

# PRESIDENT'S CLUB

SENIOR HELPERS 2018 IRELAND

# MAGAZINE

# fáilte go hÉirinn

(Welcome to Ireland)

**T.C. & BARBARA  
GODWIN**

**THE PUB:**  
AN IRISH  
TRADITION p.4

**FUN FACTS** p.10







# Journey to Excellence

## Thank you, Senior Helpers!

ClearCare is proud to be a President's Club sponsor.

As you navigate through the challenging and rewarding home care industry, ClearCare is here to be your partner every step of the way. Start your Journey to Excellence with our commitment to helping your agency grow and improve efficiency.

### What's New at ClearCare



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ClearCare makes it easy to make the right decisions. Access all the data you need in easy-to-read formats, and get reports to the right people at the right time.



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To learn more or get started, contact Megan Coughlin at [mcoughlin@clearcareonline.com](mailto:mcoughlin@clearcareonline.com) or 925-963-6969

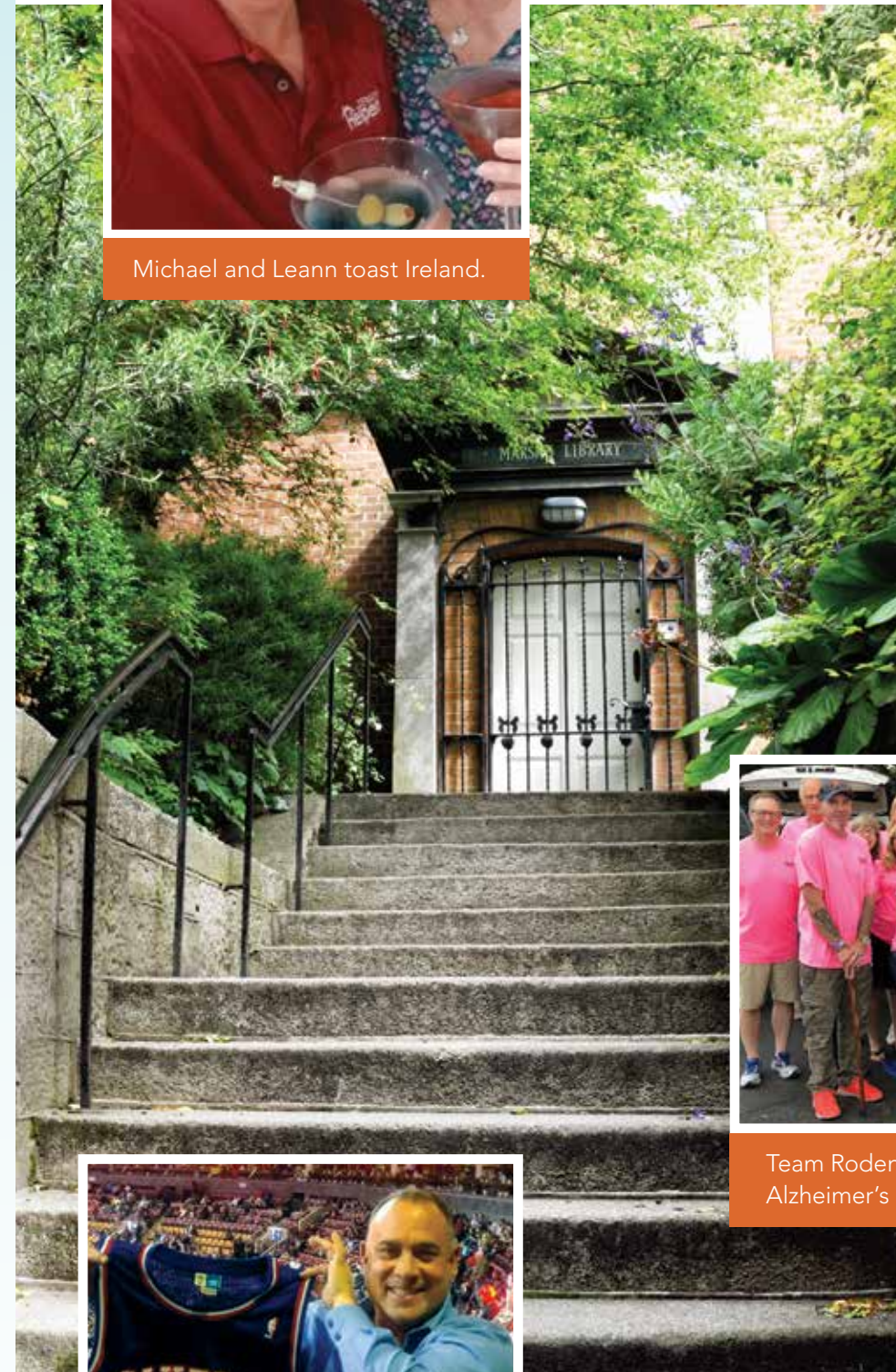


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A sign of the Claddagh Ring above a jeweler's in Galway, Ireland. The Claddagh Ring represents love, loyalty and friendship.

# RIGHT PLACE AT THE RIGHT TIME!



2019 will be a Breakout Year for Senior Helpers as we begin to shift our focus into areas that will disrupt the industry with LIFE Profile™, SmartCare™ Plans, and Senior Helpers Town Square®. To be successful, Senior Helpers needs to be known as the company that is recognized for excellence, by both our employees and our clients.

As we begin 2019, Senior Helpers has ventured into some new segments of the industry. With the launch of our new LIFE Profile™ assessment and Senior Helpers SmartCare™ Plan, we have created a true point of differentiation versus other companies in both the B2B and B2C markets. Experts confirm that Social Determinants of Health will be a primary focus of the national healthcare system for the foreseeable future. These newly launched tools uniquely position Senior Helpers to offer what no other company can provide – a way to help reduce client readmissions to skilled nursing facilities and hospitals.

Senior Helpers Town Square is now one of the hottest brands in the franchise world and was recently named as one of the Top 100 Game Changers by Franchise Dictionary. Senior Helpers Town Square franchise sales are occurring at a great pace, and every franchise sold represents a significant staffing agreement for the local Senior Helpers franchisee.

Many of you have been concerned about where we are going to recruit all the caregivers and staff needed to meet the growing demand for Senior Helpers services. The first step is to position each of you as **the employer of choice** in your respective markets. Feedback from the Great Place to Work Institute confirms that your recruiting should leverage employees' pride. 95% of those responding to the survey said that they agreed with the statement "My work has special meaning: this is not just a job!" Being certified as a Great Place to Work and taking advantage of the Military Spouse Employment Partnership in locations near bases will allow you to stand out from the competition when it comes to where applicants want to work.

Welcome to Dublin, Ireland, the Capital and largest city of Ireland with a population of almost 1.2m people. There is a debate among historians on when Dublin was first established but most believed that the Gaels founded Dublin in or before the 7th century AD. Dublin is a historical and contemporary center for education, the arts, administration and industry. As of 2018 the city was listed by the Globalization and World Cities Research Network as a global city with a ranking of "Alpha –", which places it amongst the top thirty cities in the world.

As a President's Club qualifier, you have proven to be one of our top 20 percent of our owners with your outstanding performance in 2018. For the second year in a row, we have had more than 30 owners qualify for President's Club. I have always said that the strength of Senior Helpers is our Franchisees and by qualifying for President's Club, you have accomplished a lofty goal. Have Fun, you deserve it!

Warm Regards,

*Peter*

CEO & Co-Founder



Care and comfort at a moment's notice.



# A STROLL DOWN GRAFTON STREET

More than 310 years ago, Grafton Street was established in Dublin's city center. It began as a popular residential area for the most prestigious citizens. After the Carlisle Bridge opening, this popular street experienced a shopping boom making it a beneficial area for local merchants to set up shop.

Fast forward to the nineteenth century, Grafton Street grew into a place of leisure for many locals. Cars were banned from the street which helped to improve the experience for pedestrians. Grafton Street runs from St. Stephen's Green in the south to College Green in the north. As the area's population grew, a wide assortment of cafes and restaurants took over, leaving it a striking go-to spot for Dubliners and visitors alike. Entertainers such as magicians, fire-eaters, and musicians started to gather there making Dublin's most famous street a prominent location for street performers. The astonishing talent that lingers through the red brick street never fails to entertain those who are strolling through the street in the heart of Dublin.

Alongside the irresistible performances, Grafton Street is known for its appealing visuals. It houses the famous Molly Malone statue, which is a perfect photo opportunity for all visiting tourists. Molly's statue is an iconic part of Dublin's street art and is an unforgettable part of Irish history.

Today, Grafton Street is known as the heart of the city's social life. The casual and carefree atmosphere allows for anyone to shop, grab lunch, or to hang out from morning to night. As global fashion brands and restaurants crowd the street, they lend the area charm and warmth. This major shopping street is just too hard to pass up--you won't want to miss it! ■

## THE PUB: AN IRISH TRADITION

A trip to Ireland isn't complete without a visit to an Irish Pub! Although there are pubs in every city, Ireland is home to the authentic pub culture. Pubs, short for "public-house", are not just for drinking—they're the highlight of Ireland's social lifestyle.

