

(After a few years in business John Bradshaw writes:)

Hi Steve & Annita,

I am spending some time this week to go through our sales numbers for the year (up 35%, almost \$2.5mm in Rev). We track very closely our source of referrals and the % of revenues from each.

I thought you might be interested to know that over \$125,000 of our revenues came from referrals from other TSC members!

The advice, guidance and camaraderie we receive from our relationship with TSC and your members makes the membership pay for itself. We would be members regardless of the referral business we have received. This was just icing on the cake!

I hope you both have a blessed Christmas!

John Bradshaw, President

(On wishing the TSC team a Happy New Year, John writes:)

Our decision 5 + years ago truly changed our lives. The Seniors Choice business model, the systems, the training, and the thorough and always available support of corporate literally guaranteed our success. I cannot praise The Senior's Choice enough when talking to prospective new members and I am sure the enthusiasm of the membership comes through loud and clear when prospective members do their due diligence and call us. In my mind the decision to join The Senior's Choice versus a franchise should be readily evident to anyone serious about getting into this industry. We are so grateful for the significant contribution The Senior's Choice has made in order for us to be successful.

Best Regards,
John Neill

(After more than 10 years in the business Greg Feldman writes:)

Hi AnNita,

We have participated in the Advisory Board Coaching with Steve and utilize the benchmarking tools that were introduced to track all the moving parts of our business and identify areas that could impact the outcome of our profit on a monthly basis.

The program helped us to stay focused on what we were doing well and identified areas that could be improved all from the data collected from our actual numbers and the value that

Steve's expertise and perspective brings to manage all aspects of our home care business. I would recommend participation in the Advisory Board by all TSC Members.

Have a great weekend!

Greg

I just wanted to say thank you for the convention - it was all fabulous. I'm so glad we came. We have taken away so much information and so many new ideas that we really have no excuses if we can't dramatically increase our business over the next year or so! I know there is a lot of work that goes on behind the scenes of these events, so thanks to everyone involved, including the new team members. I felt that you had really listened to feedback from past events, and these conventions just continue to get better and better.

Thank you!
Faith Keolker

(After selling his Agency Robert Petrero writes:)

Thank you AnNita for the kind words and all the great work you do at TSC. I'll never forget all the time you gave me when I first started out in this great venture. Both, Steve and you made things that looked so hard to achieve, look easy to attain. I still remember that late night when I found TSC online and knew that this would be my path to start Family First HomeCare. Jill and I are so lucky to have found TSC. As I have said to Steve, you can always count on me to speak to any prospective member about the great work you folks do. Although it is sad that I leave TSC after 8 years, I will truly miss the convention meetings. I enjoyed going to them because I was able to come away with some great ideas that would only help my company. I also would meet with successful members who truly have a passion of what they do and the ultimate goal....to assist and help people.

Now, I can say that I am proud to be an Alumni of TSC. Maybe we can have an Alumni retreat one day??

Our website will be completely shut down and redirected to Care Finders shortly.

Thank you again and please keep in touch. Best regards, Robert

(After being a Member over 15 years Tony Fulton writes;)

TSC friends,

I was recently appointed as Tax Commissioner for Nebraska. As I received your Christmas email it occurred to me that I should let you know! The Gov is a friend, and he asked me to consider it last week. Here is the release and a piece from the Omaha paper.

http://m.omaha.com/news/nebraska/former-state-sen-tony-fulton-named-nebraska-s-new-tax/article_6e4138e5-93e0-5f26-bb6c-3b088388b3f0.html?mode=jgm

<https://governor.nebraska.gov/press/gov-ricketts-names-former-state-senator-tax-commissioner>

This - and many other of my endeavors - can be traced back to 2003 when I started my business and first met you. Creating the business not only freed my time, it freed my mind to be able to pursue multiple interests. I've been in mining, alternative fuel vehicles, education, politics...and many other interesting things. I also remember Steve's line about "flying with the eagles", and this has something to do with this present appointment also. The Ricketts family owns TD Ameritrade and the Chicago Cubs among other things. They're eagles! I'm honored to serve in his cabinet.

If it is customary for you to announce things like this it's okay, but I am not sharing to be recognized. You could certainly use my experience with TSC to sell/encourage new members. Steve, you created something that rippled into my life and, consequently, the lives of many others. Thank you.

Merry Christmas to you both and God's blessings to your families in the new year.

Tony Fulton

(During a frequent email correspondence with AnNita, John writes:)

AnNita, thanks to you, Steve, and everyone else at The Senior's Choice, our business is booming, and I would submit it can be directly attributed to the foundation you all provided at our start. We would have never attained our success without The Senior's Choice.

Fond regard,
John Neill

(After his initial training Mark Wathen writes:)

Hi team,

I wanted to thank you all again for your hospitality and such an amazing week of learning. The home training already made me aware of how professional a company The Seniors Choice is, but meeting all of you in person and working so closely for 4 days gives me tremendous confidence as we really start this journey. Knowing that we have the training and support of such a talented, experienced and passionate team makes me feel like my aggressive projections are attainable (we're gonna give it our best shot!)

You're an amazing group of people and it's a testament to Steve that he brought you all together. We're honored to be a member of your family and excited to help improve a lot of people's lives.

Thanks again - speak to all of you soon.

Mark

(After many years in business Frank Belsky sold his Agency and writes;)

Hello TSC AnNita & the TSC Team,

Thanks for the kind words- I will always have great memories of the TSC. As I have said before, joining the TSC instead of a franchise, was one of my best decisions.

The new company I can tell you now is a subsidiary of Nova Leap Health Corp., Armistead NH II. They are working overtime to rebrand the company. THAT part of the transaction was the toughest to accept. I don't think it will be an issue for you. I'll check periodically on the website, but I was only able to get them the log in information today,

The last few months were like living in the twilight zone.

I definitely will stay in touch. Thanks again for all your help, support and most of all prayers- did I ever need them.

Take care and GOD BLESS YOU!

Frank Belsky

(After initial training with us Tim & Gina Seipke write;)

Dear TSC Team,

Tim and I wanted to extend our gratitude and thank you all for an outstanding and inspirational training week. We both feel very blessed and fortunate to have shared this experience with

such a caring, motivating and knowledgeable group of individuals. The differentiated experience we have as a group provided opportunity for growth and learning, while our passion for seniors united us at the heart!

We wish you the best as you continue to navigate and establish your business and we look forward to watching you reach your dreams and goals! Please keep us updated on your progress and let us know if there is anything we can do to support your success!

Hope to see you all at the conference in Vegas!

Sincerely,
Tim and Carrie Seipke

(After selling her Agency Sue Bessant our very first Canadian Member writes;)

Hi Steve,
Further to our call today, this is to advise we have sold Signature Care effective March 1 2015.

Steve, please know that this business was absolutely the right one for us and since 2003 it has been our privilege to serve the many senior clients in our area. Not only that but as a result of this business we were able to develop the Ashby Memory Method!

This is all as the result of our involvement with you! Thank you so very much!

Please give our love to Nona, and know our thoughts and prayers are with you and your family at this time.

As always,
Sue Bessant
The Signature Care Corporation

(After selling his Agency Pedro Guerro writes;)

Hi Steve and Annita,

I hope all is well with both of you.

Unfortunately, I have sold my business so the time has come for me to cancel my membership with The Senior's Choice. I appreciate everything that you have done over the years to help me and my business grow.

Becoming a member, was one of the best business decisions I have ever made. It allowed me to quit my "day job" back in 2010, and become an entrepreneur. I can't think of any other business that would have been so fulfilling and yet so profitable at the same time. I have learned so much, was able to help some great people, along the way. It really has been an incredible experience!

Let's keep in touch!
Best regards, Pedro

(After 5 years in business, the Murray's say:)

Hi, Steve,

Tim & Gina Murray called to say they just returned from receiving the Cary Small Biz of Year Award and are so pleased and proud. Tim told me he wanted us to know because they feel responsible for representing TSC in their community and are deeply grateful for all we do for them and they believe we are a big part of the award. he wanted to thank us!

Thought you'd like to reach out and congratulate them personally. They're on cloud 9.

Cheers,
AnNita

(A few months after her initial training, Sandi writes:)

Every day, I wake up and feel incredibly blessed to have this opportunity to help the seniors and their families in my community

I cannot THANK YOU ENOUGH for your vision with The Senior's Choice -- and for what you and the team do to help independent Senior Companion Care companies get up and running and support. As I network HomeCare of the Rockies in my community, I do so with confidence -- because I always say that I am a proud member of The Senior's Choice network.

Warm regards,
Sandi McCann

(A Year later Sandi writes again;)

Dear Steve and AnNita,

On the anniversary of our new beginning as HomeCare of the Rockies, we recognize the amazing journey we have had over the last three years. With tremendous pride, I can easily recall our Senior's Choice training week in January of 2012. Maureen and I soaked up every word — every page in the manuals and “quick start” guide — and we felt supported with the encouragement of The Senior's Choice staff as well as our fellow new member trainees.

