

**Howard Cannon**  
**Certified Senior Advisor (CSA)**  
**Regional Manager, Medicaid Information Resource, Inc.**



Howard Cannon is the Orlando Regional Manager for Medicaid Information Resource serving nursing homes and their residents in Lake, Orange, Seminole, Sumter and Volusia counties. He is a native-Floridian who was raised in Seminole county where he attended Bear Lake Elementary, Teague Middle and Lake Brantley High schools. He is a graduate of the University of Maryland and served for six years in the United States Air Force.

Howard has over 20 years experience in the communications industry with companies such as Ford Aerospace, Lucent Technologies and Avaya Communication. In recent years, Howard began to feel a calling to serve his fellow man in a more meaningful and personal capacity. In his quest for a more meaningful work life, a dear friend introduced him to Bill Ruffing, the founder and President of Medicaid Information Resource.

***"Once Bill explained his work of helping the elderly and their families with the Medicaid application process, I knew instantly that I had found the meaningful career I was seeking."***

Howard's military and corporate experience in contracts management and engineering planning credit him with the skills necessary to interpret and manage the precise details of Medicaid Planning. The interpersonal skills he honed as a corporate instructional designer and presenter enable him to effectively explain the confusing aspects of Medicaid eligibility to nursing home residents and their families.

Howard has an easy-going personality, a caring presence and he genuinely has the best-interests of each client at heart.

***"This business is great, I am blessed with being able to help others and I enjoy serving a region where I have many wonderful childhood memories."***