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**Gene Pastula**  
**President and Founder**



Gene Pastula has over thirty years in the Financial Services Industry. A graduate of San Diego State University with a degree in Finance, Gene began his career with the Aetna Life Insurance Company. In 1974, he established Westland Financial Services to participate in the emerging financial planning industry.

While introducing Universal Life Insurance in 1979, Gene Pastula and Westland Financial developed the concept of single premium life insurance - fully five years before the industry embraced single premium whole life. Gene has been the leader for developing special purpose applications of Universal Life Insurance. In 1987, he broke new ground as a major industry innovator. Working with First Penn Pacific Life, Gene, co-developed ASSURED CARE, (recently re-named MoneyGuard) and thus introduced the first financial product designed specifically to address the unique needs of seniors.

Gene Pastula is considered one of the foremost experts in the industry and is kept quite busy writing articles for various publications as well as lecturing to industry groups.

Gene and his company currently serve over 40 Broker/Dealer selling organizations and other financial, accounting and legal professionals in assisting their clients with the purchase of insurance products that address the issues of Estate and Income Planning, Asset Transfer and Long-Term Care. In addition, Gene has been sought after by many insurers to assist them in the development of asset based long-term care and legacy asset type products.

For more information or for assistance, Gene can be reached via email at:

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