



## **NEWS RELEASE**

### **LEADING PRIVATE DUTY MEMBERSHIP ORGANIZATION TAKES REVOLUTIONARY APPROACH TO TRAINING**

**CHARLOTTE, NC, August 6, 2007** – The Senior’s Choice recently launched their state-of-the-art private duty advanced training center located in their Charlotte, NC regional offices. Recognized by the industry as the leading national membership organization for companion/personal care providers, The Senior’s Choice continues to invest in leading edge technology to improve the standard for beginning and advanced “next level” training for its members.

A year ago, The Senior’s Choice’s visionary founder and president, Steve Everhart, recognized the need to create a unique and accessible training location for private duty companies around the country. Charlotte, a national hub for the airline industry with affordable and convenient access, including non-stop flights from over 90 cities in the U.S., seemed the obvious choice. Once a location had been decided upon, Everhart saw the opportunity to take training to another level and decided to invest in a permanent training facility that would afford his members with advanced services and the opportunity to learn from an experienced Senior’s Choice member that has successfully implemented all key company operational systems and procedures.

“We had two objectives when we decided to break ground on our advanced training facility”, said Everhart. “The first was that the facility should be easily accessible to our members from every part of the country, particularly those located in the Central and Eastern part of the United States where we are experiencing our most rapid growth. The second was that it should set the industry standard for the educational opportunities afforded them. With our new training facility fully operational, we have achieved both.”

Located in a business park only ten minutes by complimentary shuttle service from downtown Charlotte, the advanced training facility is a joint venture between The Senior’s Choice and Partners In Care, a companion/personal care provider and long-time Senior’s Choice member. The relationship between these two growing companies affords members the unique opportunity to experience first-hand how a multi-million dollar agency operates on a day to day basis, adding a unique and valuable dimension to the training process.

The training facility boasts a state of the art conference room and includes a built in LCD projector and viewing screen, comfortable leather executive chairs, and climate control. The remainder of the office contains smaller break-out rooms providing high speed Internet access and phone service, with a separate kitchen area.

“We are delighted to work so closely together with Steve and his team to provide their members with such a revolutionary training facility”, said Don Olin, Chief Operating Officer of Partners In Care. “Not only will their members be able to visit and view our day to day operations, but we are committed to providing them with direct access to our staff for questions and anything else we can provide them to make their visit as productive and informative as possible.”

The Senior’s Choice inaugurated their advanced training facility during the week of July 30<sup>th</sup> with a full house of new home care entrepreneurs that included 26 members from California to New York, many of whom measured the benefits of the new facility as a significant factor in their decision to join the organization. According to Susan Sather of Edmonds, WA “...it was wonderful to be able to use the Olin’s facility and to see how they run and operate their business.” Plans are already in place to host the first

advanced level training for experienced private duty operators looking to take their company to the next level. Everhart couldn't be more excited.

"Ever since Don and his wife Sally moved into their new purpose built facility, we discussed ways to utilize the adjacent space to create a unique training experience for our members. I can't thank them and their staff enough for their generosity and dedication to our cause", said Everhart.

Founded in 1999, The Senior's Choice is the nation's largest network of independent 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 burdensome royalty costs imposed on them by a franchise.

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