



NEWS RELEASE

SENIOR'S CHOICE CEO INVITED TO PRESENT AT NPDA 6th ANNUAL LEADERSHIP CONFERENCE Will Share Strategies for Growing a Successful Private Duty Business

DANA POINT, CA, October 22, 2007 – Steve Everhart, Founder and President of The Senior's Choice, the nations leading network of independent private duty companion care companies, has been selected to present at the National Private Duty Association (NPDA) 6th Annual Leadership Conference this March 26-28, 2008 in San Diego, CA.

NPDA is the first and largest association for providers of private duty in-home care to seniors and others. Their mission is to enhance the strength and professionalism of its membership of providers through education and best practices, as well as to promote legislation and regulation that provides caregivers and consumers more protections.

“I am thrilled that I have been invited to speak to NPDA’s membership at their Annual Leadership Conference”, he said. “Since its inception, NPDA has taken a leadership role in helping raise the bar for the standards of care that many of us today take for granted. Without their leadership, our nation’s seniors would remain vulnerable to inconsistent and unreliable providers. NPDA’s positive influence on the industry cannot be overstated.”

As a member of NPDA, Everhart is eager for the opportunity to pass on some of the wisdom he has gleaned from his decade of experience at the forefront of the industry to its thousands of members. In particular, he wants to share his expertise on helping companies grow and reach their full potential.

Everhart’s presentation, titled *How to Take Your Business’ Pulse and Promote Its Growth*, is intended to instruct newer and less experienced private duty owners on the importance of developing good business practices and habits to help them achieve success. Instrumental to this is the process of having them regularly assess all key aspects of their business, as well as learn the key operational and financial benchmarks to measure their progress - and how to utilize them.

According to Everhart, “The private duty industry is more competitive today than ever before. Even with the enormous opportunities that continue to exist in the rapidly

growing senior care market, private duty companies need to be armed with the right tools – and know how to use them - in order for them to succeed and take their businesses to the next level. At The Senior’s Choice, our members already have access to these resources and make good use of them, and I’m delighted to have the opportunity to share some of our secrets to success with an even larger audience.”

For more information on the National Private Duty Association and its Annual Leadership Conference, contact Jill K. Taxter, Membership Services Director jill@privatedutyhomecare.org or visit their website www.privatedutyhomecare.org.

Founded in 1998, The Senior’s Choice is the nation’s largest network of private duty home care companies caring for seniors. With over 200 members in the United States and Canada, The Senior’s Choice offers its members the unparalleled opportunity to become successful independent business owners. The Senior’s Choice membership model was developed as an alternative to franchising that gives entrepreneurs a step-by-step guide to starting their businesses, along with a comprehensive training program and unparalleled support, without the long-term conditions and costs imposed on them by a franchise.

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