National Association of Health Underwriters

America's Benefits Specialists

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Bruce Benton Named New Vice President for NAHU

(Arlington, VA) – Bruce Benton was elected to the National Association of Health Underwriters (NAHU) Board of Trustees as vice president at the 80th Annual Convention last week in Chicago.

As a 29-year veteran of the employee benefits industry, Benton co-founded Genesis SmithBenton Insurance & Financial Services Inc. in 1998, where he continues to work today. He has held many leadership positions with NAHU, including president of his local chapter and state vice president of public affairs. On the national level, he has been the media relations chair, a regional vice president, secretary and treasurer.

A lifelong musician, Benton is a classically trained musician and at one time had a recording contract with a major rock and roll label. Bruce still enjoys playing in a local band and men's softball team. He lives with his family in Woodland Hills, CA, where he has participates on various school, little league and synagogue boards.

The National Association of Health Underwriters represents more than 100,000 professional health insurance agents and brokers who provide insurance for millions of Americans. NAHU is headquartered in Arlington, VA. For more information, visit our web site at www.nahu.org.

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