



## NEWS RELEASE

### **Senior's Choice Founder Invited to Kick-Off National Private Duty Conference** *Fellow Senior's Choice Member Will Also Present*

**Dana Point, CA** – Steve Everhart, President and Founder of The Senior's Choice, has been invited as a guest speaker at the 11<sup>th</sup> Annual Private Duty Conference and Exhibit this November 17-19 in Orlando FL. This is the second time that Everhart has been invited by the host and sponsor, Decision Health and Private Duty Insider, to present at one of their conferences.

Private duty home care is a multi-billion dollar industry that has surpassed annual Medicare payout – and it is expected to continue to grow rapidly for the next 30 years as the next generation of baby boomers reach retirement age. Adding to the industry's growth is the fact that people in the United States are living longer than ever before, meaning that many will require some form of assistance to help them remain living independently as they age.

The Private Duty conference is the largest and most influential conference of the year for private duty professionals, attracting hundreds of business owners, administrators and decision makers from around the country who are looking to grow and diversify their businesses. This year the conference will again be host to a select group of industry experts to share their knowledge on topics ranging from marketing, sales, recruitment and retention, to labor updates and legal opinions on issues affecting the industry.

Kicking off the conference will be Steve Everhart to explain the importance of regularly assessing your business practices, in particular the need to take the pulse of your marketing and sales efforts. "So many business owners get wrapped up working *in* their business that they forget to work *on* their business," said Everhart. "I want to instill in people the importance of regularly taking a step back from their day to day operations and assessing where their business really is. When you fail to do that, you lose sight of the big picture and your business suffers as a result."

Long time Senior's Choice member Aaron Marcum and founder of Arbor Senior Care in Salt Lake City, UT will share his secrets for running a private duty business that runs without you. His will be the concluding presentation of the conference.

Said Aaron; "I'm excited to be speaking before so many of my colleagues at this prestigious event. Even though we didn't plan it that way, Steve's presentation and mine actually share a lot in common. Steve's business principals and philosophy have been a great influence these past six years and have helped me build my company to where it is today: a multi-million dollar business that runs without me. While I'm still actively involved in my business, I don't have to be there physically for it to run effectively and this enables me to devote more time with my family, something that's very important to me and was my goal starting out."

"Aaron is an inspiration not only to our members, but to me," said Everhart. "Through hard work and focus he's achieved so much in a relatively short period of time. I'm really proud for him and I know the [Private Duty] conference attendees are going to love what he has to say. Every small business owner should hear his presentation."

The Private Duty conference has granted Senior's Choice members a \$150 discount off the registration fee to attend any of the sessions. For more information on Private Duty 11 and the conference agenda, visit their website: <http://www.decisionhealth.com/pd11/home.html>

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