



Matt McAvoy Recognized with the 2022 Douglas Mooers Award for Excellence

The annual award, sponsored by MassMutual Strategic Distributors, is NAILBA's highest honor for distinction in brokerage.



NAILBA's most coveted and prestigious accolade, the Douglas Mooers Award for Excellence, was presented to Matt McAvoy at NAILBA's 41st annual meeting in Dallas, TX. The Mooers Award honors distinction in brokerage and is presented to the individual most committed to furthering independent life brokerage as a distribution system, and who demonstrates an exemplary record of community service. McAvoy currently serves as Principal, Great Plains Divisional President for Ash Brokerage.

"Matt's contributions to financial services are paralleled by few," said NAILBA Chairman, John Gilbert. "He has not simply held a long-standing career in our industry, but one marked by service and activism. His advocacy for our profession and clients has fundamentally changed the way we do business—very much for the better."

McAvoy became licensed to sell insurance while in college, and joined his father's company, Louis J. McAvoy and Associates, Inc., in November 1981 and its successor company, Target Insurance Services, Inc. In November 2018, Matt sold Target Insurance Services, Inc. to Ash Brokerage. Matt has completed his Long-Term Care Professional designation from The Health Insurance Association of America. Matt also holds active security registrations: Series 6,7, 63, and 24.

In his role as an RIA Consultant for Palladium Group by Ash Brokerage, Matt is passionate about collaborating with financial advisors to secure the future of their clients. He focuses on designing and implementing risk solutions using life insurance, retirement income annuities, disability income insurance, and long-term care funding. Matt also serves as a member of the executive leadership strategy team for Ash Brokerage.

Throughout his career, McAvoy has been active at both local and national levels with industry-related duties. He is a past Chairman of NAILBA (now a Finseca Community) and a past Director of Life Happens. While Chairman of NAILBA, he was instrumental in integrating the American Council of Life Insurance's (ACLI) anti-money laundering testing as an accepted testing benchmark for life insurance agents under The Patriot Act.

McAvoy graduated with a bachelor's degree in economics from Benedictine College in 1981. He and his wife, Sheryl, have a daughter, Caitlin, and their golden retriever, Truman.