

Richard B. Sanford

VITA

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- Author, *Growing Your Business 1, 2, 3*, the nation's premiere handbook showing entrepreneurs how to grow their businesses
- Author, *Success by Design*® a handbook for creating ever-increasing income, profits, and wealth in the world of small business
- Author, *Simplified Strategic Business Planning*® a planning model for small business.
- Contributing author to *When Caring Isn't Enough—Meeting the Need for Long-term Care*, and other health care financial periodicals
- Consultant to small- and mid-sized businesses and professional organizations using a *Simplified Strategic Business Planning*® model
- Public speaker and seminar instructor, with an emphasis on health insurance, alternative health care delivery, business management, sales and marketing
- Dale Carnegie Courses instructor for courses in sales, business management, and supervision (1957-1972)

Recognition and Awards

Listed in *Who's Who in America – Business and Finance* (1983 and 1988)

Recognized by American United Life as the top managing general agency, group-life sales producer, nationwide (1995-2000)

Presented with the annual "Eagle Award" by National Association of Health Underwriters for sales excellence in generating new business (1990-2000)

Nonprofit Endeavors

Founder and Honorary Chairman, Small Business Association of Michigan	1969–Present
Chairman and Director, National LTC Network, Inc.	1997–2005
President, NAHU Education Foundation	1995–1996
Founder and Past President, Small Business Foundation of Michigan	1994–1996
Chairman, Michigan Coalition for Positive Health Care Reform	1992–1996
Chairman, Governor's Small Business Advisory Council, Michigan	1975–1978
Founder and President, IBA Credit Bank (Michigan)	1973–1978

For-Profit Endeavors

President and Founder, Sanford Publishing Company, LLC®	2015–Present
President and Founder, LTCI Advisors, LLC	2010–Present
Founder and President, American Network for Health Care Savings Corp. <i>A low-cost prescription-drug program for senior Americans</i>	1996–2005
Founder, Chairman, and CEO, Sanford Insurance Group, Ltd. <i>A licensed third-party insurance administration company generating \$136 million in annual sales</i>	1989–2000
Chairman and CEO, IBA Health and Life Assurance Company <i>Co-Author and developer of IBA Health Care Plan, Michigan’s first managed-care PPO for small businesses</i>	1985–1988
President and CEO, Small Business Group Insurance Administrators <i>A licensed Michigan third-party insurance administrator</i>	1976–1988
Founder, Chairman, and President, IBA Mutual Insurance Company <i>Predecessor to IBA Health and Life Assurance Company</i>	1975–1985
Principal, Les Actionaire Company <i>A real-estate investment company</i>	1975–1985
Founder and President, IBA Life Limited, BWI <i>An offshore captive life insurance company</i>	1975–1975
Founder, President and CEO, RBS Associates, Inc. <i>A financial, insurance, and employee-benefits services company</i>	1967–1975

Supporter of Business

Director, Irwin Union Bank, Kalamazoo, Michigan	1999–2010
Member, Self-Insurance Institute of America	1983–2002
Director, Southwest Michigan Association of Health Underwriters	1993–1997
President, National Association of Health Underwriters / Education Foundation	1995–1996
Commissioner, National Association of Health Underwriter’s Registered Health Underwriter Professional Designation (RHU)	1993–1995
Director, Michigan Association of Health Underwriters	1990–1994
Director, Western Michigan Association of Health Underwriters	1990–1993
Member, Governor’s Access To Health Care Task Force	1988–1990
Member, Michigan Insurance Commissioner’s Life and Health Advisory Council	1986–1989
Member, U.S. Small Business Administration, National Advisory Board	1981–1986
Member, project advisory committee, HIAA Small Business Health Insurance	1986–1987
Chairman (Governor’s), Michigan Conference on Small Business	1980–1981
Chairman (Michigan Delegation), White House Conference on Small Business	1979–1980
Member, Vice President’s White House Conference/Plan Development	1979–1980
Member, Detroit, Michigan Advisory Council, U.S.S.B.A	1976–1980

Supporter of Community

President/CEO, Cheboygan Communities Foundation	2011-Present
Chairman/CEO, Cheboygan Economic Development Group Inc.	2008-2014
President, Mullett Lake Country Club	2003–2005
Member and Director, Kalamazoo and Cheboygan, MI Rotary Clubs	1971–Present
Member, Stryker Center for Management Studies, Kalamazoo College	1982–1990
Trustee, Hackett Catholic Central Foundation	1983–1985
Co-chairman, Western Michigan University Capital Fund Raising	1982–1983
Trustee, Kalamazoo Academy	1980–1982
Trustee, First Congregational Church	1980–1981
Member and Vice Chairman, Kalamazoo City Planning Committee	1977–1979
Vice Chair and Director, Kalamazoo County Chamber of Commerce	1971–1975