Off and running once we returned home, we worked diligently through our Colorado State Licensing requirements and process, and dutifully followed the “TSC way” in getting our new company started. We were so grateful for AnNita's coaching calls and helpful support, not only on our weekly calls, but anytime we had a question. Steve's generosity, entrepreneurial expertise and wisdom kept us inspired, yet grounded, and Nona's help with the financial projections gave us greater confidence in trusting that our precious (and not unlimited) financial investment could carry us through those stressful, early months.

Both Maureen and I know with certainty that we could not have successfully started our company without the knowledge, training, wisdom and coaching from TSC in our first year of business.

With much gratitude and respect,
Sandi McCann
Certified Senior Advisor (CSA)[®]
President
HomeCare of the Rockies, Inc

(Upon retirement after 10 years in business, Larry writes:)

I am truly lucky and, in a way, even though I am leaving the business and leaving TSC, I am one of your many success stories, I think. TSC gave me the tools and support that helped create a business from scratch that paid back the initial startup costs in the first year. We were always so proud to be TSC members. TSC really did provide a way to build a business that took care of my family for a decade and allowed me some helpful financial freedom in retirement.

But that is not the most important thing. I had a chance to give back to others at the same time I prepared for the day I would have to go through what they were experiencing.

Gratefully,
Larry Lien

(After speaking to a new TSC member prospect and reporting back to AnNita, Ryan writes:)

I've always felt that The Senior's Choice is not only the best route to getting into in-home senior care, but a top quality organization, with the best support in the industry. Once again, you all have lived up to your stellar reputation.

Ryan Jackson

I know AnNita. I myself don't believe it. I keep remembering starting with 6 hours per week!!!! I always take that back to you and to the The Seniors Choice. Without you guys, I would not have been able to do it. I keep saying that to everyone I meet or to anyone asks me for the secret of success. I am making +/- 2500 hours per week now. We have also applied for Medical services and we are pending the surveillance date. Thanks AnNita for everything and for who YOU are :).

Respectfully,
Nefr Israel
Founder/President

Thanks Nona. Your quick reply is amazing. You are all actually a great team and it's truly an honor to be part of this group. I look forward to meeting you too.

Highly appreciated!

Nefr

Steve,

You are a role model for a leader! Thank you so much for your encouraging words. You made my day :). My prayer though, that all the caregivers and clients would feel that good when they come to deal with me!

Have an awesome blessed day. Big hello to Nona... she is gorgeous by the way! Blessed you are with each other :).

Nefr Israil
President/Founder
Care with LOVE

Our Story

My husband and I packed up our two children and moved to the U.S. few years ago. We arrived with a dream of starting our own business, and immediately began carefully researching the local market as preliminary step. When 2014 rolled around, we felt our research was well under way, and decided it was time to start making our dream a reality.

While we initially contemplated starting a restaurant, we read some materials that made us fall in love with the idea of offering homecare services. This was based, in part, on the growth prospects of homecare services, given America's shifting demographics and a still-developing landscape of providers. But it was also based on the deep love of family that is part of the personal convictions and cultural heritage that my husband and I share.

As we researched several homecare franchises and contacted several prospects, I arranged a call with AnNita from "The Seniors Choice." Once in conversation with AnNita, I was struck by her compassion for the elderly and her passion for serving them. I knew immediately that this business would be a good fit with my values and goals.

As I learned more, I came to see homecare as more than a business. Working with seniors is an amazing opportunity to serve families and communities. For us, it's not only a matter of the bottom line; it's a question of "***What do we really value? What really excites us? What gives us the most pleasure in our lives?***" My husband and I both know that our strength lies in providing services for people, rather than selling products. Knowing that, we decided to start ***Care with LOVE.***

Our Vision

Care with LOVE envisions a world in which senior citizens can age gracefully, socialize frequently, and live confidently. We reject the idea that seniors have nothing to expect but isolation, malnutrition, institutionalization, and indignity. We will not allow them to become third-world citizens in a first-world nation.

We choose to make a positive difference in the aging experience. The Care with LOVE team will perform its collective duties with confidence, concern, commitment, cheerfulness, and care. We will treat every person as a friend and every client as family, and perform every task as an honor.

Our Mission

Our mission is to help seniors remain independent in their own homes as long as possible. We seek to improve the quality of senior life through dependable, caring service and thereby protect the dignity of seniors amid the changes to their physical and mental faculties. We further commit ourselves to assisting the families of seniors who struggle with their complex responsibilities while caring for elder parents.

Our Values

Customer Delight: We surprise our clients by exceeding their expectations.

Passion: We are committed in heart and mind.

Excellence: We deliver quality in all we do.

Integrity: We set & maintain high standards for our behavior, even in difficult situations.

Courageous: We stand up for what we believe is just and good.

Our Colors:

Turquoise is the color of communication and clarity of mind. It opens the lines of communication between the heart and the spoken word. It presents as a friendly and happy color enjoying life.

This is a color that recharges our spirits during times of mental stress and tiredness. It is a great color to have around you; it helps with clear thinking and decision-making. It assists in the development of organizational and management skills. It influences rather than preaching and demanding.

Green is the color of balance and growth. It is the great balancer of the heart and the emotions, creating equilibrium between the head and the heart.

This is a color of growth, the color of spring, of renewal and rebirth. It renews and restores depleted energy. This is why there is so much of this relaxing color on the earth, and why we need to keep it that way. It is a positive color which gives us the ability to love and nurture ourselves and others unconditionally; a natural peacemaker.

Thanks for this contact info, AnNita!

I'd also want to take this opportunity to thank you once again for all the helpful advice and insights you have given me for Rosetta Care. The latest of which is my Pricing which I've been stubbornly trying to keep low and "competitive" only to experience first-hand that it's simply not gonna work. It definitely took me back to your previous advice in our coaching calls. Thanks for your patience with me especially when I have a tendency to want to learn things the hard way!

Kind regards,
Marianne Wong
President

Hi Pete!

I hope and trust you are doing well!

We just wanted to follow up with a short note to thank you. Thank you for all your effort, energy and passion in presenting and helping to train us to succeed in this business. You did a wonderful job.

You are very good at what you do and your passion is extremely evident. It was a supreme pleasure to meet you in person, you are great guy.

All the best,
Larry and Inaria

Well I'm certainly very excited about joining you all next week.

I have NEVER EVER in my 20 years of medical sales, ever had such a comprehensive yet clear and simple strategy to follow. You guys certainly know your stuff... I call them "Pearls" which is when you are told by someone who knows their stuff, exactly how to do something that has been "tried and tested" and not just put together by a sales/marketing firm and presented by a trainer.

I will be following (happily), everything that you say to do, to create my business into a very good success.

Thank you so much.

Cheers,
Kerri

Dear Steve,

Thank you for your note and for the wonderful training in CA. Tim and I have really taken your advice to heart. Our brochures will ready on Wednesday and we have appointments set with possible referral partners this week. We are also going to 'hit the streets' and knock on doors after this relaxing long weekend.

We hope you and Nona have a great European vacation. We will be in touch.

Thanks,
Gina Murray

Hi Steve and Nona,

We hope you have a wonderful 2018! We can't believe we have been TSC members for 3 ½ years already- I guess time flies when you are having fun. Thank you for all your support- we couldn't do this without the TSC team!

Looking forward to seeing you soon!

Truly,
Gina and Tim Murray

A big part of our “Why” is that this journey is personal. Kyle put together a Blog about our journey to date. Each of us wrote an entry about a typical day in home care. I hope you, Steve, Nona and Peter take pride in what we’ve achieved because your teachings and support are with us every day. Our DNA is cut from TSC. We love being part of the family and giving back to you and members.

Warm Regards,
Tim Murray
Founder and President
Aware Senior Care, L.L.C

Thank you once again Steve and Nona! It speaks to the great people you are to take time to recognize us and give us such a nice gift.

It’s special to be part of TSC. One of the things we realized early on is home care is about team. Where we can help a TSC member or a colleague we work with here in Cary it’s a good thing. I think many of the members of the TSC family feel the same.

Thanks again and we’re looking forward to seeing you in Arizona!

Warm Regards,
Tim & Gina
Aware Senior Care, L.L.C.
Guiding your way. Live well at home.

Steve and Nona,

Gina and I received your card over the weekend with the gift for dinner at the Second Empire. By coincidence, we happen to be caregiving for a relative of the owner. Small world. Also, Lori our office manager just confessed AnNita called and swore her to secrecy!

We just wanted to say thank you for your kind gift and words. It’s been a privilege to get to know you all and be part of the TSC family. We both look forward to seeing you at the upcoming conference in ...Charlotte?

