



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

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NEWS AND INFORMATION FOR THE MOHAWK VALLEY

## Pennysaver

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By MARY NADEAU

### **Pennysaver**

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#### WATERVILLE —

National organization based in Wyomissing Hills, Pa., with local franchise in Waterville.

Slogan: "... A way to give and to receive."

"It's like getting a little help from your friends."

**Area served:** All of Oneida County and parts of Madison County

**Web site:** [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com)

**E-mail:** [trockwellshs@aol.com](mailto:trockwellshs@aol.com)

**Number of employees:** 15, working as independent contractors

**How long in business:** Since April 1

**Owner:** Terry Rockwell, with help from her husband, Jack



**Background:** 20-plus years working in customer service; working in various departments of The Hartford Insurance.

Husband, Jack, works for The Hartford in corporate health insurance and benefits.

**Services:** Matches senior "helpers" with senior "receivers" to provide non-medical services including transportation to appointments, help with shopping, housework, cooking, laundry, yard work and repair and handyman services.

**How it works:** Older people who need help in a variety of areas contact the Waterville office with specific requests. They are matched with providers, whom they meet in person before services begin.

"I try to match the backgrounds of the two people and I take the provider to meet the receiver before the services start.

We go into the person's home for a little get acquainted visit. In one case, we discovered that a Holland Patent provider knew the receiver, who was in Barneveld. Their kids knew each other too.'

Retirees who want to help others and make a little money also contact the Waterville office, are interviewed and



screened. After a phone interview, they may be asked to apply in person, with references and a criminal background check required. If hired, they are paid \$8-9 per hour, plus gas money.

"I'm very, very picky about who our providers are. I've interviewed more than 100 people, and we use only 15 of those. "Most of our providers are retired and on Social Security. This allows them to get out, make a little extra money and gives them something to do while helping other people."

**Hours:** Flexible, depending on needs.

"We have one woman who is 100 years old and still living at home with help 24/7. Another receives two hours service in the morning Monday through Friday ..."

**Cost:** \$15 to \$24 per hour. Minimum of two hours service required.

"We do accept long-term health care insurance too."

**Gift certificates:** Yes

**How she got started:** "I cared for my own elderly parents before they passed away; my mother in 1998 after a battle with cancer, and my father after a stroke in 2001. I want to help seniors.

"... My husband wanted a franchise and we narrowed it down to Seniors Helping Seniors. We went to Pennsylvania to an open house they had, and I fell in love with it. The only way to describe it is that it's really awesome."

**What she likes about it:** "It's a good feeling to know I'm helping people. It's not so much about making money as it is about taking care of seniors and giving back.

"There was one man who needed transportation to a medical appointment in Rome and he told me he had never been to Fort Stanwix. Could we go there too? So I took him to Fort Stanwix for an hour, and he absolutely loved it. ..."

**What she wants people to know:** "This kind of service helps older people continue to live independently, and stay in their own homes where they're comfortable and in familiar surroundings, instead of going into a nursing home.

"The seniors who are our caregivers have a great work ethic and truly enjoy contributing to society in a meaningful way. "... as a result wonderful friendships are formed."

**How is the economy affecting your business?** "I'm very busy. The phone is constantly ringing, but it is affecting us. We started with an \$18 per hour minimum charge, but lowered it to \$15 per hour."

**Future plans:** "Become a leader in non-medical home care services in Central New York by giving high quality care, companionship and great customer service. We hope to buy into the franchise for Lewis and Herkimer counties next year."