Known for their friendliness, the pub is an ideal cultural gathering place and a hotspot for locals to get together. Whether you're coming to watch the latest football game or to kill time during the day-- it is a melting pot for all social encounters.

Apart from the best whiskeys and stouts you can find, major pubs are famous for offering some of the best food in Dublin. Ireland is known for its comfort food and you'll be able to get a true taste of the

authentic and class cuisines at modern pubs. From rich stews with lamb or beef and potatoes, to bacon and cabbage or coddle and brown bread, there's a satisfying home-spun feel to traditional Irish food that simply cannot be beat.

In addition to the drinks and food, the pub has played a role in shaping Ireland's rich history of music and literature. Irish pubs have been the 'birthplace' of many great writers, including authors such as James Joyce and Oscar Wilde, who wrote stories that centered around the pub and searched there for their inspiration.

There's no better place to hear impromptu musical performances than a pub. Musicians of all kinds come together to perform pieces from Irish folk

tunes to rock n' roll. This is the perfect, typically free-of-charge, entertainment that Ireland tourists rave about upon return.

Irish pubs are nestled on almost every block in major cities throughout the country, especially Dublin. However, according to the Guinness Book of Records, the world's oldest pub, Sean's Bar, has been standing in the historic city of Althone since the year 900 A.D. That's more than 1100 years of history...if those walls could only talk!!

So, whether it's a quiet pint, a savory bite, lively debate or wild music, we think you'll find them all in a traditional Dublin pub. Be sure to visit one so you can enjoy this essential part of Irish life. ■



# MEET THE SENIOR HELPERS EXECUTIVE TEAM



**Peter Ross**  
*Chief Executive Officer and Co-Founder*

Peter co-founded SH Franchising with Tony Bonacuse in 2004 and is the current CEO for Senior Helpers. He has led the organization to become a national leader in non-medical in-home care for seniors. He also serves as the President of the Home Care Association of America's board of directors. He has devoted his career to helping in-home care excel and to improving service at all levels.



**Christina Chartrand**  
*Vice President of Training*

Christina is the VP of Training for SH Franchising. She has over 25 years of training and teaching experience, primarily with franchise organizations. Christina has created numerous training programs on a variety of topics for families, employees, managers, and business owners, including our award-winning Senior Gems® and Parkinson's Care programs.



**Robert Sharkey**  
*Chief Financial Officer*

Robert Sharkey ("Sharkey" for short) has held many high level finance and operation roles in the past 15 years. Sharkey joined Senior Helpers in 2013. Prior to joining, he spent 10 years working in the healthcare arena across several business lines including Medicare, private duty nursing, and companion care. His expertise over the course of his career has been working individually with the field offices and giving them the tools as well as the financial insight on how to become a more profitable and efficient operation.



**Mike Chumley**  
*Vice President of Technology*

Mike brings over 20 years of experience in IT and business management to Senior Helpers. His focus has been driving business growth and process improvements by providing sound technology solutions. He is a specialist in the areas of business process re-engineering, capital project management, software system design, multi-vendor system integration, and resource planning.



**Chuck Sullivan**  
*Chief Marketing Officer*

Chuck Sullivan joined Senior Helpers as the CMO in February 2018. He leads the efforts to advance Senior Helpers' strategic vision, strengthen the collaborative relationships with our franchise owners and fuel growth. He is a seasoned senior executive who brings decades of experience helping leading organizations evolve, scale and transform, including Hilton Worldwide, K12, Ford Motor Company and Chrysler LLC. Sullivan holds an MBA from the Wharton School of the University of Pennsylvania and a Bachelor of Arts degree in Marketing from Michigan State University.



**Michael Hughes**  
*Vice President of Strategic Development*

Mike has over 15 years of experience in health technology and aging, including eight years at AARP as part of their innovation and family caregiving teams. He is passionate about finding new, valued solutions to support care transition and independent aging as well as helping family caregivers to reduce stress and save time. Mike works to develop, support, and strengthen Senior Helpers' relationships with health systems, insurers and other partners in the health care space.



**Mari Baxter**  
*Senior Vice President of Operations*

As Senior Vice President of Operations, Mari is responsible for managing the Business Development team, resales and providing operations support to the field. She took on her current role after previously working as the VP of Business Development for six years, and prior to that, as the Senior Business Consultant and Director of Field Services for SH Franchising. She has more than 10 years of leadership, operational and management experience in the franchise space, in addition to more than 14 years as a successful business owner and entrepreneur.



**Matt Miller**  
*Vice President of Corporate Stores*

Matt has spent the last 20 years working in the home care industry, with experience in Operational Management, Business Development, National Sales and Strategic Solutions. He joined the Senior Helpers Leadership team in 2017, and oversees the Corporate Store Division. He is tasked with identifying new acquisition targets, integrating new locations, implementation of pilot programs and leading the Corporate Stores. His primary expertise is team development, process improvement and relationship management.



**Rob Cantrell**  
*Vice President of Franchise Development*

Rob joined the Senior Helpers Franchise Development team in 2016. He works closely with franchise candidates to guide them through the Discovery and Orientation process and provide a thorough overview and guidance of how to become a Senior Helpers franchisee. Rob has over 20 years of sales/sales management experience with an outstanding track record in the franchise sales space as well.



**Greg White**  
*Vice President of Franchise Development, Senior Helpers Town Square*

Greg joined the Senior Helpers Town Square team in 2018. He has successfully helped to grow a number of franchise brands throughout his career. Greg works closely with franchise candidates to guide them through the discovery and orientation process and provides a thorough overview and guidance of how to become a Town Square franchisee.



Photo: O'Connell Bridge over the River Liffey, Dublin, Ireland



## T.C. GODWIN

FRANCHISEE SINCE: 2010 | TERRITORIES: 2  
WILMINGTON, NORTH CAROLINA

T.C. Godwin, is the owner of the Senior Helpers franchise offices in the Wilmington and Dunn, North Carolina surrounding areas.

T.C., a retired vet with four years in the US Air Force, comes to Senior Helpers with a degree in Business Administration from the Campbell University. He has been married for 58 years with two daughters, two granddaughters, two great granddaughters and two great grandsons.

T.C. served as a member of the Board of Trustees at Betsy Johnson Regional Hospital in Dunn, NC for ten years which includes two years as Chairman of the Board. In addition, he also served as Chairman of the Board of the Hospital Foundation for two years. T.C. was also a founding Board Member of the New Century Bank and a Board Member of the National Association of Convenience Stores for 17 years, which included one year as Chairman of the Board. In addition to these affiliations, he was a Gasoline/TMart business owner for more than 30 years. ■



*If T.C. could describe his team in three words, it would be hardworking, conscientious and empathetic. He lives by the personal motto that one should "make decisions on what you know, not what you think," which has helped him to continue to be successful in work and life.*

# SECRETS OF HIS SUCCESS

While sitting on the board at a hospital, T.C. was first attracted to Senior Helpers as a business opportunity. Knowing the pressure from insurance companies to shorten the length of a stay in hospitals helped him see the need for in-home care. T.C. quickly realized the fact that the population in the U.S. is becoming older and families need our service.

With a Bachelor of Science degree in Business Administration, T.C. went on to serve in the U.S. Air Force. T.C. strives to make decisions based on what he knows instead of what he thinks. His business with Senior Helpers gives him the most satisfaction when he knows that his work has improved the quality of a clients life.

A dedicated family man, T.C. enjoys spending his free time playing golf and anything that includes his family and grandchildren.





# Fun Facts

## DID YOU KNOW?...

J'annine Sullivan loves music, dancing and snow shoeing.

Brian K Hewitt is considered the **KING of the Corny One Liners** in his office.

Conny Gordeau loves dogs.

Barbara Roden used to be a Golduster with the Purdue University Marching Band

David Vance's favorite movies are either sci-fi adventure or historical dramas. He can usually watch them over and over and over.

Mark Friedman says that if he did it over, he would be either a master electrician or a mechanic.

Mark Murphy was Tiffany's football coach in college. Now they enjoy watching football and college basketball together.

Wayne Sarrow used to play the accordion!

Rod Marter is the Chef of the Marter Home.

Kathy Livingston is practically a pizza pro! She knows how to 'slap' the dough and toss it in the air for the perfect pie.

Susan Amos was a competitive body builder in her 20's and placed 2nd in Ms. Louisiana.

Bob Nations says that after 40+ years of being away from the church, he is now back. Bob thanks God everyday for the love and grace shown to him.

Alex Shenker received a sniper certification at age 15.

Bent Schoellhorn is known for his napping ability. Anywhere that he can lay flat, if not engaged, he can nap.



Amar Patel enjoys having tough, uncomfortable conversations because they bring people together and increase respect for one another.