Warm Regards,
Tim & Gina

Hi Steve-

Thanks for your note we really appreciate it. It's a big milestone and now we can focus on helping people and hire great people. We really enjoyed meeting you and Nona in Petaluma. We really like the TSC family and we're really motivated to do the family proud and yes, make \$

All the best,
Tim Murray

Hi Steve,

Thanks so much for your note. We are really excited and our now looking forward to our next milestone- that first client! We will keep you posted.

Thank you and the whole TSC team for all the guidance and support. We would never have been able to do this without you.

Hope your European vacation was wonderful!

Thanks again,
Gina Murray

We love what we are doing and live being part of the TSC family ❤️

Thanks,
Tim Murray

We love you all! Thanks for all you do. You made the way straight for us when we started. Could not have done it without you. Since then, always there and always the best advice.

Vinny DiNicola
Certified Senior Advisor®

I cannot convey how excited the three of us were this morning when we received the emails awarding Jane, Caregiver of the Season. She has been with us a little over 7 years and is really

outstanding. AnNita, as we close out our 8th year in business, I know one thing for sure, we would not still be thriving in this business had it not been for you, Steve, and The Seniors Choice! I hope all is great! xxxooo J

Senior Assist of the Peninsula
Compassionate In-Home Elderly Care

Hi AnNita,

I have thoroughly enjoyed the experience and every interaction I've had with The Senior's Choice. I know I did not elect to engage or participate in many of the member benefits. Please understand this is not a reflection on my perceived value of the organization. I honestly became disenchanted with the industry a few years ago.

One of the great benefits of being a business owner is that it allows you to get up close and personal with your strengths, weaknesses, interests, and disinterests. I found a strong desire to exit the B2C space and return to a B2B setting. All of the acquisition opportunities I am pursuing are in the B2B space.

You guys are a tremendous resource, and I'm sure you've helped a ton of people walk the path of success instead of struggling!

I am always available as a reference to you.

Kindly,
Chris Fay

Hi Steve,

Thank you for the amazing and insightful week! We really appreciate how you guys make us feel like part of the family. We couldn't be happier with our choice of TSC, and we can't wait to work with all of you in the future.

Thank you,
-Marc and Dan

Hello,

Anita, Steve & Nona, Pete, Tom & Faith, Stan & Gabriella, Becky and Sally were all wonderful people. Thanks for the lunches, dinners, celebration, knowledge, inspiration etc.... It was my

honor to have met and learned a lot from these folks and made a world of difference to me. The group's experience is unparalleled, and I hope we shall all tap and feed off of one another. Thank you all again.

Kind Regards,
PAUL

Steve,

Jim and I appreciate the opportunity to join this great organization and continue on the success that you have started and the amazing ways we can contribute to helping the seniors.

The training was just outstanding. Additional thanks to all those who contributed to our training to unsure future success.

We are excited and fired up and should be up and running by middle of next week.

Warm regards,

Mike
Michael Smith – Principal - Director of Operations & Training
Senior Home Healthcare of the Western Shore

Hi Friends at The Seniors Choice,

I wanted to take a few minutes before the day gets away from me to thank you guys, as well as the rest of your staff for a fabulous TSC Convention. Jim and I came home refreshed, rejuvenated and anxious to implement several of the “Nuggets” we learned. We had a safe, non-eventful flight home, and when I put my head on the pillow, my brain went into overdrive. I got up this morning after having very little sleep, but excited to write down numerous ideas/offshoots of the great interaction in Las Vegas. Thank you for always making these events special---it feels much like a family reunion, and those are always special.

Thank you for the lovely dinner Saturday night. The food was good, but the fellowship was even better. We wish you, Steve and Nona, safe travels. Please just don't forget to come back!

Please pass along our sincere thanks and appreciation for all the thought, work and efforts to produce such a very classy event!

With kind regards,
Lana

“Caregivers Are Everyday Heroes”

Well since we are in “hugfest” mode, it is very easy to talk about my experience with TSC as it has all been positive. Throughout my career I’ve told people I do business with that I want to be their best reference but they have to earn it. Well, TSC has definitely earned it and it’s because of people like you, Steve, Nona and Jen. I love telling the story about the new member training and how Steve had us stand up and do the pledge of allegiance. Julie and I were so impressed with that as are others when I tell them.

Phil Graiser, Certified Senior Advisor (CSA)[®]

Hi Steve and Nona,

It was such a pleasure getting to know you all! It was a great week in every way, and I'm especially glad that we were able to visit as we did on Thursday evening.

Steve, thank you in advance for talking with me about the business structure.

Thank you both, again, for everything. I am privileged to be part of the TSC family and to be counted among your friends. You all are extraordinarily generous. I look forward to many good years of friendship ahead!

With warmest regards,
Jamie

Dear Steve:

I am excited to notify you that Home Companion Care has been sold to Ron Batdorf of Care Source. Ron would like to continue to be part of the Senior's Choice and it is my understanding that Annita will forward him information on how to do that.

It has been 11 years since I began Home Companion Care and I want to thank you, Annita and all of your staff for the support, guidance and friendship that has helped me make Home Companion Care a success. I will be working with Ron in a consultant capacity and in the senior care industry. It has truly been my pleasure and passion.

Since Ron plans on continuing a relationship with the Senior's Choice, I look forward to our continued relationship.

**Warmly,
Debbie**

Debra M. Gabrieli, CSA/Owner
Home Companion Care

Dear Steve and Gang,

Just wanted to take a quick second to extend our best wishes for a very Merry Christmas and the most Blessed New Year to each of you. We are gliding toward year end with full hearts from a productive year full of many challenges and endless rewards. The list is too extensive to share, but Mountain Home Care has been busy. We believe this year will be every bit as rewarding, and more!

Hopefully you received the mug shot of Jim and me. We probably don't even resemble the folks who joined your 2nd Quarter 2003 Class in Vegas. Nothing has been the same sense for us, and we are so grateful for your leadership over the years.

We wish you and yours, as well as the whole Seniors Choice Network good health and safety over the holidays!

With kind regards,
Arlana A. Wilde

Good afternoon Steve,

Happy Holidays to you and yours. We apologize for taking so long to get this picture to you. Seems that we could not pin down a good "hair day" for John. Only Kidding. We took this picture this afternoon as we are celebrating our 10 Year Anniversary! John, Terri and I all attended our initial training at Dana Point the week of December 15th, 2016. What a ride it has been!

Thank you, Steve. We could have not done this without your guidance.

Regards,
Gina, John and Terri

I have certainly enjoyed and appreciated our affiliation with The Senior's Choice over the past few years as well as all of the assistance from you, Steve and the rest of the team. Even though we are terminating our membership, I would certainly recommend The Senior's Choice to anyone who was considering starting a company in the senior home care industry, and I will be more than happy to speak with any potential new members as a reference.

(Erik B. Madsen, President of Home Care Pulse writes:)

Thanks, AnNita,

For many years Aaron has spoken of you and Steve as being two of the greatest contributors to his success in the industry. I hope that someday our paths will cross, and I can finally meet you in person.

If there is anything our team can do to assist you, please let us know.

Erik Madsen

Thank you for the note, the time and the consideration today. All of which are greatly appreciated. Your vote of confidence is kind beyond words.

A number of items we discussed were very interesting to me... The entrepreneurial freedom and fee model, were especially noteworthy.

As I begin this journey it is as much about the tangibles as much as the intangibles. And under the intangible category, I especially appreciate the "vibe" of the call. It was genuinely warm, inquisitive and caring and I suspect a reflection of how the Senior's Choice really operates.

As discussed, let me "chew" on this for a bit and I will definitely be back for the second discussion.

Thanks again,
John

Hello Steve,

I have recently received an email from AnNita thanking me for speaking with Victoria. As I said to AnNita, it was my pleasure to speak with Victoria and to be able to share with her our experience with the Senior's Choice. I have nothing but good things to say about the Senior's Choice. We feel fortunate indeed to be a part of such a professional, forward minded organization. Your very kind and thoughtful gesture to reduce our next month membership fee, although so very much appreciated, is absolutely unnecessary! I am always more than happy to speak to others about our experiences and the many positives the Senior's Choice offers.

Wishing you and Nona a wonderful summer!

Again, thank you for your thoughtfulness!

Kindly,

Roberta

Roberta Leslie, BHec MEd

Hello AnNita,

I'm doing much better. Thanks for asking. The targeted medication, Tarceva, kicked in in May and I'm back to about 80% or so. Not sure how long the med will work for me, but praying for many months. The doc said it's a good life extender and works different for everyone. He said 9 months on average. I'm grateful for every day. Grateful for more strength and energy. Grateful for quality time with my family. So grateful for my Aspen family and all of their love and support. Very grateful for you and Steve and the team there for helping me get to where I am today. Also, very grateful for my good friend Aaron Marcum for his great services, for his generosity and for his mentorship and friendship.

Hope all is well with all of you. You're the best!!

Gratefully Yours,

Gary

Gary Staples

Owner/Administrator

Aspen Senior Care and Aspen Senior Center

AnNita,

Again, thank you for getting back to me so quickly.

