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Texas Insurance Agent Kelly Fristoe Named NAHU President

AUSTIN, Texas (July 1) -- Kelly Fristoe, a Wichita Falls, Texas-based insurance agent, was named president of the National Association of Health Underwriters Board of Trustees at the organization's 92nd Annual Convention this week.

"Kelly is a proven leader, having served on our board for the last eight years," said Janet Trautwein, CEO of NAHU. "NAHU members couldn't ask for a better advocate than Kelly, and I have no doubt that he will flourish in his new role as our president. I also look forward to seeing him guide our organization as NAHU transitions its title to the National Association of Benefits and Insurance Professionals."

Fristoe has worked in the insurance industry for more than 30 years, most recently as CEO and founder of Wichita Falls-based Financial Partners. He joined NAHU in 1993 and has served in over two dozen leadership positions at the local and national levels. Fristoe served as president of the Texoma Association of Health Underwriters from 1995 to 1996 and president of the Texas Association of Health Underwriters from 2012 to 2013.

He was secretary of the NAHU Board of Trustees from 2018 to 2019, treasurer from 2019 to 2020, vice president from 2020 to 2021 and president-elect from 2021 to 2022. He also served two terms as Region 6 Vice President.

Fristoe attended Lubbock Christian University and Texas Tech University. He resides in Wichita Falls with his wife, Jana.

"I am honored to serve as the next president of NAHU's Board of Trustees," Fristoe said. "My professional life has been dedicated to bettering this industry and focusing on consumer affordability, and I look forward to continuing that work in this new role."

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The National Association of Health Underwriters represents 100,000 professional health insurance agents and brokers who provide insurance for millions of Americans. NAHU is headquartered in Washington, D.C. For more information, please call Kelly Loussedes at 202-595-3074 or email kloussedes@nahu.org.