



3755 Attucks Drive, Powell Ohio 43065
Tel: 512.716.8800 * Fax: 888.525.7645 * tx.naifa.org

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jphernandez@newyorklife.com

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exec@naifa-texas.org

NAIFA-Texas Renames Annual Lifetime Achievement Award to Honor Long-Time Member John Ruckel

February 28, 2024 – The Texas Chapter of the National Association of Insurance and Financial Advisors (NAIFA-Texas) announced the renaming of their Annual Lifetime Achievement Award to the John M. Ruckel Lifetime Achievement Award during this year's Annual Conference that was held February 16-18, 2024, in Clear Lake, Texas.

The NAIFA-Texas Board of Directors voted unanimously to rename the Lifetime Achievement Award to the John M. Ruckel Lifetime Achievement Award to honor John who has been a long-standing member of NAIFA. John began his career in June 1969 at American General Life and became a member of NAIFA at the same time. He worked as an agent at American General Life until 1982 when he left to join Mass Mutual. In 1994, he formed Ruckel Insurance and Financial Group in Nacogdoches, Texas where he continues to work today. John is a graduate of Stephen F. Austin University and has attended hundreds of seminars on business, estate, and tax planning.

In 1975, John was honored by the Texas Senate with a Senate Resolution for contributions to his community and industry. In 2018, he was honored by both the Texas Senate and Texas House of Representatives with resolutions for contributions to the Lone Star Legislative Summit. John spearheaded the creation of the Lone Star Legislative Summit that brings legislators together from across the state of Texas for a two-day event that is held in Nacogdoches each year.

John served as President of the National Association of Insurance and Financial Advisors (NAIFA National) from 1999 to 2000 and he served as President of the Texas Chapter of National Association of Insurance and Financial Advisors (NAIFA-Texas) from 1987 to 1988. John also received the NAIFA-Texas Lifetime Achievement Award in 2007 for his outstanding commitment and contributions to the organization.

"It's an understatement that this is the single greatest honor of my 55-year career," said John. "I have truly, truly received much more over the last 55 years than I could ever contribute over the next 55 years."

The Lifetime Achievement Award recipients are selected by the NAIFA-Texas Awards Committee after thorough consideration. Recipients of the award must have a minimum of twenty (20) years of continuous membership in NAIFA-Texas, demonstrate significant contributions to NAIFA-Texas, including local and/or state leadership involvement, contribute to the NAIFA-Texas Political Action Committee (PAC), and contribute to the insurance and financial services industry.

NAIFA members adhere to a strong code of ethics that requires them to work in the best interests of their clients. They work with Main Street USA consumers to improve their financial literacy, offer financial risk protection, help them prepare for secure retirements and allow them to leave financial legacies.

About NAIFA: *The National Association of Insurance and Financial Advisors is the preeminent membership association for the multigenerational community of financial professionals in the United States. NAIFA members subscribe to a strong Code of Ethics and represent a full spectrum of financial services practice specialties. They work with families and businesses to help Americans improve financial literacy and achieve financial security. NAIFA provides producers with a national community for advocacy, education, and networking along with awards, publications, and leadership opportunities to allow NAIFA members to differentiate themselves in the marketplace. NAIFA members in every congressional district advocate on behalf of producers and consumers at the state, interstate, and federal levels.*