

# Chicago Tribune



Murray A. Gordon  
Founder and CEO  
MAGA Ltd.

## MAGA CEO Murray Gordon Honored for Lifetime Achievement in Entrepreneurial Excellence Awards

---

**Murray A. Gordon has been recognized for Lifetime Achievement in the Daily Herald Business Ledger's 2015 Entrepreneurial Excellence Awards.**

---

Murray A. Gordon, Founder and CEO of MAGA Ltd., has been selected as an honoree in the 2015 Entrepreneurial Excellence Awards by the Daily Herald Business Ledger. The award honors Gordon's Lifetime Achievement as a pioneer in the Long Term Care Insurance Industry. He will be recognized with other award winners at a ceremony on Wednesday, September 16, at Northern Illinois University's Naperville campus.

Gordon founded MAGA 40 years ago, at a time when Long Term Care Insurance was a new and little understood product. He took an early leadership role in the industry, establishing education programs for insurance professionals and financial planners and serving on a variety of advisory associations. Gordon has been quoted in the Wall Street Journal, Barron's, Kiplinger, Financial Advisor, the National Underwriter, the Chicago Tribune, and Morningstar, and has also published many by-lined articles on LTCI topics. He currently serves on the board of Age Options (formerly The Suburban Area Agency on Aging), and is a board member of the National LTC Network and a member of the American Association for Long Term Care Insurance (AALTCI).

The 16th Annual Entrepreneurial Excellence Awards will be presented at a reception beginning at 4:30 pm to be held on Wednesday, September 16 at the Naperville Campus of Northern Illinois University located at 1120 E. Diehl Rd. Winners will also be profiled in a special edition of the Business Ledger on October 12.

To learn more about MAGA and Murray A. Gordon, visit [www.magaltc.com](http://www.magaltc.com).

### **About MAGA**

Now marking its 40th anniversary, MAGA Ltd. is one of the nation's original long term care planning specialists. To date, MAGA's clients have received millions of dollars in benefits. MAGA offers cutting-edge LTC planning solutions that protect retirement assets, provide quality choices of care, and ease the caregiving burden for families. They work with a number of reputable insurance companies to ensure clients have access to the best options. MAGA serves consumers, corporations, health care professionals, and financial advisors, offering asset-based and traditional LTCI products. The company is passionate about providing personalized service to clients and to educating the public regarding the pressing need for long term care planning. Licensed nationally, MAGA has won numerous achievement awards in its industry, including from the AALTCI, its professional trade association. For more information, visit [www.magaltc.com](http://www.magaltc.com)



*Celebrating 40 Years*