



FOR IMMEDIATE RELEASE

The Senior's Choice, Inc. Announces 2020 Conference "Charting the Course for Growth!"

Incline Village, NV (March 1st, 2020) – [The Senior's Choice](#), the largest membership network of non-medical home care providers is pleased to announce their 2020 Conference dates for current members in Nashville, Tennessee from April 30th to May 1st.

The keynote speaker and conference facilitator, Aaron Marcum, got his start as a member of The Senior's Choice in 2002. Aaron grew a very successful homecare agency and went on to create [Home Care Pulse](#), the industry's leader in satisfaction research and quality assurance for homecare businesses. For the past ten years Aaron has been invited as a speaker at the top fifteen home care franchisor annual conferences as well as the Home Care Association of America (HCAOA) and Decision Health conferences. In 2017, Aaron received the Sheila McMackin Leadership Award from the Home Care Association of America, which awards one person each year for their vision, dedication and leadership in the home care industry, making history as the first "vendor" partner the association selected.

Aaron Marcum, states "I am thrilled to part of The Senior's Choice family and look forward to connecting with members to help them achieve their goals. I can also attest that Stephanie Strohl, our VP of Customer Success, shares my excitement. We are committed to putting on a conference that our competitors would be willing to pay thousands of dollars for! Unfortunately for them, they are not invited. Members will not want to miss this conference!"

The conference, entitled "Charting the Course for Growth!", will provide two days of powerful content that will help members of The Senior's Choice to chart their course for growth both personally and professionally. There are six key areas of business that will be targeted: vision, people, data, solving issues, processes and gaining traction on vision. Presentations will cover a variety of topics including "Connecting Everyone to Your WHY", "Structuring Your Agency for Scalability", "Creating a 'Sellable' Company", "Successful Caregiver Recruitment Strategies for Every Kind of Market", "Leveraging Your Office Staff", "Marketing Strategies Designed to Increase Referrals" and much more. These relevant topics will set the stage for homecare agencies in 2020 and beyond.

The 2020 Conference will be taking place in beautiful Nashville where members can also enjoy a night at the Grand Ole Opry, shop at the huge Opry Mills mall, enjoy great restaurants and take a stroll among the beautiful gardens at the Gaylord Hotel.

ABOUT THE SENIOR'S CHOICE

Founded in 1999, The Senior's Choice innovative membership/franchise model with **no royalties** provides industry-leading training and support services and proprietary operating systems, to individuals and existing agencies. For more information, call 888-725-3655 or [visit the website](#).