



## *Biography*

L. Scott Haycraft  
Founder/CEO

Scott Haycraft is Founder and Chief Executive Officer of ActiveAmericans.com. His passion for providing information that will help Americans age 50 and above live a more fulfilling and productive life was developed during his years in the long term care insurance field.

Scott was formerly a regional sales manager for Long Term Preferred Care, Inc. (LTPC), one of the largest and most successful independent long term care insurance brokerage companies in America. Under Scott's leadership agents in his region regularly exceeded sales and renewal goals and became a nationwide model for the company. In addition to sales training, Scott placed an emphasis on high ethical standards for agents in his region.

Scott also worked with Bankers Life and Casualty Company for three years, leading sales teams in Northeast Ohio.

Because of his background in the insurance industry, and from experience in overcoming personal health challenges, Scott is sought after by groups and organizations to speak about health care issues and participate in pain management workshops and discussions.

Before his work in the insurance industry, Scott owned a company that provided no-cost bus shelters to transit authorities and civic governments in several Southern cities, improving services for the communities and their citizens. During that time he was active in the Rotary Club of Greenville, S.C.

Scott's experiences helping Americans plan for the future formed the basis for ActiveAmericans.com. He envisioned an online source of information that would help them enjoy the best years of their lives—pursuing their passions and interests, acquiring knowledge that would offer personal security and peace of mind, and just plain having fun.

Scott's goal for ActiveAmericans.com is to become the country's foremost online community for people age 50 and above—providing resources and solutions concerning issues ranging from health care, finances and family relations to lifestyles, legal issues and career changes.

In addition, the company is dedicated to supporting nationwide senior projects and initiatives through the ActiveAmericans Community Foundation, through which up to 75 percent of revenues from Web site memberships will be returned to local communities.

Scott graduated with honors from the University of Louisville in 1982 with a degree in political science. He and his wife Martha were married in 1987. They live with their two children in Hudson, Ohio.