Jeff Sencer says that he loves playing sports and that he is really just a big kid.

Glen Scharfeld played bass guitar in several bands when he was younger, but says he was nowhere near the rock star bass player that Steven Ferrari was.

Jim Reynolds was a singer in a rock and roll band.

Michael Turner has a Bachelor of Arts degree in Sociology but also used to be in theater. In fact, he has been the lead character in a couple of local theatre productions.

Shaun Phelan has an insatiable appetite for learning and improving.

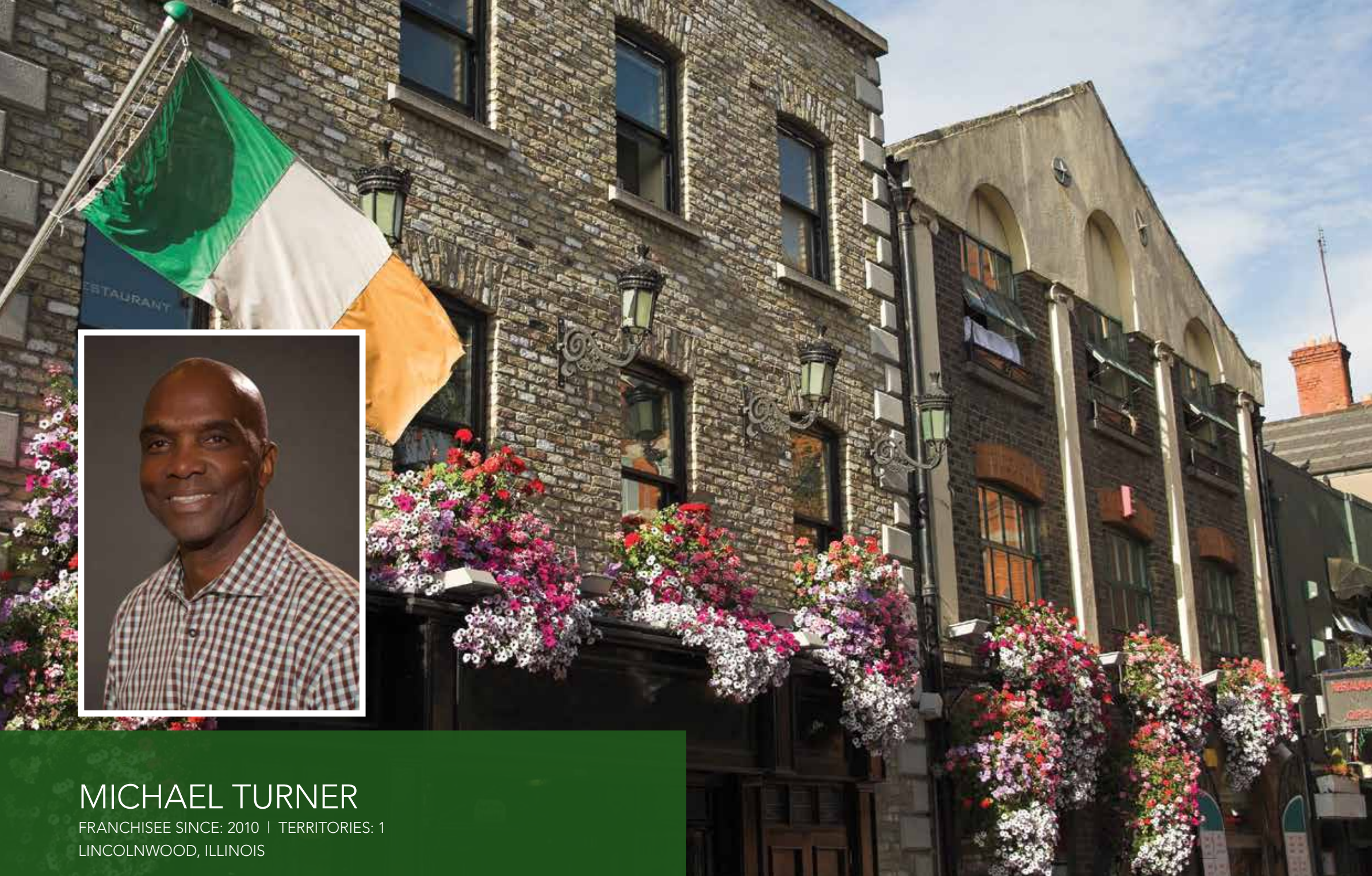
Patrick Davis made the "Top Ten Plays" for ESPN

Reid & Grace Patrick started their venture with Senior Helpers after being married only 5 months. They are pleased that they are together all day long and still married!

Tiffany Phelan met her husband, Shaun, through Senior Helpers!







## MICHAEL TURNER

FRANCHISEE SINCE: 2010 | TERRITORIES: 1  
LINCOLNWOOD, ILLINOIS

Michael Turner opened his office in 2010. With his degree in Sociology from Macalester College in St. Paul, MN, he was able to turn his desire to help people into a career. Michael describes his office as family-oriented and one that always wants to make a positive impact on the families they care for. This is ultimately what he considers to be a key benchmark for success. Simple heartwarming words from the families his team helps go a long way for him. He is involved with multiple charities and organizations, such as The Alzheimer's Foundation of America, the Justin Wynn Fund, Feeding America, YMCA and more. Michael most enjoys playing golf, especially in the summer, and is excited to play a round (or three!) in Ireland. ■

*Main photo: The famous Temple Bar area.*

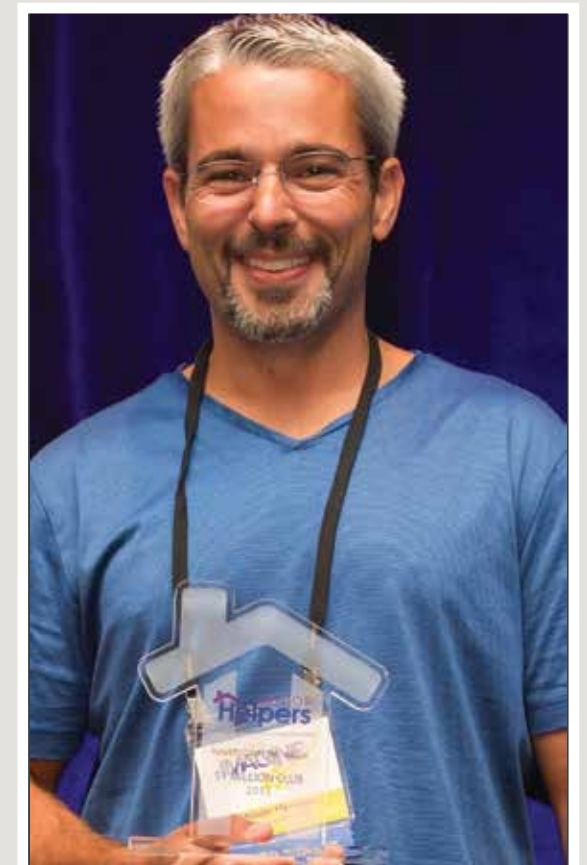
### MICHAEL'S FAVORITE SENIOR HELPERS MOMENT:

"I'd known this Rabbi for a year or so. One day he called to request service for his mother. We ended up caring for her for almost three years. One year the aides brought her to our Senior Helpers Christmas party. I remember the picture we took of her with a big grin—from someone who rarely smiled anymore. And the smiles on the faces when we showed that picture to the family after she passed".

## KEVIN HERMAN

FRANCHISEE SINCE: 2007 | TERRITORIES: 8  
HAVERTOWN, PENNSYLVANIA

Kevin Herman, is the sole proprietor of three Senior Helper franchises in Pennsylvania and five franchises in New Jersey. He entered the industry in 2007 after a long career as an in-home Physical Therapist to the senior population. While providing this care, Kevin saw a need for a more comprehensive suite of services for the aging population and shortly after began his foray in the in-home health care world. Kevin started with a single location in Havertown, and now owns offices in Exton, PA as well as Cherry Hill and Manchester, NJ. Kevin has grown the Havertown office to be the largest and most successful within the Senior Helpers franchise system. ■







"Clients and families reach out to tell us how happy they are with their services from Senior Helpers".  
– T.S.

## BENT SCHOELLHORN

FRANCHISEE SINCE: 2007 | TERRITORIES: 2  
GREATER DALLAS, TEXAS

Bent was born in Flensburg, Germany and raised in California, where he attended college at Cal-State, Los Angeles. Early in his career, Bent worked in the food service franchise field for Kentucky Fried Chicken and Sizzler Family Steak House. He eventually became a franchise owner of two Sizzler Family Steak House locations for nine years, as well as a franchise owner for 21 years with Val-Pak in Eastern Dallas and Oklahoma City.

When searching for a new business opportunity to invest in, Bent chose senior care because it was an industry where he could focus on doing something good. He and his wife became owners of Senior Helpers of Greater Dallas and began operations in 2007. They have been fortunate enough to have helped more than 800 families in the past 13 years.

