board, state legislative chair and president, and at the national level, as Legislative Council chair, regional vice president, secretary, treasurer, and vice president. She was named the Hollis Roberson Award recipient in Texas in 1999 as well as the recipient of the Texas Association of Health Underwriter’s Shirley Hutzler Legislative Award in 2007.

Mrs. Ashmore began her career in the industry more than twenty five years ago with her husband Will as owners of an employee benefits agency. They also own a property casualty agency. Beth and Will reside in Lubbock, Texas and they have two daughters, two son-in-laws and four grandchildren. Within her community, she has consistently contributed time and resources to a variety of organizations including Susan G. Komen Foundation and the American Heart Association.

The National Association of Health Underwriters represents over 20,000 health insurance agents, brokers, consultants and professionals. Our members serve employers and individual consumers in accessing and purchasing affordable health insurance and related products. For more information, visit our website at www.nahu.org.

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