Bob and I are appreciative that Steve made this exception. We consider you friends and associates with gratitude for all our years together.

Sincerely,

Sandy Flores Uslander

Nona is awesome; you're awesome; I'm thinking the whole organization is awesome!!!

Robert Simon

Owner

Hi AnNita,

Thank you for your extreme hospitality yesterday and all your efforts putting the call together. You and Steve are really special and so appreciated by all of us at Home Care Standards Bureau. I will keep you posted as we move through April on the interest level from your Seniors Choice members.

All the best,
Ed

Hello Steve, AnNita and Aaron,

Hope you and your loved ones (and teams) are doing well.

My family and my Aspen team are huge blessings in my life, and I thank the Lord for them every day. I greatly appreciate your support and love as well. So grateful I found The Senior's Choice and started Aspen Senior Care when I did. I work just an hour or two each day and still provide for my family's needs, thanks to you and my awesome office and care teams.

Gratefully Yours,
Gary Staples
Owner/Administrator
Aspen Senior Care and Aspen Senior Center

Aaron, Thanks for the glowing endorsement on Steve - we really appreciate it. We are looking at developing different verticals and forming strategic partnerships as we grow our footprint across the county. I could tell in my first meeting with Steve he's a genuine guy. He was very complimentary towards you and shared with us your connection. Chad and I are in discussions about how we work with him and his organization. I think there may be some synergy there. He's very knowledgeable in business and healthcare.

I appreciate the email and I hope we can find the time to connect next time we are on the road. We will also see what we can do about engaging with you again and HomeCare Pulse.

Sincerely,
Tafa

Hi Chad and Tafa,

Though I would love to have you back engaged in our program, that is not my primary reason for reaching out. I spoke with Steve Everhart, one of my mentors in the industry, on Monday and he mentioned he had met with both of you. Though he was vague on the reasons behind your meeting, he asked me to reach out to you two as a reference for him. Due to my relationships in the industry, I'm very choosy about who I recommend, but with Steve, I'll recommend him all day. He's one of the reasons for my success as a home care provider early on. Steve is passionate about home care and is one of the smartest people in our industry. He's also very honest and I guy I would do business with. He really gets it. An added bonus is that he's one of the most down to earth people you'll ever meet. Lastly, he's a man of integrity. I've known him for many years and he's always shot straight with me. Anyway, for what it's worth. I hope that helps. Steve is a rock star. Feel free to reach out to me if you have any questions. Have a great week!

Warmest Regards,

Aaron Marcum
Founder & CEO
Home Care Pulse, LLC

(On wishing the TSC team a Happy New Year, Cliff writes:)

We here at Back Home Senior Care continue our quest to be the best home care company serving the San Francisco east bay region. None of our success would be possible without the love and support from all of you at TSC. Thank you for all that you do in supporting our efforts and we are looking forward to our continued relationship in the New Year!

Blessings,
Cliff, Trayce, Gaby & Temeca

*(While announcing that they won the Windsor Essex Chamber of Commerce "**New Business of the Year – 2011**" Amy and Stephen write:)*

Your help and insights over the last 2 ½ years have been instrumental in our success. Without The Senior's Choice we know that we would not have been able to achieve as much as we have or been able to overcome the obstacles that we have faced. This network has provided us with inspiration and the tools to be successful.

Sincerely,

Amy & Stephen Szewczuk

(After a TSC Connected Call, Joe writes:)

More importantly, I wanted to thank you for everything you and the TSC team has done to help me get Caring Tree to where it is today. I started with a laptop and printer in a one-bedroom apartment and we are now over a million-dollar company and getting better every day. I just wanted to make sure I say thank you because no matter what happens from this point forward, I am a better person now than when I started and without your help I may never have started.

Sincerely,
Joe Orlando

(On talking to potential TSC members, Jaime writes:)

Even though I have not participated in the Champion Club and TSC Members teleconferences as much as I would like, I know that you all have been there for me every step of the way. I would not want to be in business without all the support of TSC staff. The ever-changing climate of our industry requires our due diligence to stay up on all the labor rules and federal guidelines. We need each other to stay on top of the latest health care reform and how it affects our industry. I'm proud to continue to be a member of TSC.

Best regards,
Jamie Flesher, RN, CMC

(During a frequent email correspondence with AnNita, Ira writes:)

Giving up our membership in TSC is one of the last things I would do. Why? Because it's the right thing to do. Supporting an organization that is attempting to support us is crucial; no matter what business you are in.

Ira Uslander

(From Keith and Genie before joining TSC:)

We are both impressed with you as an owner and person as well. We found you to be both genuine and informative to us both. You were so forthcoming and more than generous to us both as you shared and offered us a good initial overview of your company.

Warmest Regards,

Keith and Genie Allen

(Writing about his interaction with The Senior's Choice Team, Rick writes:)

My compliments to you on both recruiting amazing people and in developing your relationship with them to the level where it is apparent to anyone who has anything to do with The Seniors Choice should realize the dynamics and how they enhance The Senior's Choice.

Just thought you should know.

Rick Judy

(Working with TSC coach on work/personal balance, Debra writes:)

AnNita has been working with me on how to organize and strategize my day. I have started working out on a more regular basis, making better food choices and reading,

I'm feeling so much better both physically and mentally!

Debra Judy

(After purchasing the business from her in-laws who were 10-year TSC veterans, Karla writes:)

I also want to thank you for the tremendous amount of information and guidance you both have given me personally as I have been learning the business. It has proved absolutely invaluable and I could never have gotten this far, this fast without you

Warm regards,

Karla Aber

(On working with a TSC coach, Phil writes:)

I can't imagine doing this business without the TSC training. Things are going great. I am in Charlotte for the CSA training class this week. I took Jen out to dinner tonight and had a wonderful time. She is a wealth of information and is a great addition to your team.

Take care,

Phil Gracier

(After a TSC Connected Call, Ivy writes:)

I want to take this opportunity to thank you for what I have learned from you, it helped me to develop the in-home care business, and along the way I learned to take care of my mother at home, till the end.

Look forward,
Ivy Wang

(On updating TSC on their business after a few months from training, Jon writes:)

Thanks to you and our great God, we're now in our tenth month of being small business owners, and last month we went from "red" to "black" in the accounting book!

Thanks,
Jon Senn, OTR/L

(After 2 years in business wishing TSC staff a Happy New Year, Jon writes:)

Linda and I are overwhelmed by God's mercy and graciousness to us. We are thankful that He has used you to restore our dreams of both prospering and serving others. We will share with others our great experience with TSC, as long as they are not looking at western Washington!

If you had told us two years ago that we'd be where we are today, we would not have believed you! Thank you all for your part in our success.

Jon Senn, OTR/L

(A couple months later, Jon writes to us again:)

It was good talking with you and we are anxious to see you and the rest of the staff again. You really are helping us live our dream. We are close to breaking 1000 hours and we're only in our 19th month!

Jon Senn, OTR/L

(A month later, Jon writes:)

We found The Seniors Choice in the spring and were licensed and in operation by the end of that July. Steve, AnNita, and the rest of The Seniors Choice staff have been wonderful! They have helped us live our dream of being business owners!

Though we are only 20 months old, we are in our third office, have 5 office staff, and over 50 caregivers working for us. We owe them a huge debt of gratitude for being a "change agent" for the better in our lives.

Thank you!

Jon Senn, OTR/L

(On writing to Steve for advice on acquiring a competitor's business, Carlton writes:)

Steve, I hope you are well and prosperous. God bless TSC; you helped start us off and continue to guide us in the at home side of our assisted living business. Thank you!

Carlton Wiggins

(On starting their first client, Jeff writes:)

Thanks to you and your team, we feel extremely well supported and guided.

Jeff and Cindy Birnbuam

(On thanking her coach, AnNita, Katherine writes:)

You have been with me every step of the way on this journey; I couldn't have done it without your ongoing support and natural gift for 'reframing' each situation. (There - you didn't know you were acting as a Social Worker, did you!)

Thanks again for your wonderful support and being there all along; right from the beginning. You guys are truly a great team. Have a terrific day!

Katherine Gregoire, BSW

(After a phone conversation with Steve, Vinny writes:)

Angela and I think you are an amazing person and appreciate very much the contribution you have made, already, in our lives. Thanks very much for you.

All the best,

Angela & Vinny DiNicola

(After visiting the Choice Corporate office, Frank writes:)

Seeing the team and learning about the business model, the support and training, talking with you about the franchise profile and the marketing support helped to fill in the blanks in our notes and reinforced the great things we've heard.

Frank de Lucia

(After being surprised with a birthday gift, Myrna writes:)

I am grateful and overwhelmed by your generosity. I am very blessed to have you in my life, and I do appreciate all the wonderful things you have done for me. You have made my life a whole lot better and brighter!

Love you,
Myrna Louk

(Before her initial TSC training, Laura writes:)

After spending 9 years in Corporate America, my husband and I have decided we want a business of our own. I would rather spend my time building a business and The Senior's Choice is the perfect fit for us.