Bent has grown his business primarily through blueprint sales. They do not participate in Medicaid or any other subsidized state programs. They have found that focusing on their CRC's has been the best way for their business to grow and build a reasonable footprint in the market place.

Bent and his wife Vikki have been married for 45 years, have three grown children and four of the best grandchildren on the planet. ■

*Bent is looking forward to a wonderful time in Ireland with his fellow franchisees and some good Irish Whisky!*

*Main photo: The Temple Bar and surrounding area of Dublin, Ireland are named after Sir William Temple (1555 - 1627).*

## TONY SZATKOWSKI

FRANCHISEE SINCE: 2016 | TERRITORIES: 3  
MANALAPAN, NEW JERSEY



Tony Szatkowski was born and raised in Wall, New Jersey. After selling his Goddard Childcare Center, he was on the search for something new. Senior Helpers caught his eye and he has now been a part of the Senior Helpers family for three years. The satisfying phone calls and emails from his clients and their families drive him and his team to ensure continually rewarding experiences. It is gratifying for him to witness the smiles on his client's faces from the compassionate care they receive. He is heavily involved in the growth of his office. He helps with picking up clients from rehab and sharing meals with their families. Alongside the daily operation of his business, Tony started a camp for children with cancer in New Jersey and it has been running for the past 12 years.

Tony is a family man and enjoys spending time with his fiancé Caroline and three children Halley, Dean and Chad. He enjoys watching his sons play lacrosse and paddleboard around the shore area. He is most looking forward to enjoying the week in Ireland with other owners. ■



## GLEN & MICHELLE SCHARFELD

FRANCHISEE SINCE: 2011 | TERRITORIES: 2  
SPRING HILL, FLORIDA

Senior Helpers Owner and CEO, Glen J. Scharfeld, M.S. is a Home Health Agency Administrator and Senior Care Specialist. Glen and his wife, Michelle operate their Senior Helpers business within a semi-rural area. The majority of their business comes from a combination of VA, Medicaid Waiver, Long Term Care insurance and private pay. Glen possesses over 20 years' experience as a veteran law enforcement officer. He has been the recipient of over 40 commendations and awards in his law enforcement career. Glen has several years of experience in assisting, supporting and developing important daily solutions for our vulnerable, aging and frail population and their families. He works diligently with his nurses and Client Care Team to ensure the safety and protection of Senior Helpers clients and personnel. Glen and Michelle also do very important work in educating Veterans about various types of home based benefits that are available to them. He is certified through the State of Florida to teach Alzheimer's education for Continuing Education Units (CEU's) to various professionals in the medical community. Glen holds a bachelor's degree in Human Resources Administration and masters in Human Resources Management and he sits on the Alzheimer's Family Organization's Board of Directors.

Senior Helpers Owner and COO, Michelle Scharfeld has worked over 10 years in the legal field as a Legal Assistant at the Hillsborough County Courthouse as well as with Tampa Bay Attorneys in many areas of law. Michelle currently runs the billing, payroll and participates in the decision-making processes regarding the quality, growth and development of the Senior Helpers business. Immediately prior to opening the location, Michelle was a stay at home mom. She lost two grandparents to Alzheimer's disease and is very passionate about helping seniors and Veterans within their territory and beyond.

Michelle and Glen have two children, Skylar and Benjamin, a cat named Tinker Bell and a dog named Truffles. (Glen would like to make it clear he was not involved in the naming of his pets.) They involve their kids by educating them about several aspects of the business, to help them to become more well-rounded individuals, in their personal, scholastic and future professional lives. ■



Main photo: Saint Stephen's Green park, Dublin

## ALEX SHENKER

FRANCHISEE SINCE: 2013 | TERRITORIES: 1  
SOMERSET, NEW JERSEY



Alex has owned and operated Senior Helpers of Somerset, New Jersey since 2013. His A+ Dream Team helps with making sure that they've made a difference in all their clients' lives by providing them with the most rewarding experience possible. Alex continues his passion for helping seniors outside of Senior Helpers. He volunteers at local assisted living facilities for seniors and focuses especially on those who do not have families. His personal motto is to "never, never, never give up!" and uses this as he works hard to make a direct impact on his clients. His favorite Senior Helpers memory is having the opportunity to witness a son of a long-time client praise his office team, name by name, during a memorial service.

Alex holds a bachelor's degree in computer science from Columbia University and a master's in computer science from Polytechnic University. He and his wife Lina have two children, Sherry and Daniel. However, their standard poodle Charlie keeps them busy since their kids are no longer at home! Alex also keeps himself busy with reading, hiking and traveling to locations where he can enjoy local art and culture. ■



## KATHY'S FAVORITE SENIOR HELPERS MOMENT:

"It happened during one of my early assessments. The client's daughter said we sounded great, but so did the last SEVEN agencies she had tried for her mother. I convinced her that one more couldn't hurt anything.

A year later she called in demanding to only speak with me and I thought oh boy here we go. She said, "I just want to say that I know the difference between your agency and the other seven—it is that you care. She was always tough, but she was fair. She lost both her mother and her husband in the next year. I will never forget the out-of-the-blue recognition. It is how we do what we do that makes us great".

## KATHY LIVINGSTON

FRANCHISEE SINCE: 2008 | TERRITORIES: 4  
NEW YORK, NEW YORK

Kathy Livingston began her Senior Helpers career with the franchisor. She quickly became attracted to the franchisee side of the business, because the success relies heavily on building relationships with her clients and staff and that is something she finds to be enjoyable. From the very beginning, Kathy worked with her team to develop the best practices necessary to manage their existing clients and business. "My team is amazing. We have a fantastic core group of people who have been together for a while, our success would not have been possible without everyone joining arms and doing this together. They've set the bar high, and for that I'm forever grateful. Kathy has a baby boy named Logan, who is the center of her universe, and two fur babies (aka dogs), Charles and Mr. Lou! Logan's father, her fiancée Sergio, brings balance to her life by reminding her that her professional success is just one small part of the overall picture. ■



*"My hope is to continue to advance my team over the next 5 years- and for all of us to grow and meet goals that allow for life balance!"* — K.L.



# CONGRATULATIONS ON YOUR SUCCESS!

The Ironmark Team would like to congratulate Presidents' Club members on their achievement. Here's to another great year ahead!

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## SCOTT & GLADIS FOX

FRANCHISEE SINCE: 2008 | TERRITORIES: 1  
RIVERVIEW, FLORIDA

Scott and Gladis Fox are very excited to be a part of this journey with Senior Helpers. After being unhappy in the corporate world, the two moved from New Jersey to Florida to start a new venture. The Foxs each have many years of experience in healthcare and wanted to remain in the same field, but make a bigger difference. Through their personal experience, they noticed there wasn't a lot of support for families who needed additional care at home. After finding out about the Home Health Care industry and franchising, the two were able to research and learn more about how they could have their own business. Scott and Gladis were able to create their own senior care business and remain in the healthcare field by opening Senior Helpers in Riverview.



Although starting your own business is never easy, they have been excited to see all the milestones they have been able to accomplish and see all the lives they have changed.

They have two beautiful children, Sofia and Noah Fox, and have been a part of the Senior Helpers family for 11 years. During their time they have established great relationships with several families, rehab and assisted living facilities. Scott and Gladis believe one of the reasons they have become very well known in the industry, is due to the Senior Gems® program. They are very happy to continue to expand their services and are looking forward to an amazing 2019.



## CONNIE GORDEAU

FRANCHISEE SINCE: 2017 | TERRITORIES: 1  
MADERA, CALIFORNIA



Being able to provide compassionate care is what drew Connie to join the Senior Helpers family in 2017. Witnessing her sister Margret care for their ailing mom led Connie to build her own legacy of care. She strives to keep all clients happy and aims to service over 300 seniors in the next few years. Her sense of humor goes hand-in-hand with the great, caring and fun culture that her office holds. To Connie, it is very rewarding to be recognized by family members during memorial services of clients they cared for and supported during rough times.

Connie enjoys working with veterans and the Valley Caregiver Resource Center during her spare time. She has three wonderful dogs, Beau, Nico and Carli and spends time with animal rescue organizations.

She is excited to enjoy Ireland's scenery, some time for relaxation, and hearing Irish accents first-hand!

*"My personal mantra is to live like no one else, so later I can live and GIVE like no one else". – C.G.*





Grafton Street has a great variety of retail stores including cafés, bars and restaurants. Experience beautiful historic buildings as well as many talented street performers. Grafton Street has become renowned as a launch pad for famous musical acts including Bono, of the Irish rock band U2.

## MARK FRIEDMAN

FRANCHISEE SINCE: 2009 | TERRITORIES: 5  
BOSTON, MASSACHUSETTS



Mark owns Senior Helpers Boston and South Shore a five territory franchise serving the metropolitan Boston and South Shore markets. He has built his agency based on a mix of service programs serving institutional referral relationships and programs of care defined around significant needs of seniors. Several of these have become elements of recent national programs in the Senior Helpers system.

