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Mark M. Skinner Leads Workshop Panel at Benefits Conference

Workplace Benefits Mania

Iselin, NJ, July 19, 2016 – U.S. Retirement Partners (USRP) announced today that its President and CEO, Mark Skinner, led a workshop at the Workplace Benefits Mania conference held in Las Vegas, NV from July 18-20, 2016. The annual conference brings together 600+ brokers, agents and advisers to discover the latest strategic approaches, tools and technologies to grow their benefits practices.

Mark served on the panel of industry experts who led the Workplace Benefits Mania pre-conference workshop, “Optimizing Your Sales Revenues & Business Asset Value.” Attendees received practical advice, strategies and hand-outs to aid them in: morphing their business model to be responsive to changing market conditions; becoming more consultative and strategic in their interaction with clients and prospects; identifying their firm’s sustainable competitive advantage; developing new capabilities to remain relevant to client needs; redefining the benefits advisor’s role; leveraging technology to improve operational efficiencies and to enhance employee engagement; and increasing the asset value of their business. The event was sponsored by SourceMedia, publishers of *Employee Benefit Adviser*, *Employee Benefit News*, and a number of other insurance and financial services industry publications.

Mark has a unique background in both employee benefits and retirement from his years at UNUM and subsequently as President of The Copeland Companies. Since co-founding USRP nine years ago, he has led the development of an entirely new model within the Retirement and Employee Benefits space. Seeing a fusion of the two previously siloed types of services USRP has, through the acquisition and development of technology platforms, built the preeminent national independent distributor, administrator and record-keeper within the K-12 public school market, serving over 4,000 public schools. USRP has expanded its services to the Corporate and Governmental markets as well, supporting over 5,000 corporations for their retirement and employee benefits needs.

About U.S. Retirement Partners, Inc.

U.S. Retirement Partners, with headquarters in Iselin, NJ, is the nation’s largest independent K-12 public school and governmental employee benefits and retirement planning services firm, also serving the corporate and non-profit marketplace, with over 1.2 million clients serviced through 30 regional Partner Firms.

Visit www.usretirementpartners.com for more information.