Laura Person

(In a thank you note to Steve, Jon writes:)

Becoming involved with the Seniors Choice has been a huge blessing for us! We found The Seniors Choice in the spring of 2010 and were licensed and in operation by the end of that July. Steve, AnNita, and the rest of The Seniors Choice staff have been wonderful! They have helped us live our dream of being business owners! Though we are only 20 months old, we are in our third office, have 5 office staff, and over 50 caregivers working for us. We owe them a huge debt of gratitude for being a "change agent" for the better in our lives.

Thank you!
Jon & Linda Senn

(After hosting a Champion's Club phone conference, Steve writes:)

I'm glad we have such a wonderful caring network of owners willing to share great ideas. You and Steve build a wonderful culture here at TSC

Steve Parrott

4-day Training Workshop in Charlotte NC

After attending the training workshop, Benito writes:

The facilitators were a 10. You just don't improve excellence. It was a superb training. I came back motivated and with a blind trust on the business model you have developed. Keep up the great work.

Benito Novas

After attending the training workshop, John writes:

All major and minor areas of operations were covered. The organization and knowledge of the facilitators was outstanding.

John Strellner

After attending the training workshop, Dina writes:

The training was quick but very informative. It seemed to cover all of the topics in enough detail. All facilitators were very honest about suggestions and knowledgeable about the industry and why people succeed/fail.

Dina Hurnevich

After attending the training workshop, Jason writes:

Peter and AnNita were great. Everything was top notch.

Jason Kron

After attending the training workshop, Vicky writes:

I really enjoyed meeting all the other people in class and especially the Olin family as well as the staff of Partners In Care.

Vicky Thomsen

After attending the training workshop, Richard writes:

I found the energy level, sincerest dedication of the staff and the great people of Partners In Care outstanding! I really liked it, truly and honestly.

Richard Kuehn

After attending the training workshop, Claire writes:

I really enjoyed the energy level of all the people from TSC. The facilities were great and I loved meeting Don and Sally.

I thought it was really good. Made me excited to be a Senior's Choice member.

Claire Slone

After attending the training workshop, Steve writes:

Overall, the training was excellent.

Steve Slone

After attending the training workshop, Leslie writes:

I learned more in the training than I did my whole college career when it came to marketing and sales. Meeting the Olin's was very helpful. I was blown away about how eager everyone was to share their wisdom on the industry.

Leslie Bryan and Tracy Dixon

After attending the training workshop, Bob writes:

The days and the week went by very quickly. I thought everything was outstanding. I have been blessed with training from some pretty prestigious groups... this was the best that I have ever experienced. Thank you, thank you, thank you.

Bob Caldwell

After attending the training workshop, Joe writes:

Having the Olin's and their team stop by was a great way to learn from those that model the desired behaviors and outcomes. The most important thing I got from the training was the sense that we had the tools, resources and support that we needed to succeed. That gives me the confidence to carry on.

Joe Tirio

After attending the training workshop, Gloria writes:

I felt that the TSC team really want everyone to succeed and have put together a winning program to support everyone.

Gloria Loveridge

After attending the training workshop, Kathie writes:

This training gave me a better understanding of the business I am running. Loved, loved the presentations by the Partners In Care staff!

Kathie Gardner

4-day training workshop in Charlotte NC

After attending the training workshop, Matana writes:

I believe TSC team excelled in making us feel welcomed in this new business venture. I felt that we got all the support and knowledge to get us started, but more importantly TSC team would be there for us as we continued our journey. I am very excited about helping seniors and their families!

Matana Manomat

After attending the training workshop, Robert writes:

The presentations were complete and went to a depth I thought was appropriate. I liked the way the class questions were handled.

Robert Duncan

After attending the training workshop, Karen writes:

Overall training met or exceeded my expectations. I felt well informed. The information was good so it was easy to pay attention but even still the kept it interesting. I really enjoyed the end of the week dinner.

Karen Keach

After attending the training workshop, Cliff writes:

I was very impressed with the overall quality of the meeting content.

Cliff Oilar

After attending the training workshop, Ellen writes:

I left Charlotte feeling like I just spend several days with out of town family. The hospitality, generosity and warmth by all the facilitators as well as the Olins and their team could not have been any better. Thank you to all who contributed to this awesome week that was a mixed bag of education, fun and love

Ellen Simon

After attending the training workshop, Mary writes:

Outstanding training, I have had numerous training sessions in my career, probably over a hundred, this was above and beyond any that I have attended. You guys thought of everything, I feel confident that there won't be a form or process that has not been done for me. The fact that everyone was so encouraging was also very important to me. Letting me know that you don't mind questions and that I can call with anything

Mary Young

After attending the training workshop, Robert writes:

I left with a feeling of having the support I need to build a successful business. I also feel that lifelong friendships have been established.

Robert Simon

4-day training workshop in Charlotte NC

After attending the training workshop, Juli writes:

I found the energy, material, facility and length all outstanding.
Juli Fioccia

After attending the training workshop, Linda writes:

Training was great. We feel good that TSC was the best choice for us. We feel well-equipped to start this business and feel well supported when we have questions.
Linda Senn

After attending the training workshop, Maria writes:

I was very satisfied. I think it's a good decision that I attended this training because it complements my home care business.
Connulo (Maria) Singson

After attending the training workshop, Tim writes:

Overall I have rated the trip as one of my favorite trips of all time. Just had a great time and felt I made the most of my time and gleaned all the knowledge and info I could possibly fit in.
Tom Cocking

After attending the training workshop, Tom writes:

It was worth the money! The last night dinner was the highlight.
Tom Adams

4-day training workshop in Charlotte NC

After attending the training workshop, Chris writes to Steve:

Your amazing support and knowledge have already been so very helpful in these first few days. We are really excited. Thank you again for everything! Training was a 10, the best. It was thoughtfully prioritized and well-articulated. The people, the coaches, the exceptional team... were outstanding! Thank you.
All the best,
Chris Royan

After attending the training workshop, Mary Lou writes:

Anita is so patient and clear in her explanations- I have really enjoyed our weekly calls. Peter is the “smartest guy in the room” and I could listen to him teach anytime. Good job! The TSC is MORE than I expected. I have such a feeling of appreciation for the combined effort and intelligence that has built this membership.

Thank you!

Mary Lou Peet

After attending the training workshop, Kelly writes:

I love AnNita and all the staff and how much you prepare us. It was amazing information.

Kelly Blundy

After attending the training workshop, Susan writes:

Everyone was effective and informative and held my interest.

Susan and Todd Hutto

2010 National Convention in San Diego

After attending the National Convention, Faith writes:

Thanks to everyone for organizing and presenting at the convention – what a great event! Very inspiring.

Faith Keolker

After attending the National Convention, Debra writes:

Like I said in the beginning of our presentation, it starts at the top, and Steve, Nona and ALL of you are the BEST!

Debra Judy

After attending the National Convention, Gary writes:

Thanks for a great time and a great venue. What a wonderful opportunity to re-energize and regroup!

You guys are super!

Gary Staples

After attending the National Convention, Lana writes:

Every meal was excellent and our attitudes and energy levels were renewed to reconnect with our passion for the Senior Care Business that we so love.

Thank you, Seniors Choice for the thought and preparation of venue, content and all the tiny, little details. Great job well done!

Best regards,

Lana Wilde

After attending the National Convention, Grace writes:

I wanted to say the conference was awesome. We are moving on towards being one of TSC top Champions!!!!!!!!!!

Thanks,

Grace Yancey, RN, CSA

After attending the National Convention, Kris writes:

I'm so pleased Tony decided to send me to convention. I gained tons of valuable information, made wonderful friendships, and am excited for what the next year will bring. When do we do convention again?

Kris Beckenbach

After attending the National Convention, Debbie writes:

I had a great time and came away with some wonderful ideas to start growing our business.

Debbie Marcello-Bernacki, RN,CEO

After attending the National Convention, M.C. writes:

Overall the conference was a great event that I received many ideas to implement and received the encouragement I needed to keep growing.

M.C. Horelica

After attending the National Convention, Buffy writes:

The information was invaluable, and the networking opportunities were limitless. Having never attended anything offered by TSC, I am glad to say that I finally GET IT! I will most certainly start using my resources that I have with you guys much more. What a wonderful company! I can't tell you how much I got out of the conference, and how excited I am to be a part of such a wonderful group of people!

Blessings,

Buffy Warren

After attending the National Convention, Patrice from Australia writes:

Steve and I were "blown out of the water" with the professional training, hospitality and exceptional goodwill which was given to us while we were with you. It truly exceeded all our expectations and has given us a great measure of comfort going forward with the launch of Simply Caring. AnNita and Pete were the best.

With many thanks and warm regards,

Patrice and Steve Howland

After attending the National Convention, John writes:

Angie and I thoroughly enjoyed the week. We really feel like we just grew our family larger. The training was comprehensive, and well done. Pete, AnNita, and you are to be commended for the preparation and presentation of the materials as well as the manner in which you affirmed our choice to enter into this business.