Mark has been part of the Senior Helpers system since the end of 2009. He was first drawn to the business by the opportunity to do good within his own community.

One of Mark's personal mottos in life that motivates him in his business comes from President Teddy Roosevelt. "It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat." Mark holds an MSIA (MBA) in Operations Research and Corporate Finance from Carnegie Mellon University (now The Tepper School of Business) with High Distinction and a BA in Economics from the University of Virginia.

Mark was the founding president of his synagogue after leading the consolidation of two older synagogues on the north shore of Boston. He is a fan of 50-60's American classic cars and currently has a 1967 Camaro SS and a 1948 Chevrolet pickup. He is also a certified armorer for several Sig Sauer pistols and for the AR 15 platform.

He has been married for almost 30 years to Carolyn. They have two children, Lee and Dora and their family dog Moose. He is most looking forward to seeing the Irish countryside, and perhaps enjoying a cigar and a good whiskey as well!



## TIFFANY'S FAVORITE SENIOR HELPERS MOMENT:

"We once had a client who was 86 years old. One of his biggest emotional challenges was missing his wife and missing his previous life. As a young man, he grew up around Huntington Beach and spent his time hanging with a group of "surfer dudes".

When his caregiver found this out, we tracked down his old surf buddies and helped him relive his glory days as a Huntington Beach surfer. We gathered everyone at Dukes on the beach in downtown Huntington Beach. He had no idea what we planned until he walked in the front door of Dukes. The whole gang sat at a window table, watching the waves and our client was presented with a "World's Greatest Surfer" plaque that we had made for him, complete with a photoshopped picture of him surfing a wave. He and his buddies spent the whole afternoon reliving their best days on the beach, laughing and crying.

After he passed, his son told us that we provided him the most meaningful experience of his later years".



## TIFFANY PHELAN

FRANCHISEE SINCE: 2007 | TERRITORIES: 1  
CLOVIS, CALIFORNIA

Before Tiffany owned a Senior Helpers franchise, she actually worked for SH Franchising helping new owners learn how to start and run their Senior Helpers business. She fell in love with the mission of the organization and decided to become a franchise owner to have the opportunity to work more closely with individual clients and their families. Tiffany opened her location in Clovis, California in 2007. To this day, working with families and then getting to come home to her own family, on her own schedule, is one of the things that she's finds to be most satisfying about her business. Tiffany encourages her loyal, dedicated and caring team to always do the right thing.

In five years, she sees herself and her husband Shaun continuing to run their Senior Helpers businesses—improving on the model of care they offer and balancing work with ample time for her family.



## SHAUN PHELAN

FRANCHISEE SINCE: 2007 | TERRITORIES: 2  
SCOTTSDALE, ARIZONA

Shaun Phelan has been with Senior Helpers from the very beginning! In fact, one of his favorite memories with Senior Helpers is his time spent at the first annual conference in Las Vegas. Shaun opened his location in Scottsdale, Arizona in 2007. He has a bachelor's in Finance and Psychology from the University at Buffalo. He was initially drawn to the opportunity that senior care offered because of the overall size of the retired population in the city in which he lived. Shaun describes his team as professional, friendly and helpful. His personal mantra to always deliver more than you promise is evident in his insatiable appetite for learning and continual improvement in all that he does.

Shaun enjoys spending time with his wife Tiffany, daughters Trinity (16), Anna (4), Olivia (3), his dog Maui and cat Notoes. The 'helping' gene has been passed on to their eldest as she has enrolled in a two year fire science program offered through her high school, which puts her on the path to becoming a firefighter and allows her to become an EMT. When in Ireland, Shaun is most looking forward to touring the Guinness facility...what's a trip to Dublin if it doesn't include a Guinness afterall?

*My business with Senior Helpers gives me the most satisfaction when we've helped a senior out of a very difficult situation. —S.P.*

*Main photo: The River Liffey and tall ship in Dublin, Ireland at night.*





## MERRITT MULMAN

FRANCHISEE SINCE: 2008 | TERRITORIES: 5  
DANVERS AND RAYNHAM, MASSACHUSETTS

When Merritt began looking for a business to open it was important to him that the impact of his efforts improve the lives of those he served. Senior Helpers gave him that opportunity. After meeting with Peter and Tony, he found them to be genuine in their passion for the work and skilled professionals with a proven track record of success. More than 10 years later, here he is. The latitude of having excellent professionals around him affords Merritt the ability to focus on the strategic direction of the company.

One of the things that gives Merritt the most satisfaction as a Senior Helpers owner is seeing his son Miles exceed every expectation he could have ever imagined for him professionally. "More succinctly, it makes me so happy when I see him bring calm and confidence to a struggling client or family member, and I can tell his mom: Wait until I tell you what Miles did today. He was excellent."

Merritt and his wife Lisa are enjoying an "empty nest." They also are enjoying the joy and cathartic therapy brought on by their new home in Vermont. They both received their bachelor's degrees from Harvard University. Merritt went on for a masters from the University of North Carolina at Chapel Hill. Their son, Miles, is to be married to Kelsy Saltzberg this summer. His daughter Jess, an expressive arts therapist, is bringing her skills and compassion into her work at an assisted living facility. He also enjoys time with his dog Satchel, whose favorite possessions, besides his people, are his bones. ■



## AMAR'S FAVORITE SENIOR HELPERS MOMENT:

"I had the pleasure of meeting a client who is a Holocaust survivor. Her story was inspiring, her ability to overcome what had happened to her and still be able to find love for humanity again was something I will not forget".

## AMAR PATEL & PATRICK DAVIS

FRANCHISEE SINCE: 2017 | TERRITORIES: 2  
NORTH PALM BEACH, FLORIDA

### PATRICK DAVIS

Patrick Davis is a native of Pembroke Pines, Florida. He and his business partner, Amar Patel, have been with Senior Helpers since 2017. Patrick was first attracted to becoming a Senior Helpers franchise owner because of the personal impact he could have on clients' lives and the impact that they would have on him as well. He was inspired to help clients improve their ability to complete daily tasks and live with greater independence. Patrick's team portrays a team-oriented and laid-back environment where they work collaboratively to ensure they leave their clients and client's families satisfied with their care.

He obtained his bachelor's in history from Lafayette College, where he played varsity football and even made Top 10 Plays for ESPN. From there, he went on to earn his juris doctorate from Rutgers Law School.

Patrick is most excited to experience an authentic Pub in Ireland and to enjoy a relaxing time with other owners. ■

### AMAR PATEL

Amar Patel grew up in Landing, NJ and received his bachelor's degree from Rutgers University where he majored in finance and economics. He was drawn to Senior Helpers as a business opportunity because he really liked the type of work that we do and the growth potential for the industry. He opened the North Palm Beach, FL territory with his business partner Patrick Davis in 2017. Amar enjoys that Senior Helpers gives him the opportunity to do good for others, not only through his daily work, but in partnerships with other organizations in the community. He currently works closely with Jewish Family Services & Next Generations of holocaust survivors. They donate their time, help to organize/host events and make a financial contribution to help these organizations meet their goals.

During his spare time, you can find Amar enjoying time with his wife Ridhi and chasing after his 10-month old son Ajay who recently learned to crawl! He loves watching football and basketball, racing cars at a competitive level, and enjoying the mental and physical challenges he experiences as an avid crossfitter. ■





Main photo: Irish Whiskey lined up for a whiskey tasting event.  
Inset photos on left: Rand Hewitt (top), Sherry Hewitt (middle), Brian Hewitt (bottom).



# RAND, SHERRY & BRIAN HEWITT

FRANCHISEE SINCE: 2010 | TERRITORIES: 1  
RICHMOND, MICHIGAN



Rand and Brian Hewitt come from a family of five boys, born and raised in Detroit, Michigan. Prior to Senior Helpers, Rand worked for Chrysler for 35 years, starting as a broom sweeper and worked his way up to overseeing operations and managing over 150 employees. Rand’s wife Sherry was raised on a farm, and uses her compassion and CNA background in private duty care and administrative experience at Chrysler to contribute to their Senior Helpers office. She is amazing at one-on-one interactions with the clients and loves listening to their stories.

Rand’s brother and their co-owner Brian attended the University of Phoenix where he received his bachelor’s degree in Business Administration and worked in the automobile industry for many years. In 2009, when Chrysler and GM closed a lot of dealerships, Rand, Sherry, Brian and three other relatives found themselves out of a job. Not ready to retire yet and not sure where life was going to lead, the Hewitt brothers knew they wanted to open and run a family business that would make a difference in people’s lives. As the



Hewitts’ had experience caring for their aging parents, when they heard about Senior Helpers, they knew this was their opportunity! They opened their location in Richmond, Michigan in 2010.

