



## **NEWS RELEASE**

### **New Staff Addition Adds Greater Depth And Expertise to Current Team of Home Care Professionals**

**CAPISTRANO BEACH, CA, March 2, 2007** – Effective immediately, Oliver Harlow has joined The Senior's Choice organization where he will work closely with President & Founder Steve Everhart and his experienced staff of professionals in a business development capacity.

Harlow brings over 13 years of business experience and four years of senior care industry experience with him. As the former Director of Membership Services for Companion Connection Senior Care, a senior care membership organization based in New York City, he is well versed in all aspects of the home care industry and brings a wealth of knowledge to The Senior's Choice.

“Oliver will add even greater depth to our personnel resources and, more importantly, add greater value to our membership,” said Everhart.

Among his many responsibilities, he will be working with Everhart to expand The Senior's Choice membership and to develop relationships with outside partners who can introduce new ways for its members to increase referrals and generate new revenue streams for their businesses.

“I am very excited to have Oliver join The Senior's Choice. I know we already have one of the best and most capable staff of teachers and mentors in the industry,” said Everhart. “But my philosophy is that you have to keep reinvesting in your company if you want to get better and continue to have success, particularly in human resources. It's what I train all of our members to do and I apply the same practice to The Senior's Choice core business as well.”

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

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