



SENIORS Helping SENIORS®
...a way to give and to receive®

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**Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise in Northern Michigan**

Wyomissing Hills, Pa – To help meet the growing demand of older adults in Northern Michigan who want to maintain an independent lifestyle in their own homes, **Seniors Helping Seniors** In-Home Services and Carla Parkes have established a new franchise in Gaylord Michigan, our fifth franchise in the state. The new franchise will serve Northern Michigan including the counties of: Otsego, Antrim, Emmet, Montmorency, Leelanau, Charlevoix, Cheboygan, Presque Isle, Alpena, Crawford, Kalkaska, Grand Traverse, Manistee, Mason, Wexford, Missaukee, Roscommon, Ogemaw, and Benzie. There will be an Open House on June 8th from 2 to 4 pm at 221 E. FelshawSt, Gaylord, MI. Please RSVP to 989-448-8323.



The mission of **Seniors Helping Seniors** In-Home Services is simple: To provide our seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve by finding caring seniors to help each other. Our innovative program creates the support seniors need from people who understand them the most. Since our helpers are also seniors, they understand just a little more about the unexpected twists and turns of life. They provide essential services such as: companionship, transportation, meal preparation, light housekeeping, personal care, yard work, overnight stays, pet care and handyman services. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Carla has a passion for serving others. The **Seniors Helping Seniors** mission ...to make life a little easier for the seniors we love by providing in-home services... resonates with her own desire to give back to her community. As a Registered Nurse, Carla has been called upon by her family to help with the care of her aunt as she reached the end of her life. Carla and her family were able to maintain her aunt in the comfort of her own home by sharing her care and with the support of the community. This experience reinforced for Carla the importance to seniors of family and the value of maintaining community connections.

Carla was born in Ann Arbor and is a graduate of the University of Michigan where she earned her Bachelor's degree in Nursing. Her Nursing career began in the acute medical in-patient setting at St.

Joseph's Mercy Hospital in Ann Arbor and then took her to Arizona where she provided in-home nursing care while working for the public health department. She then entered healthcare management in managed care for Medicaid, Medicare and Commercial insurance and returned to Michigan in the early 1990's to care for her mother. Carla is recognized as a results oriented executive with skills in training, consulting, case management, disease management, continuous quality improvement, budgeting, strategic quality planning and public speaking.

Carla's family has been a part of the Gaylord community since 1930 when her grandparents brought their young family to Gaylord. Her grandfather owned the P&L Hardware downtown until the early 1960's and her uncle Beeman Simmons was active in Little League as well as other local sports activities. Carla has one daughter, Megan, and shares her home in Gaylord with her Jack Russell terrier, Archie and her daughter's Lab-mix rescue dog, Jazz.

Both Carla and her daughter have been active members of the Pinto Horse Association of America and Michigan State Pinto Breeders and Owners Association (MSPB&O). They have one horse, DTA Dream Catcher, shown by Megan and earning many awards from both the Michigan and national Pinto organizations. Carla served three terms as President of the MSPB&O Board of Directors. While living in Arizona she served as President and member on the Board of Directors for EMPACT-Suicide Prevention Center and as Vice-President and member of the Phoenix Children's Chorus Board of Directors. Carla is an active member of her church, Community of Christ.

"My goal is reach as many seniors who would like help in their homes as possible and match them with seniors who have a desire to help others" notes Carla. She goes on to say, "As we age, we want to maintain our independence. And, as we watch our parents' age, we want to make sure they are safe and secure. There is a huge difference in the kind of home care seniors can receive from someone who really understands what life is like as a senior. **Seniors Helping Seniors** In-Home services are the perfect solution for older adults and their children who are looking for loving, caring, and compassionate service providers."

Dave VanderLinde Jr., Regional Owner for **Seniors Helping Seniors** in Michigan notes; "We feel very blessed to have met Carla and are excited to welcome her into our **Seniors Helping Seniors** family. She has an incredible amount of both personal and professional care-giving experience and a very real understanding about what it takes to help seniors and their families who need care. Carla is dedicated to providing the loving, giving and compassionate service that is synonymous with our **Seniors Helping Seniors** brand; she will further strengthen our growing presence here in Michigan and in the Midwest."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** In-Home Services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

He continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"Today, our **Seniors Helping Seniors** organization has grown to over eighty franchises in thirty states including Arizona, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington," said Philip.

He adds, "We support all of our franchises with the expertise we have gained in running **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to simultaneously help seniors remain independent and continue contributing to their community."

For additional information, contact Carla Parkes at: (989) 448-8323, visit her website: www.seniorshelpingseniors.com/NorthernMichigan/ or email her at: Carla@seniors4seniorsnorthmi.com.

For Seniors Helping Seniors Franchise Information:

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