A unique territory in a very small town means a lot of their clients and caregivers come to them via word of mouth. Rand says they owe their success to keeping the business personal and connecting with the community by sponsoring concerts in the park, being involved in the Rotary Club, the Chamber of Commerce and Sherry’s volunteer work. Sherry donates her time by cooking for and feeding the homeless. Brian is a Certified Senior Advisor (CSA) and volunteers with the local Community Emergency Response Team (CERT). This business has given them all the chance to work with a dedicated, driven and committed team to make a positive impact on their clients lives.

The Hewitt family’s ability to be a cornerstone of their small town means that after opening the doors in 2010, their business grew quickly, becoming more successful each year. Rand and Sherry feel blessed to run a Christian-based business that can provide care to the community. Two very important members of the Hewitt family are their rescue dogs, Daisy and Lexie; Rand describes them as his well-loved, spoiled brats. Brian and his partner Kristine also enjoy time with their four huskies (all rescues too!) and their many children and grandchildren. Brian additionally enjoys cycling, hiking, kayaking, boating, and of course... traveling to countries like Ireland!



## MARK & TIFFANY MURPHY

FRANCHISEE SINCE: 2014 | TERRITORIES: 1  
SPOKANE, WASHINGTON

In 2006, Senior Helpers began serving the senior population in Spokane, Washington and Northern Idaho. Mark and Tiffany Murphy acquired the franchise on February 10, 2014. After raising their three children, Tiffany wanted to return to the workforce where her passion for the elderly encouraged them to pursue a new opportunity with Senior Helpers.

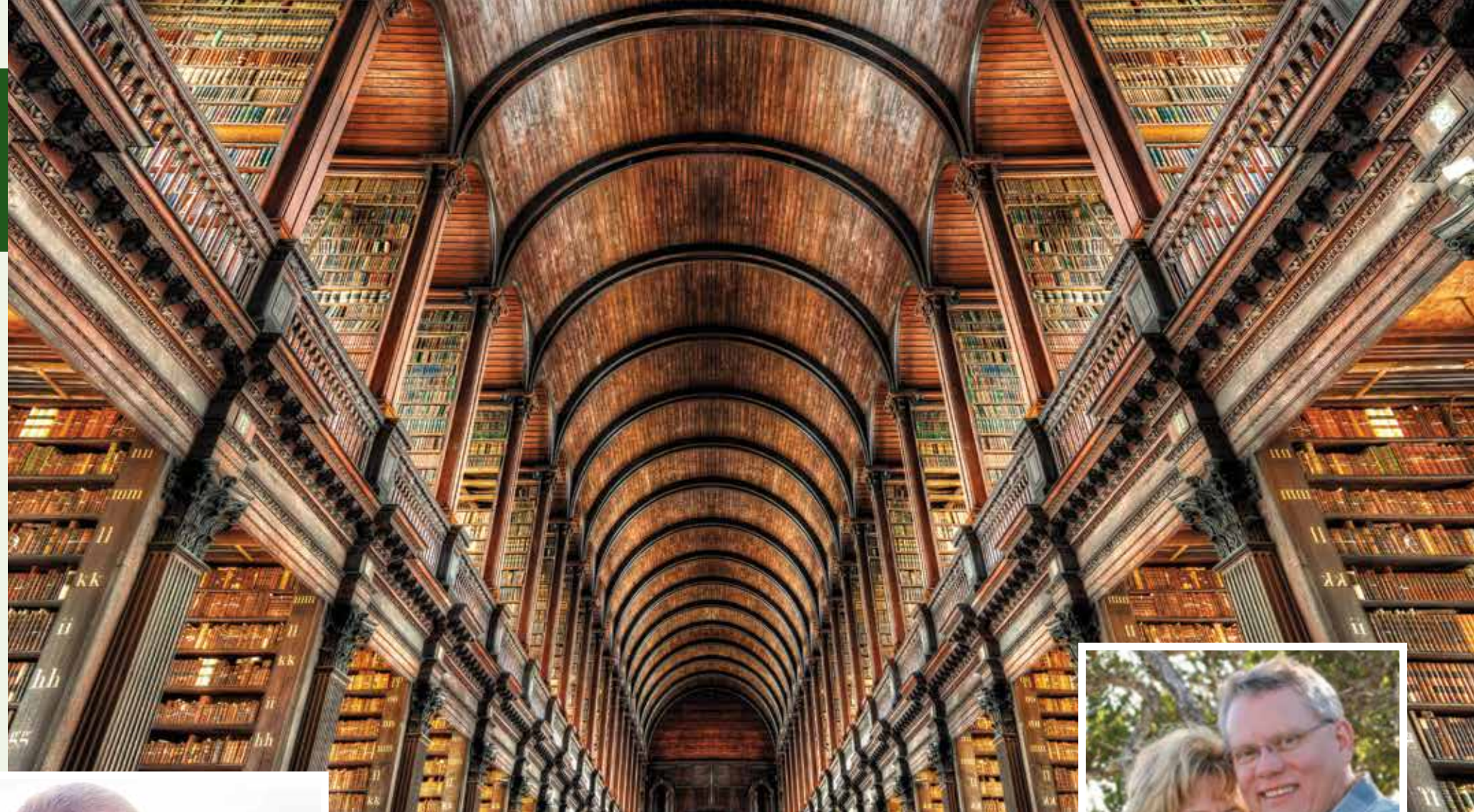
Tiffany was born in the Philippines and moved to Hawaii with her family as a very young child. She received a Nursing degree at Seattle University where she met Mark. They eventually moved to Spokane and raised their family. Tiffany has been a registered nurse for 30 years and developed a love for the elderly while caring for oncology patients. She received her oncology certified nurse credential and worked as an oncology nurse clinician at a local home health agency. She is an Alzheimer's Association speaker and involved in elder care community organizations. Her home health experience, along with her passion for the elderly, has been a natural fit in acquiring a leading in-home care agency. It has allowed her, as the agency director focusing on client services, to make a difference in the lives of her aging clients, ensuring that their needs and goals are met with compassion, respect, and professionalism.

Mark was born and raised in Spokane. He has an undergraduate degree in Civil Engineering and a MBA. As a past executive for his family's construction business and a volunteer for many boards and organizations, his business and community background has been a positive asset for the business. Mark owns a development business and is currently engaged in a construction technology start-up. He works with Tiffany a few hours a week on financial management and strategic planning. Together, with Mark's business leadership and Tiffany's nursing expertise, they have grown to become a trusted, professional in-home care agency with qualified, compassionate caregivers.

In their spare time, Mark and Tiffany enjoy skiing, visiting their children, and rooting for their favorite teams, the Gonzaga Bulldogs and Seattle Seahawks. ■



