

For Immediate Release

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Seniors Helping Seniors Family Shares Expertise And Experience at Successful First Annual Meeting

The national caregiver organization has expanded rapidly and now comprises four master license holders and two dozen franchise partners

Reading, PA— More than 50 people attended the first annual convention of Seniors Helping Seniors® In-Home Services® (SHS), the only national caregiver organization that matches seniors who need non-medical in-home care with seniors who provide them.

Seniors Helping Seniors, which launched its for-profit franchise family in January 2006, now has master license holders and franchise partners in Pennsylvania, New York, New Jersey, Delaware, Connecticut, Massachusetts, Virginia, Maryland and the District of Columbia. The organization expects to attract many more franchise partners and master license holders through the end of 2007 and throughout 2008.

Seniors Helping Seniors provides services such as household assistance, companion care, transportation and 24-hour care. Its mission is “to provide 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.”

The organization strives for the best compatibility in matching receivers and providers; stresses its own brand of loving, giving, caring and compassionate service; creates jobs for seniors; and relies on establishing close ties within the communities where its franchises are located.

Philip Yocom, who manages the Seniors Helping Seniors franchise system, said the convention, held at Windsor, Conn., provided an opportunity for everyone involved to network and to share experiences and best practices. “There was a great synergy achieved and this first convention did much to clarify and strengthen our goals and overall mission. We plan to make this an annual tradition and yet another important way for us to support our partners.”

He stressed that it was amazing to realize that none of this existed just one year ago. “It is so incredible to see everything that is already beginning to happen

because each of us had the courage to open our hearts and minds to see the vision of Seniors Helping Seniors, and the confidence in ourselves to adopt this vision as our own. We are the real pioneers who had the faith and the belief to embark on a journey.”

Much of the first annual meeting centered on panel and roundtable discussions focusing on creating an advisory board, getting the most out of market research, effective networking, making group presentations, trade shows, home-based business tips and reporting and analysis methods. The Seniors Helping Seniors 2008 marketing strategy also was introduced.

Speakers included Floyd Wickman, a member of the National Speakers Hall of Fame, the author of six books including “Mentoring,” and a professional sales teacher for more than 30 years; Dr. Stephen Post, author of the highly popular book, “Why Good Things Happen to Good People” and professor and associate director for Educational Programs, Department of Bioethics, School of Medicine, Case Western Reserve University; and Philip and Kiran Yocom, the founders of Seniors Helping Seniors.

Kiran Yocom, who worked for Mother Teresa for 14 years, founded Seniors Helping Seniors in 1998 as a non-profit organization serving Reading and Berks County, Pennsylvania. Today, her non-profit encompasses more than 250 senior providers helping more than 600 receivers and, in 2006, provided nearly 13,000 hours of service.

Based on that success, the Yocoms launched the for-profit franchise organization. “We have found that a for-profit business model is more attractive to business leaders to bring Seniors Helping Seniors in-home services to their communities. That’s why we are convinced that for-profit Seniors Helping Seniors franchises can be more effective as we grow SHS nationwide,” said Philip Yocom.

Kiran Yocom said the timing is perfect for organizations like Seniors Helping Seniors. “Many sources of help and support are not as available as they once were and many seniors are simply finding themselves out there on their own. Many are forced to move into nursing homes and other long-term care facilities at great expense to themselves and society. We can change that.”

For more information on Seniors Helping Seniors and its for-profit franchise system, call the Yocoms at 610-927-2778 or visit the website www.seniorshelpingseniors.com.

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