



NEWS

5035 Prospect Street ♦ Archdale, NC 27263

- For Immediate Release -

Contact: Olivia Vestal
The Assurance Group
336-474-2333 ext. 1126 (O)
ohvestal@assuregrp.com
www.assuregrp.com

Roger Smith Joins The Assurance Group's Sales Team

Archdale, NC, April 18, 2013 – Edward L. Shackelford, President & CEO of The Assurance Group (www.assuregrp.com) announces that Roger K. Smith has joined The Assurance Group as a Sr. Vice President of Sales. Commenting on Smith's appointment, Shackelford stated, "With 35 years of industry experience, and a unique ability to form lasting relationships, we are certain Roger will support our long-term growth strategy in a very significant way."

Smith's primary role will be to lead and support recruiting efforts across The Assurance Group's career and brokerage platforms in addition to supporting the development and delivery of training programs to field managers and agents.

"I am extremely pleased to be a part of The Assurance Group's sales team. My strong desire was to finish my career at an organization with impeccable integrity, one who truly cares about their agents, and one who shares the same core values as I do," Smith stated.

Curt Klein, Chief Marketing Officer, commented on Smith's appointment by saying, "Roger is a very welcome addition to our team. His leadership ability, coupled with a strong knowledge of product development, team building and delivery of training programs will have a large impact on our organization."

Smith, and his wife Cheryl, reside in the Dallas, Texas area.

About The Assurance Group

Founded over twenty-five years ago to primarily serve the life and health insurance needs of the residents in the Triad area of North Carolina, The Assurance Group (TAG) has grown to national prominence as a provider of life, health, annuity and property/casualty products through both career and independent brokerage agents. Over one-hundred employees serve thousands of agents and nearly one-million clients from the home office campus in Archdale, NC as well as from twenty regional and district offices throughout the United States.