Main photo: Trinity College Library in Dublin, Ireland



## DAVID & LYNN VANCE

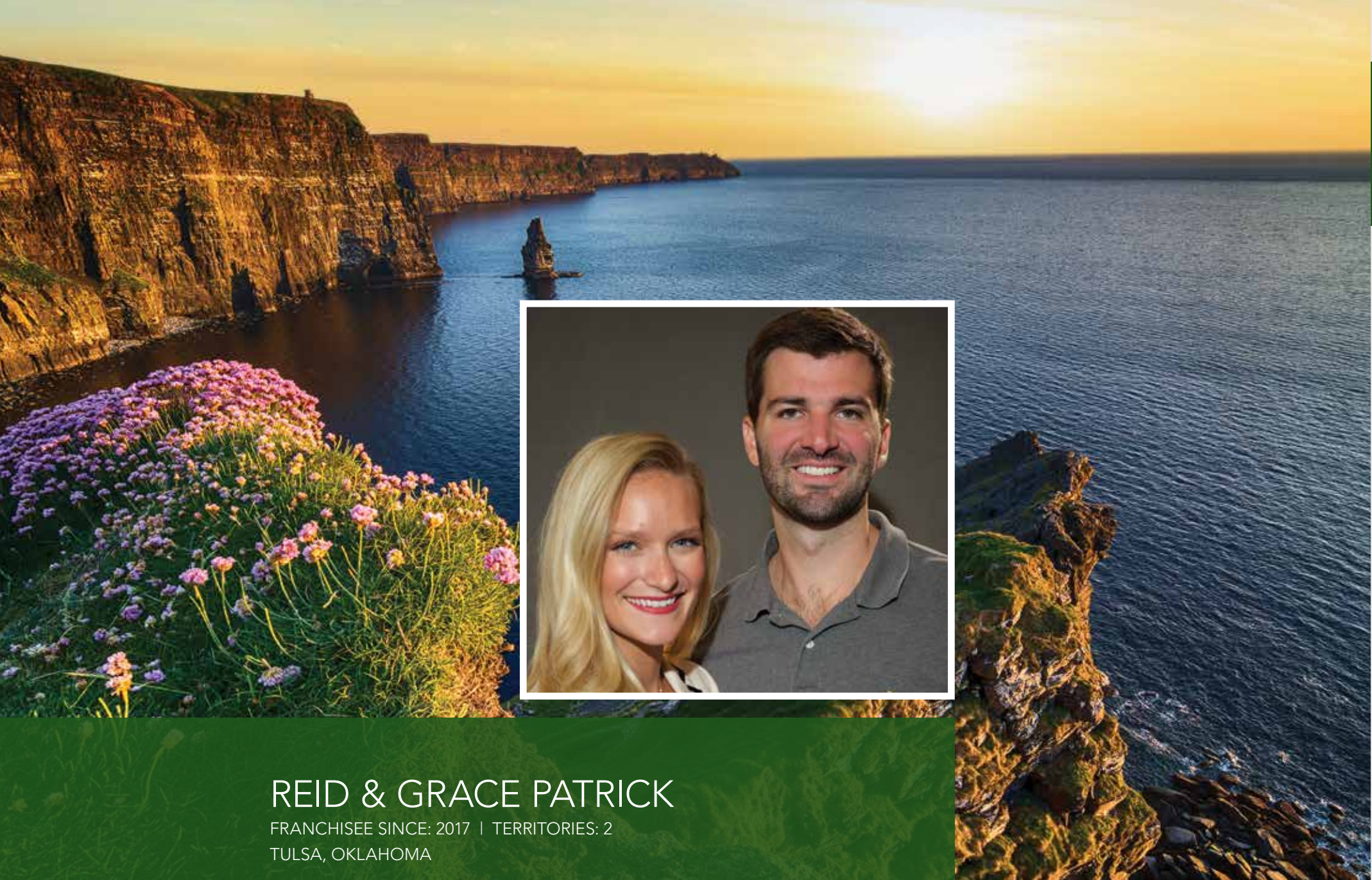
FRANCHISEE SINCE: 2008 | TERRITORIES: 1  
LEXINGTON, KENTUCKY



As a Lexington, Kentucky native, David Vance received his bachelor's degree in public administration from Western Kentucky University and graduated with his law degree from the University of Kentucky. He has served as a board member of several charities and faith communities and is currently a small group leader at Turning Point church in Lexington. David has a passion for helping his community. This drew him to Senior Helpers so that he could showcase his ability to meet the needs of families in crisis. During his 10 years with Senior Helpers, his priority has been to ensure that the spouses and children of clients are left satisfied and relieved with the hard-working and dedicated care his office provides. Some of his favorite hobbies include boating, gardening and anything outdoors. You may also find him spending time with his wife Lynn, two children Jessica and Drew, and two grandchildren Nash (5) and Bodhi (4) anywhere that has a beach! ■

*I am happy to send Gabriel Huffman, my right hand man, and his wife on this trip because they earned it. We had the best year ever last year under his leadership!*  
—D.V.





## REID & GRACE PATRICK

FRANCHISEE SINCE: 2017 | TERRITORIES: 2  
TULSA, OKLAHOMA

Reid and wife Grace Patrick knew that they wanted to work together. Senior Helpers spoke to them as an opportunity where they could make a difference in others lives in their community. Since opening their doors in Tulsa in 2017, they find the most satisfaction in hearing their clients and families gratitude for their services and for helping them to improve their quality of life. They equally love getting the same feedback from their caregivers and office staff, a fun, passionate and caring group whom they credit for their growth over the course of the past year.

Reid and Grace both attended The University of Mississippi, where Reid received his bachelor's in Economics and Spanish and Grace studied Marketing/Management. They are active members of the Tulsa Interagency Council and the CMSA. They work closely with local chapters of the Parkinson's Foundation and Alzheimer's Association, which allows them to host educational events for referral sources. Though they started his business only five months into their marriage, they love the fact that they can be together throughout the day and look forward to continuing to help even more people in the Tulsa area in the years ahead. ■

*Main photo:  
Evening view from the wild  
Atlantic Way of sunset at the  
Cliffs of Moher in County  
Clare, Ireland.*

## STEPHEN FERRARI

FRANCHISEE SINCE: 2010 | TERRITORIES: 4  
FRANKLIN, TENNESEE

Stephen became a partner with Matt and Debbie Miller in 2010. Before coming to the Senior Helpers family, he worked in the advertising world. Stephen worked for Donnelley/Verizon for over 20 years. His experience ranges from sales, sales management, training and divisional/multi-state management. Stephen was recognized for management development, management training and won several awards including Presidents Award for top 5% of sales in the country.

Currently, Stephen's team is operating out of five offices in the greater Nashville, Tennessee area. His offices have experienced tremendous growth over the past seven years. He credits his partners and team of employees with the ability and attitude needed to handle the pain that comes along with that growth. "This business is not for everyone. You must be in it for the right reasons. We have been blessed to hire and work alongside of some tremendous people. They understand this is more than a job. It's a way of life."

Stephen is also blessed with a beautiful family; wife Davi and daughters Alexa, Kayla and Rachel. Davi volunteers with the CASA organization as an advocate for underprivileged kids in the court system. Alexa has recently graduated from Veterinarian school and is looking forward to pursuing animal surgery as a specialty. Kayla graduated from University of Tennessee Chattanooga and is now working for Enterprise Rent-A-Car in their commercial truck division, and Rachel is at the University of North Florida and is working for the minor league hockey team in Jacksonville. The Ferrari ladies are known for their passion to rescue animals, and drawing Kardashian look-alike comparisons. Stephen is very proud of all of them. ■







## MICHAEL & LEANN MOHL

FRANCHISEE SINCE: 2008 | TERRITORIES: 2  
PALM BEACH, FLORIDA

The Mohls have owned and operated Senior Helpers of South Palm Beach since May 2008. Winners of the Best Home Health Care company for 2015, 2016 and 2017 in Lake Worth, Michael is now the Chairman of the Board of the Greater Boynton Beach Chamber of Commerce. He was also the Executive Chair of the Health Care council of Boynton Beach for three years prior. Leann and Michael are both certified in "Alzheimer's and Dementia", as well as "The Virtual Dementia Tour" trainings. Leann works in Senior Communities doing cognitive games in both memory care and as regular activities in multiple communities. Their goal is to allow seniors to safely age in place while being a valuable resource for them as their needs change.

Leann has her master's in Community Counseling and Michael received his bachelor's degree in Business Management from Philadelphia University and earned a Six Sigma Green Belt degree from Villanova in lean efficiencies. ■



## JIM & MELANIE REYNOLDS

FRANCHISEE SINCE: 2008 | TERRITORIES: 1  
SALEM, OREGON

Melanie was born in Long Beach, California and grew up in Salem, Oregon on their small family farm. Jim, a native Oregonian and a true mountain boy, grew up in a small logging town nestled deep in the mountains of the Cascade Mountain Range. Both always loved outdoor activities and Melanie immersed herself in sports and academics, which led to a full scholarship to the private university of her choice. She chose Brigham Young University, after which she worked in medicine for ten years. She then returned to school at Oregon Health Sciences University, where she earned a bachelors degree in Dental Hygiene. She worked as a Dental Hygienist for the next 22 years.

Jim completed a two year mission for the Church of Jesus Christ of Latter-day Saints, then went on to get married, start a family and college. Jim never worked a day in the education field. He managed companies for many years, then stepped into government, where he worked his way into executive leadership. After investing fourteen years in government compliance, (thirteen years too long), and at the age of 55, he was ready for a new adventure.

As much of their lives were spent in service, a profound passion for them, they began exploring service-related business ideas and discovered Senior Helpers.

An important goal within Melanie's and Jim's business plan when starting Senior Helpers included the ability to work less in the daily routine and still generate income. This goal is becoming realized. Although Jim is involved in the business daily, he physically is in the office a couple days a week. To that end, Jim says "Thank you, Senior Helpers!" Melanie retired from the daily routine of the business, although she remains directly involved in strategic leadership. She is currently busy being active in her community, her church, and loves showering attention on their eighteen grandchildren. ■



### JIM AND MELANIE'S FAVORITE SENIOR HELPERS MOMENT:

"We supported a client living with cancer for two years, through the end of her life, in her independent living community. Our care team and caregivers worked tirelessly to support and stand in defense of her to have the best possible outcome every day, which was complicated and even more challenging because of a difficult family dynamic. I believe we championed her right to live peacefully, with dignity and without persecution by family to the last day of her life. Although not a happy story, it is one of courage, determination and unyielding service for which I am deeply honored to have been a part".



## ROD MARTER

FRANCHISEE SINCE: 2009 | TERRITORIES: 1  
MEMPHIS, TENNESSEE

Rod decided to open the Memphis, Tennessee office after witnessing the impact his grandmother's caregivers had on both her and their entire family. Each time he meets with families, he now appreciates being able to hear their life story. Rod has been able to see the difference that his team has made on families for the past 10 years. Their clients are a top priority and his motto is to "treat everyone like family". He aspires to continue growing his territory and team and continuing the loving and dedicated care they provide.

