



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

**FOR IMMEDIATE RELEASE**  
**November 24, 2009**

### **Contacts**

Heather Deering: (515) 661-2169  
E-Mail [SHSdsm@hotmail.com](mailto:SHSdsm@hotmail.com)

Rebecca Niebel: (610) 898-1152  
E-Mail [Rebecca@SeniorsHelpingSeniors.com](mailto:Rebecca@SeniorsHelpingSeniors.com)



### **Seniors Helping Seniors® In-home Services Establishes Its First Franchise in Iowa to Serve Des Moines Area Seniors**

Wyomissing Hills, Pa - To help seniors who want to remain in their own homes and stay as self-sufficient as possible, Waukee, Iowa resident Heather Deering has joined **Seniors Helping Seniors®** in-home services. The first in Iowa, Heather Deering's **Seniors Helping Seniors** franchise will serve Greater Des Moines communities, including Polk and Dallas Counties by providing loving, caring, compassionate non-medical in-home services to less able seniors and employment opportunities for active seniors who want to help.

**Seniors Helping Seniors** in-home services a national caregiver and companionship organization and the only one that matches seniors who need in-home care services with seniors who provide them. The **Seniors Helping Seniors** 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. In-home services include companionship, transportation, light housekeeping, meal preparation, shopping assistance, yard work, pet care and more.

Heather Deering, Franchise Owner said, "Our goal is to become a leader in our community by providing superior in-home services for seniors by seniors. We have made a commitment to our community to provide loving, caring, compassionate services that will allow seniors to remain living independently for as long as possible. Who better to provide services for seniors than active seniors who truly understand and want to help?"

She continued, "Seniors want to remain living in their own homes. In Central Iowa, many seniors have been living in the same community their entire life. It is stressful and upsetting when seniors must leave the homes and communities they love because they do not have the support they need. Our **Seniors Helping Seniors** franchise will be a resource for seniors to stay where they want to be and remain active in their communities. Family caregivers will also have a support system that they can trust when they cannot be there for their senior loved ones."

An Iowa native, Heather earned her bachelor's degree in Public Relations from Drake University in 1989. She began her professional career as a pension administrator for The Principal Financial Group. One of her greatest accomplishments has been earning her master's degree in Public Administration from Drake University in 1999 while working full-time.

Heather said, "I always thought I would be a novelist; I never imagined that I would become an expert in the insurance industry. However, living in Des Moines it was easy to fall into the insurance field. I have held positions with numerous companies and most recently spent 10 years with Marsh Global Consumer. My main emphasis has been on employee and retiree benefits so I am very familiar with issues that retirees are facing as they move from working to retirement. Many retirees want to do something fulfilling with their time."

Heather resides in Waukee with her husband Connor and two children, Delaney- 6 and Grady- 4 years old. Heather is active in her community as a member of St. Francis of Assisi Church and volunteer for the Lymphoma Society. She has been a supporter of Big Brothers Big Sisters and helped with the Hy-Vee Triathlon. Her favorite pastime is spending time with her children along with watching Iowa Hawkeye Football, running, music and interior decorating.

"After spending 20 years in the insurance industry I have found a business opportunity that will allow me to contribute to our community, help seniors, and utilize the strengths I possess as a business woman," Heather said.

She adds, "While my grandfather was living, he and my grandmother lived in an apartment complex with several senior women who were widowed. My grandfather spent his days taking care of all the needs of the women from painting, changing light bulbs, purchasing flowers, doing small home repairs and providing transportation to appointments and shopping. **Seniors Helping Seniors** services are putting definition to the services he provided for so many years."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Heather Deering to operate the first **Seniors Helping Seniors** territory in Iowa. "Heather Deering comes to our **Seniors Helping Seniors** community with vast professional and customer service experience. She will make an excellent addition to our franchise family. Heather is dedicated to providing the **Seniors Helping Seniors** brand of loving, giving, caring and compassionate services," he said.

Heather added, "I am very familiar with the Greater Des Moines area. Being a born and raised Iowan, I understand the challenges seniors in our communities face. I look forward to providing an important resource and much needed service to help seniors maintain their quality of life and independence."

**Seniors Helping Seniors** franchise organization has ten regional owners and over eighty franchise territories in Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

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 said, "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."

"We support all of our franchises with all of the expertise we have gained in running **Seniors Helping Seniors** in-home services in Berks County, Pennsylvania. We also provide marketing, sales, management, and technology support to our Franchise Owners."

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service."

For more information, contact Heather Deering at (515) 661-2169 or e-mail [SHSdsm@hotmail.com](mailto:SHSdsm@hotmail.com).

Visit their website at [www.seniorshelpingseniors.com/CentralIowa](http://www.seniorshelpingseniors.com/CentralIowa).

**For Franchise Information:**

Visit Our Website: [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com)

E-Mail: [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com)

Call: (610) 858-2556

# # #