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Rusty Rice Named President of NAHU

Local Healthcare Agent Accepts Nomination to National Association Board of Trustees

(San Antonio, TX) – Russell Rice was named to the National Association of Health Underwriters (NAHU) Board of Trustees as president at the 88th Annual Convention and Exhibition in Kansas City, MO.

Rice started his insurance career in 1993 as a Medicare HMO sales representative for Secure Horizons, a PacifiCare Company in San Antonio, TX. He went on to implement an HMO vision plan for Eye Care Centers of America (ECCA). Later, he became the national sales manager and developed a national vision product for ECCA using the entire network of company-owned stores. Currently, Rice is the regional vice president of sales for Avesis Incorporated, where he oversees operations in various markets through his network of regional sales managers.

After joining the San Antonio Association of Health Underwriters (AHU) in 1998, Rice immediately became active in various committee roles from public service chair, where he helped raise over \$20,000 for local charities, to soon becoming president of Texas AHU. He held numerous leadership positions within his local and state chapters, which led to becoming NAHU regional vice president for two years. His industry achievements include a Certificate of Achievement for Public Service for his selfless work in the health insurance industry as well as the Legislative Excellence Award, Blue Ribbon of Excellence Award, Landmark Award and Dave Clark Lifetime Achievement Award. In 2016, Rice received the highest honor bestowed upon a member to Texas, the Hollis Roberson Award.

Rice has also taught over 100 hours of Healthcare Reform Certification classes for continuing education to association chapters, employer groups, their clients and the public. He was also a guest speaker in a mock congressional hearing of a joint effort of the Austin Community College District and the University of Texas. In 2010, Rice testified in front of the Texas Senate Commission on State Affairs regarding the role of the insurance agent and the value they bring to the public they serve.

Rice received his Bachelor of Science degree from the University of Texas at San Antonio in 1988. He currently lives in Boerne, TX, with his college sweetheart and wife, Lori, who is also an insurance agent. Together, they have two sons, Quinten and Skyler, as well as one daughter, Morgan.

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 Washington, DC. For more information, visit our web site at www.nahu.org.

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