Peace

John & Angie Martin

After attending the National Convention, Jeff, a former Comfort Keepers franchisee who sold his franchised business and joined TSC, writes:

The greatest benefit for Cindy and I is and always will be the networking we do with other owners. I should mention as well, you and Nona are two people we highly respect because you too are real people who have a great grasp of what our business is all about and know the correct best practices.

Thanks for all your support, as always.

Jeff Birnbaum

After attending the National Convention, David writes:

I just want to send a big thank you to all three of you for our time in Florida last week. I can't even imagine the amount of work the three of you had to put in to create such a valuable conference.

Thanks again!!

David K. Krehbiel

After attending the National Convention, Sandi writes:

I can't thank you enough for the amazing week of training, heartfelt support and knowledgeable guidance as we begin our journey of building our new Senior in-home care businesses. The decision to become a Senior's Choice member is one of the best career choices in my life -- and I look forward to these coming weeks, months and years.

Warm regards,

Sandi McCann

After attending the National Convention, Dina writes:

I got some great ideas about how to address some current issues. Also needed to be reiterated to implement processes, procedures, structures, i.e. benchmarking.

Dina Hurnevich

After attending the National Convention, Linda writes:

So much practical advice!

Linda Senn

After attending the National Convention, Lana writes:

The topics you always have are right on with the current issues of our members. It amazes me sometimes on how right on target you are with topics.

Arlana Wilde

After attending the National Convention, Stephanie writes:

Overall this was an awesome conference. It refreshes the meaning of having the network and brings you back together to talk about the experiences. For the newbie's to the conferences,

like me, it was a wonderful time to see that successful business owners are strong willful people that can be modeled after for my own life goals. This conference gave me that chance.
Stephanie Clyburn

After attending the National Convention, Julie Ann writes:

Topics were outstanding, current and relevant. As a “tenured” member, I was challenged, motivated and energized.
Julie Ann Parrott

After attending the National Convention, Vicky writes:

This was my first convention since starting my business 1 year ago and it was just what I needed to get reenergized and resume my work with a new, clearer focus on specific goals.
Vicky Thomsen

After attending the National Convention, Renee writes

The information, camaraderie and energy were amazing! All of the speakers spoke on relevant topics and were excellent speakers.
Renee Adams

After attending the National Convention, Robert writes:

I loved the willingness of everyone to share information.
Robert Simon

After attending the National Convention, Heather writes:

Great way to meet and network with members. Great way to re-energize yourself to make this business great!
Heather Shirk

After attending the National Convention, Jim writes:

Overall very good! I loved that everyone was willing to share.
Jim Kummer

After attending the National Convention, Dan writes:

The specifics were great. I love this family I have become a part of and now feel blessed to be able to give back. I love the sharing and friends. Thanks for making me feel welcome.
Dan Lynch

After attending the National Convention, Kathy writes:

Always Great! The ideas, skills and talent that TSC members bring to a convention cannot be matched.
Kathy Devlin

After attending the National Convention, Rick writes:

The presenters, hotel and venue were outstanding.

Rick Judy

After attending the National Convention, Kris writes:

Great variety of information. As long as I am in this business, I will do whatever it takes to attend conventions. I'm energized and inspired both by the presentations and interactions with my new family.

Kris Buhenback

After attending the National Convention, Janice writes:

It is always great to be around other members who are a wealth of knowledge and fun to be around.

Janice Noser

After attending the National Convention, Gary writes:

Great conference! Awesome take-aways! So glad I came even after 6 years in the business!

Gary Staples

After attending the National Convention, Robert writes:

I thought it was excellent with a lot of useful information.

Robert Duncan

After attending the National Convention, Faith writes:

I felt very happy for the newest members as they embark on their journey, being exposed to such a huge collective knowledge and heartfelt passion for this industry. How can they fail?

Faith Keolker

After attending the National Convention, Vinny writes:

In my mind, the whole event, topics and training, go to the heart of what we battle in our business daily and I came away with ideas, solutions and resources to improve. We made the right decision to join in TSC membership. The cost was "cheap" frankly for the value we receive.

Vinny DiNicola

After attending the National Convention, Ira writes:

One of the most worthwhile 2 days I've spent this year.

Ira Uslander

After attending the National Convention, Kathy writes:

Very inspiring- again! It was all there. I was great to see ya'll!

Kathy and Murray Tough

After attending the National Convention, Steve writes:

The Senior's Choice cares about their members. The information provided to develop a successful Private Duty Company is phenomenal.

Steve Kramer

After attending the National Convention, Gina writes:

I am excited to be with other business owners that have a tremendous amount of knowledge and experience I can learn from.

Gina Germany and Richard Perry

After attending the National Convention, Amy writes:

The convention was great for setting goals for the company, how to achieve individual benchmarks and networking in-between seminars with other members. Thanks!

Amy Szewczuk

After attending the National Convention, Sandy writes:

The convention had extraordinary speakers with relevant, usable content.

Sandy Falkner

After attending the National Convention, Cliff writes:

I really liked getting together with other members to talk shop. I thought the material presented was very educational, especially the contact on social media and the breakthrough company.

Cliff Oilar

After attending the National Convention, Kevin writes:

The energy, camaraderie and information are the best every time. Each year I weigh the cost, do it anyway and wonder why I ever go there! It's well worth the cost and time, every time!

Kevin Turkington

After attending the National Convention, Todd writes:

I loved meeting members, networking, finding new ideas and areas to focus on

Todd Hutto

After attending the National Convention, Trayce writes:

It was all good! Everybody was very nice and helpful.

Trayce Morris

After attending the National Convention, Sally writes:

Every convention is a learning event. I take something away each time to utilize in our business.

Great, sharing group of members.

Sally Olin

After attending the National Convention, Bob writes:

The camaraderie, sharing of ideas, willingness to help one another, etc is unprecedented in my long business career. I am thrilled to be a part of this organization!

Bob Caldwell

After attending the National Convention, Rich writes:

This really helped me to refocus on the fundamentals of my business and gave me action items for me to begin as soon as I get home. Thank you all for this wonderful experience.

Richard Blumenthal

After attending the National Convention, Kevin writes:

Very informative. The speakers were great.

Kevin Bradshaw

After attending the National Convention, Tim writes:

MOTIVATING!

Tim Bradshaw

After attending the National Convention, Buffy writes:

I never realized the camaraderie between members, and what a wonderful group.

Buffy Warren

After attending the National Convention, Jeff writes:

I was impressed with the speakers TSC attracted from inside the industry to discuss the big picture of private duty. Enjoyed the discussion on social networking.

Jeff Noser

After attending the National Convention, Judi writes:

This conference was packed with great ideas to improve our business. The networking with other members is encouraging. I'm inspired! Thanks to TSC Team for a great job!

Judi Hansek

After attending the National Convention, Scott writes:

We had extremely knowledgeable speakers. Everyone had a open and friendly exchange of ideas and best practices.

Scott Ryan

After attending the National Convention, Nancy writes:

Thank you for an inspiring two days! I will go back energized and ready to implement at least 10 new ideas over the next six months.

Nancy Talarski

After attending the National Convention, John writes:

I go to a number of care conferences. TSC is doing a great job!

John Ashby

After attending the National Convention, Sue writes:

The conferences are a must in terms of learning a variety of new ways to do the same thing.

Each time I come to a conference I take home new ideas for my business. I also get reinforcement of old ideas I should have implemented but didn't.

Sue Bessant

After attending the National Convention, Ann writes:

I am very glad I came. It was nice meeting the other members of the Seniors Choice.

Ann Stoller

After attending the National Convention, Bob writes:

I loved the feeling of “family” featured by the home team. I found the event to be educational, inspirational and as usual, a pleasure to be at. Thank you all for the hard work!

Bob Uslander

After attending the National Convention, Robert writes:

You gain something from the event that helps your business. I cannot wait to start sharing without team!

Robert Petraro

After attending the National Convention, Katherine speaks about TSC in her presentation:

TSC would give me a “business in a box;” everything I would need to start my own business and more. I decided to move forward and attended the training in 2005. TSC delivered much more than what they promised. My mentor, AnNita was an incredible source of encouragement, comfort and information. I have never regretted my decision to join The Senior’s Choice. My future is truly my own to create how I will with resources beyond what I could have thought or imagined.

Katherine Gregoire

After attending the National Convention, Stephen shares an idea with the TSC team and membership:

I would like to say thank you to the entire TSC team for organizing a great convention. It was our first and very memorable one that provided us with a re-invigorated view of our mission/objectives and more importantly we felt that with the different issues and hurdles that we have had to overcome, they were not unique to us in that even the seasoned veterans also go through the same challenges, it is all about how you overcome them.

Cheers,

Stephen Szewczuk

4-Day Training Workshop in May in Charlotte, NC

After attending the training workshop, Lisa writes:

Truly phenomenal training. Life-changing, empowering and meaningful experience. I will recommend TSC to everyone I possibly can.

Lisa Vaskus

After speaking at the 2011 Training class, John writes:

We were excited to participate and communicate our enthusiasm. It was also a great opportunity to reconnect with all of you. As expected, we learned more about running out business.

Many Thanks,
John and Terri Neill

After attending the training workshop, Joyce writes:

The sincerity that the team demonstrates is remarkable. The training over exceeded my expectations. Even though I have been doing this for years, there was so much I learned.

Joyce Apperson

After attending the training workshop, Patrice writes:

It was well above our expectations. We loved the open “no silly questions: approach allowing the freedom to learn, the venue being an actual In-Home Caregiver business was enlightening for many reason, the genuine feel to the training with the emphasis on growing us both on a professional and personal level and the real warmth care and concern for our success in this business. We are grabbing it with both hands and are ready for the roller coaster ride that comes after it.

Patrice and Steve Howland

After attending the training workshop, Angela writes:

The passion of all the presenters was tangible and made me feel more confident. It was fun as well as informative. I enjoyed everything about it.

Angela Martin

After attending the training workshop, John writes:

This was the most comprehensive and well-presented training I’ve ever taken.

John Martin

Members participated in our Home Study program in advance of the live 4 day workshop:

After completing the Home Study, Gemma writes:

It is good learning tool and i find it very informative

Gemma dela Cruz

After completing the Home Study, Keith writes:

It was a great way to prepare with such an intense overview. I actually felt as though I was in the training room at times.

Keith and Genie Allen

After completing the Home Study, Nadir writes:

I learned to love the videos. It's great to have this resource. I feel less overwhelmed regarding the binders and going to training.

Nadir Wright

After completing the Home Study, Stephanie writes:

I thought it was awesome. I don't know what I would do without it! Honestly, I can't think of any expectations that were not met.

Stephanie Henderson

3-Day Training Workshop in Petaluma, CA:

After attending the training workshop, Nadir writes:

I quite like the Senior's Choice staff and how committed they are to our success. I loved the format of the sessions. The facilitators are knowledgeable and enthusiastic. They exude a real passion for the business. I loved the addition of the existing members. It was an excellent touch that brought an added realness to the information we received.

Nadir Wright

After attending the training workshop, Genie writes:

There was never a time when I felt that they were not capable of answering the many questions that came at them. Each leader was well prepared to equip us with the knowledge we needed to go forward in starting our businesses. The time that the existing owners gave us was priceless to us because of their experience and unselfishness and willingness to open up their models for us to see.

Genie Allen

After attending the training workshop, Gina writes:

All the topics were relevant to the business and presented with knowledge and experience. I especially like that we were in a successful office where we could see and speak to other business owners. The speakers knew their topics well and provided a well-rounded discussion and included resources for us to refer to when we return to our offices.

Gina Garcia

After attending the training workshop, Gregg writes:

The content was outstanding. Peter, Steve and AnNita are pros. The Senior's Choice is "the real deal" . The course is great, TSC is great and you are all to be commended for the outstanding work you are doing. You have pioneered an industry that is critical to the current and future seniors of our country.

Gregg Rackin

National Convention: Ft. Lauderdale, FL

After attending the National Convention, John writes:

The convention was great! We loved meeting other Seniors' Choice members, especially those who have been in business a year or two longer than us, which gave us assurance that we can indeed succeed as well as a benchmark to shoot for.

We came away convinced of what we already knew — that Seniors' Choice members are a great bunch of people.

John & Angie Martin

After attending the National Convention, Brenda writes:

I think the format of the convention is extremely well planned. I particularly enjoy the variety of presenters at the TSC conventions. I'm never bored listening to AnNita. She's a great teacher and her enthusiasm and energy is contagious.

The TSC Convention is our only opportunity ever to talk shop. Speaking to other members, hearing their personal success stories as well as challenges, has got to be one of the most encouraging aspects of all.

Brenda Hamilton

After attending the National Convention, Joe writes:

It was great meeting others from TSC and sharing ideas!

Joe and Karen Tirio

After attending the National Convention, Bruce writes:

One of the things that attracted us to TSC was the network of mutually supportive owners.

Bruce & Stephanie Henderson

After attending the National Convention, Cindy writes:

Aaron's presentation was chocked full of good information. And as always the networking was wonderful because TSC members are all such warm and caring group of people. The networking is the best! I love talking to other business owners and coming home with new ideas and a renewed desire to move our business forward!

Cindy & Mike Karasch

After attending the National Convention, Deborah writes:

AnNita is wonderful!

Deborah Bordeaux

After attending the National Convention, Faith writes:

The TSC convention is a “must do” on so many levels. It gets you out of the everyday issues of your business so that you can regroup and refocus; it provides tools and recommendations to take your business to the next level; and it is by far the best networking opportunity that you will ever have in this business.

Content was excellent. It was great – we are very glad that we attended. The Senior’s Choice is an excellent organization; all the staff are so engaged, and it really feels like a team effort.

Faith Keolker

After attending the National Convention, Jim writes:

Always good hearing from other members. There are a lot of brilliant, creative hard working people in this organization.

Jim Kummer

After attending the National Convention, Drew writes:

A great use of 2 days. This was very helpful for me. It happened to support some changes I was thinking of making. Also pointed the way to new strategies I have not considered.

Drew Davis

After attending the National Convention, Richard writes:

The conference provided me with a number of financial metrics (benchmarking, exit multiples, bonus plans, referral fees) which are useful in improving cash flow at my business.

Richard Kuehn

After attending the National Convention, Jon writes:

Great information that we can apply immediately to our business! We really enjoyed seeing other members that we already knew and had met previously , as well as meeting and making friends with new members and one’s we did not know.

Jon and Linda Senn

After attending the National Convention, Karla writes:

It was all good! Getting together with a group of people who “speak your language” as one member put it and who have similar concerns, challenges and experiences is an invaluable way to learn and grow as a business owner. The presentations themselves ran the gamut from totally informative to totally inspiring, and were all very helpful to me as a relative newcomer to this business. I left feeling energized and more confident that I now possess the knowledge and tools to tackle head-on some of the issues plaguing my business.

The last Power Panel discussion was fabulous! What a great way to wrap up the convention!

Karla Aber

After attending the National Convention, Kevin writes:

As a new member, we found the presentations to be both relevant and interesting. The opportunity to interact with the successful membership was worth the price of admission. It's rare to attend these types of events wishing you had another day!

Great conference! The TSC team and members are inspiring.

Kevin Connelly

After attending the National Convention, Kevin writes:

I've attended every conference since 2002- even when funds were too tight to go and when I was too busy with work- but I went anyway. I have always returned glad I did go. In fact, returning after the conference is almost depressing, because the power in the shared strengths and weaknesses, and the amount of growth and level of affirmation can't be gotten anywhere else. Thanks for another great conference.

Kevin Turkington

After attending the National Convention, Dina writes:

Always a learning experience, irregardless of how long you have been in business.

Dina Hamerick

After attending the National Convention, David writes:

Excellent opportunity to hear what is working and not working. Great way to get new ideas.

David Krehbiel

After attending the National Convention, Craig writes:

I really enjoyed my 1st convention. All was very useful and helpful.

Craig Bayless

After attending the National Convention, Sally writes:

Program, presenters and information were great, as always. We have never come to a conference that we did not take away something (an idea, a formula, a document or a program) that we didn't implement.

From the heart: Great people, great membership, and a great experience. We have been so happy to be a part of this.

Sally Olin, RN

After attending the National Convention, Kevin writes:

Thanks so much for all you do and certainly all you did to make this last conference successful.

Warmest regards always,
Kevin Turkington

A week later, Kevin writes again:

Thank you so much for another awesome conference! Once again I walked away, expectations met and refocused on what's important towards my goals. I appreciate all of you and the good work everyone put into this year's event.

Kevin Turkington

After attending the National Convention, Angela writes:

The TSC conference was everything we expected and more! Your presentation on organizational strategy was especially helpful. Thanks for all your support! We are grateful for all you are doing to make a difference in the world.

John and Angela Martin

After attending the National Convention, Nicky writes:

Thank you for your trust. Training was an Honors Class A+. Everyone who helped made me grateful that I was lead to The Senior's Choice.

Sincerely,

Nikki

Monique McLaughlin's office Manager

Members participated in our Home Study program in advance of the live 4 day workshop:

After completing the Home Study, Barbie writes:

I found the DVDs very thorough. I liked the real-life examples and really enjoyed hearing the experiences from the staff at Partners In Care. There were dynamic speakers. Very well spoken and engaging.

Barbie Sunderland

After completing the Home Study, Cindy writes:

I think this format of "pre-training" is perfect, especially for newbies. They will come to training more confident and competent. We feel we have a jumpstart and we are so excited.

Cindy Birnbaum

After completing the Home Study, Larry comments about the presenters:

Their knowledge and experiences were brought to "real time" examples and content making it applicable to the subjects needed to make my business successful.

Larry Bayless

After completing the Home Study, Sandi writes:

The DVD training was highly professional and a high value training
Sandi McCann

After completing the Home Study, Alan writes:

The things I found outstanding on the DVDs were the office set-up; Don, for his dose of reality; Steve, for the presentation on margins; and AnNita, for her charm and laughter.

Alan Popp

After completing the Home Study, Steve writes:

Excellent information and delivery of information. I feel that I will be extremely prepared to open my business in May. Excellent course!

Steve Barbadora

After completing the Home Study, Leslie writes:

The DVDs gave outstanding information on hiring caregivers and getting clients, generating leads, doing assessments (loved the demo!) and it was great to hear from the Olin's on how they run their business. The home study training was full of good information.

Leslie Whatcott

After completing the Home Study, Larry writes:

This was an outstanding overview of the manuals and "the plan." Also, wonderful work by the presenters. Their knowledge and experiences were brought to "real time" examples and content making it applicable to the subjects needed to make my business successful.

Larry Bayless

4-Day Training Workshop in Charlotte, NC:

After attending the training workshop, Jeff writes:

The facilitator's knowledge of the industry was outstanding. I was pleased with the content and could easily understand what was being presented. I really appreciated the warm welcome from Steve.

Jeff Birnbaum

After attending the training workshop, Cindy writes:

**High energy level!

**Fast start plan!

**Applicable content!

****Passion for our industry!**
****High level of knowledge for the business!**
Cindy Birnbaum

After attending the training workshop, Quinn writes:

AnNita, Peter, and Steve have great energy. I loved the calls to current members to hear their stories and ask questions. I was very impressed with the facilitators and couldn't have asked for more. It was a very informative, motivating and fun week! Thank you.
Quinn Clark

After attending the training workshop, Terri writes:

The training exceeded our expectations and know that it will give us a great foundation to build a very successful business.
Terri Walker

After attending the training workshop, Sandi writes:

One week back from the training, I can say with confidence that the training provided substantial learnings that I am applying right now, as I ready to open my Senior Care business. I also know that I have support of not only TSC, but also fellow members -- both new and existing. I have never felt more connected and like I was a true fit for a career and profession as I have with TSC – and I wake up every day before 6AM, excited to start the day. The 2-week training program gave me such a solid foundation and I am now working hard to build on that foundation.
Sandi McCann

After attending the training workshop, Larry comments on the presenters:

From where I sit, they were all terrific; specifically, their industry knowledge, experience, and, educational expertise are outstanding; a real wealth of knowledge that will aid our development and progress in the years to come.
Larry Bayless

After attending the training workshop, Alan writes:

Our week together was great. I can't tell you how much I appreciated the chance to get to know you both personally.
Alan Popp

Members participated in our Home Study program in advance of the live 4 day workshop:

After completing the Home Study, Barbie writes:

Very thorough. Real-life examples. Enjoyed hearing the experiences from the staff at Partners in Care. The speakers were dynamic. Very well spoken and engaging.
Barbie Sunderland

After completing the Home Study, Kathy writes:

Excellent information about starting all aspects of the business.

Kathy Barbadora

After completing the Home Study, Steven writes:

Excellent Course! Excellent information and delivery of information. I found the DVD's and the manual to be outstanding and very informative. I feel that I will be extremely prepared to open my business in May.

Steven L. Barbadora

After completing the Home Study, Kevin and Joan write:

The vast experience of the TSC team is the greatest strength and our goal for the Live Training is to tap into that as much as possible.

Kevin & Joan Connelly

4-Day Training Workshop:

After attending the training workshop, Leslie writes:

What great information. I liked the small group setting, exercises and talking to Don and Sally Olin- seeing their success and the things they do to run a great business.

Leslie Whatcott

After attending the training workshop, Kevin writes:

The TSC team is outstanding. The training was made fun and I felt that there was some real bonding with both the TSC team and the other members.

Kevin Connelly

Then, after attending the May 2012 training workshop, Steve writes:

Everything was outstanding. Great training.

Steve Barbadora

Then, after attending the May 2012 training workshop, Alan writes:

Our week together was great. I can't tell you how much I appreciated the chance to get to know you both personally.

Alan Popp

After attending the training workshop, Joan writes:

I really appreciated hearing from current members. The facilitators were all 10s! Everyone appears to be an expert in their fields. AnNita is wonderful. Great personality, great laugh, and she follows through on her commitments.

Joan Connelly

**Members participated in our Home Study program in advance of the live 4 day workshop:
August 2012**

After completing the Home Study, Yvonne writes:

All was great! It was very motivating, inspiring and informative.

Yvonne Woody and Tracy Daniel Nelson

After completing the Home Study, Preston writes:

All was great! It was concise, well presented and full of excitement.

Preston Mark

After completing the Home Study, Rob writes a note about the presenters:

All were excellent... strong knowledge of industry, TSC systems and materials. Presenters were very effective in their approach in that the material was presented in a professional yet friendly, upbeat manner.

Robert Wilson

After completing the Home Study, Joe writes:

Thanks to TSC for the dedication of improving the Home Care Industry.

Joe Han

After completing the Home Study, Annik writes:

Excellent job. I really feel like I made the right choice in business. All my questions were answered – and then some.

Annik Majamaki

After completing the Home Study, Rob writes:

The facilitators were excellent. All possessed strong knowledge and experience within the TSC system, and were very enthusiastic about the material presented. One could really sense the passion that the presenters have for seniors and the industry, and each seemed genuinely interested in the success of the attendees going forward.

I thoroughly enjoyed the four days of training, and left Charlotte enthused and ready to move forward.

Robert Wilson

After completing the Home Study, Preston writes:

The things I found most outstanding from the workshop were Pete's presentations, Steve's motivation and AnNita's knowledge.

Camille and I felt very good about this training and learned a tremendous amount about the business. Steve, Pete and AnNita are just wonderful to be around and we feel like part of The Senior's Choice family now.

Preston Mark

4-Day Training Workshop in Charlotte, NC:

After completing the 4-Day Training Workshop, Annik writes:

I was engaged the entire time. Everyone was so friendly and open. Excellent job! I really feel like I made the right choice in business.

Annik Majamaki

After completing the 4-Day Training Workshop, Joe writes:

The whole session was very passionate and energetic. Thank you all very much!

Joe Hann

After completing the 4-Day Training Workshop, Rob writes:

Great balance of content. The facilitators were excellent. All possessed strong knowledge and experience within the TSC system, and were very enthusiastic about the material presented. One could really sense the passion that the presenters have for seniors and the industry, and each seemed genuinely interested in the success of the attendees going forward. I thoroughly enjoyed the four days of training, and left Charlotte enthused and ready to move forward.

Rob Wilson

Members participated in our Home Study program in advance of the live 4 day workshop:

After completing the Home Study, Nadir writes:

I loved the format of the sessions. It was the perfect level of information for me. I quite like The Senior's Choice and how committed they are to our success. The facilitators are knowledgeable and enthusiastic. They exude a real passion for the business. The training was great. I loved the addition of the existing members. It was an excellent touch that brought an added realness to the information we received.

Nadir Wright

After completing the Home Study, Gemma writes:

It is a good learning tool and I found it very informative.

Gemma dela Cruz

After completing the Home Study, Gina writes:

Listening to a variety of speakers, especially the owners and employees of Partners In Care in North Carolina.

Gina and Christina Garcia

After completing the Home Study, Keith writes:

It was a great way to prepare with such an intense overview.

Keith and Genie Allen

After completing the Home Study, Rick writes:

Everything was great. Thank you for the opportunity to participate in the Home Study.

Rick Ackerson

After completing the Home Study, Stephanie writes:

The outstanding things I found with the videos were the thoroughness of information; discussions regarding the psychology or human nature involved in “winning people over” including clients, referral sources, and caregivers; and motivational/positive theme of the training.

I thought it was awesome. I don’t know what I would do without it.

Stephanie Henderson

Members participated in our Home Study program in advance of the live 4 day workshop:

After completing the Home Study, Phil writes:

By watching the DVDs, we already feel part of the family by getting to know the TSC team.

Phil and Julie Graiser

After completing the Home Study, Ryan writes:

In all honest, I loved the training DVD's. I am grateful for the opportunity to watch it as I move forward in each step of building the business

Ryan Jackson

After completing the Home Study, Terrence writes:

Course itself is brilliant. Having members doing some teaching was very encouraging.

Terrence Thompson

Members participated in our Home Study program in advance of the live 4-day workshop:

After completing the Home Study, Victor writes:

I found the home study training program extremely beneficial. Having the ability to hear from people who are experienced in this business talk about their successes, failures, learnings, etc. was invaluable. It was also very motivating to me. It made me feel like there's nothing holding me back. I feel like I made the right decision to join The Senior's Choice.