Rod received his bachelor's in Marketing and Management from Delta State University and is a member of their alumni association. He is also a part of United Way, Big Brothers Big Sisters, and the Mid-South Parkinson's Support.

Rod enjoys spending time with his family and can't live without them while on vacation! He is married to his wife Kristy and they have two wonderful children, Grason and Claire, a chocolate lab, Moses and a bunny, Bella.

You may find Rod enjoying all that Ireland has to offer and soaking in the culture! ■



## BARBARA RODEN

FRANCHISEE SINCE: 2007 | TERRITORIES: 6  
FARMINGTON HILLS, MICHIGAN

Barbara Roden opened her first Senior Helpers territory in 2007 in South-east Michigan. She has since opened new offices in Auburn Hills, Grand Rapids, and Lansing, Michigan. She now has a total of six territories in four locations.

An active member of her community, Barbara serves on the Alzheimer's Association Board of Directors and is frequently requested to speak on senior housing, options for aging loved ones and Alzheimer's related topics. She is a member of the Michigan Home Health Association, past President of the Junior League Sustainers of Ann Arbor, and is a past official of the Senior Helpers' Owners Council.

Barbara earned her Bachelor of Science degree in Business Management and Marketing from Purdue University.

For twenty years prior to her work in senior care, Barbara held various sales and management positions in both retail and corporate automotive environments. In 2007, she decided to fulfill her dream of owning her own business. Senior Helpers blends her passion for helping seniors with her prior business expertise. Both Barbara's father and Great Aunt suffered with Alzheimer's. So, choosing the caregiving industry was a natural choice for her. She knows the stress and burden, both emotionally and financially, that caring for a loved one can put on a family. She loves helping seniors, is passionate about her business, and is trusted by her clients and their families. During her spare time, Barb enjoys seeing her 90 year old mother, sisters, brother, many nieces and nephews and her kitten Chesterfield. She also enjoys travel, golf, going to the theater, skiing and reading. ■

### BARBARA'S FAVORITE SENIOR HELPERS MOMENT:

"Every year during the holidays, we deliver poinsettias to our clients and they are so appreciative. Ten months later when visiting with one of our clients, they still had their poinsettia in their living room. They said it was the only Christmas decoration they had and they enjoy it year round. My heart melted".





# JEFF SENCER & MITCHELL LECHNER

FRANCHISEE SINCE: 2015 | TERRITORIES: 2  
MOUNT KISCO, NEW YORK

## JEFF SENCER

Jeff Sencer and his business partner Mitchell Lechner opened their location in Mount Kisco, New York in 2015. After reviewing the incredible amount of research his partner had done on the opportunity that a business in senior care offers, he could not pass up the chance to join Senior Helpers. Jeff loves that his work allows him to make a positive difference in the lives of the families he works with.

If he could describe his team at Senior Helpers, he would say that they are always available to support their families and caregivers—24 hours a day, 7 days a week, 365 days a year. During his free time, Jeff loves both playing and watching all types of sports, and spending time outdoors with his wife and two sons, as well as their dog. He is a volunteer coach for both the 9th and 11th grade teams of Temple Basketball. While in Ireland, Jeff is most looking forward to spending some quality time with his son, business partner Mitch and his son.



Above: Jeff Sencer and his lovable family dog.

Right: Jeff poses on set as the host of the Late Show.



## JEFF'S FAVORITE SENIOR HELPERS MOMENT:

"One Sunday afternoon I received a call from one of my caregivers asking me to listen to the client on the other end of the phone. The client that we were caring for had ALS, but was an accomplished pianist and song writer. The caregiver had her seated at her piano, playing one key at a time. We were all blown away. She passed away about eight weeks later."



## MITCHELL LECHNER

Mitchell Lechner opened his Senior Helpers location with business partner Jeff Sencer in 2015. He was initially drawn to the business because of a personal family experience of needing assistance. However, after doing his research, he saw how big the opportunity truly was with the currently changing demographics and healthcare laws in the United States.

Mitch received his bachelor's degree Ithaca College with a major in Business Management and a double minor in Marketing and Communications. When describing his Senior Helpers team, the words quality, communication and teamwork immediately come to mind. He looks forward to growing his two current territories in New York and Connecticut over the next five years into a substantial business with their number one mission statement, QUALITY, always intact .

During his spare time, you can find Mitch with his wife Robin, son Matthew, twin daughters Jenna and Stefanie, and their dog Harley.

Main photo:  
Samuel Beckett  
Bridge, Dublin,  
Ireland.

Inset photo:  
Mitchell  
Lechner and  
his family.





Irish Dancers wearing traditional Irish Dancing Dresses in downtown Dublin, Ireland.



## BOB NATIONS

FRANCHISEE SINCE: 2007 | TERRITORIES: 2  
NAPA, CALIFORNIA

Bob first opened his Senior Helpers doors in Napa, California in 2007. Having a grandmother with Alzheimer's inspired him to join Senior Helpers. After moving his grandmother to a nursing home, he was saddened to see that she gave up on life due to the circumstances. This led him to Senior Helpers. He knew home care would be the best way to help other families to have the most positive experience in caring for their loved ones. The challenges he has faced has helped him to enjoy his time at Senior Helpers. Bob and his team pair caregivers and clients where each match results in making a difference in both of their lives.

Bob has been heavily involved with the Napa community. He has been the president of the Board for Senior Access and a commissioner for both the Napa County Commission on Aging and the Solano County Section on Aging. He is currently the president of the Board for Napa Valley Support Services, where they support people with disabilities.

Bob most enjoys food, wine, and spending time with his wife Heather, daughter Kate (16), and son Logan (14). You may find them mountain biking, hiking, or relaxing on a beach. He is looking forward to sharing a once in a lifetime adventure in Ireland with his son. ■



*"Do whats right  
and do it now,  
not tomorrow".  
– B.N.*





## J'ANNINE SULLIVAN & SUSAN AMOS

FRANCHISEE SINCE: 2017 | TERRITORIES: 1  
LAFAYETTE, LOUISIANA



### J'ANNINE SULLIVAN

After working for Senior Helpers in both Lafayette, LA and Nashville, TN, J'annine was approached by the owners of the Lafayette office with an offer to purchase the business. She was honored that they wanted her to take over their legacy. Her dedicated and caring team enhances her job every day. J'annine and her business partner Susan Amos focus on putting extensive time into making sure their caregivers, clients, and client's families are left with a positive overall experience. One of her favorite memories, after two years in the Senior Helpers family, was being able to hear a family who's loved one just passed away say "we couldn't have done it without you and your wonderful caregivers". She was gratified to hear that their efforts didn't go unnoticed and that families appreciated their care. She has a bachelor's in science/radiological technology from Vanderbilt University Medical Center and is certified in End of Life care.

J'annine has a daughter Emma (22) who takes after her and her passion for in-home care. Her daughter currently has two clients that she takes care of while being in college.

J'annine loves a good bottle of wine, music, and dancing- and she is ready to enjoy all three while in Ireland!

*"Our caregivers tell us that we are the best company that they have worked for and know that we really care about them!"*

*—J.S.*

*Main photo: Outdoor Flower Market on Grafton Street, Dublin, Ireland.  
Inset photo: Susan Amos (left) and J'annine Sullivan (right).*

### SUSAN AMOS

Susan Amos joined J'annine Sullivan in purchasing the Lafayette, LA territory in 2017. The reputation of the business within the community was top notch and she was drawn to the opportunity to be a co-owner with J'annine. She has never regretted this decision as she gets to work with her dedicated and passionate team that she considers family, while also providing her clients and their families with a sense of relief that they know they are in good hands with Senior Helpers Lafayette.

Susan is heavily involved in the local community. She participates on the Walk Planning Committee for the Alzheimer's Association, the Greater Lafayette Aging District, volunteers for Shoeboxes for Seniors, and is the Chairperson for an annual Jambalaya Dinner fundraiser that benefits the Alzheimer's Association. She also enjoys spending time with her children Joseph and Jennifer, four grandchildren Loa, Abigail, Laydon and Silas, as well as her Persian cat, Reggie. Susan is looking forward to the scenery, relaxation and time with friends that the trip to Ireland affords.



Christ Church Cathedral (founded 1030)  
located in downtown Dublin, Ireland.



## WAYNE SARROW

FRANCHISEE SINCE: 2007 | TERRITORIES: 1  
MADISON, NEW JERSEY

Wayne Sarrow began his career in corporate human resources after receiving his bachelors from Kean University and his MS in Human Resources from Upsala College. After 30 years in HR, he had the opportunity to explore other lines of work and considered many types of businesses. Ultimately, he chose Senior Helpers and the home care industry. His reason for opening his location in Madison, NJ was primarily because he felt that his background in HR would be a benefit to him in this business. His personal experience of having lost his mother to complications from Alzheimer's provided the added passion, empathy and understanding he uses every day in interacting with his clients and caregivers.

Wayne's wife Tricia is a co-owner in the business, and together their family includes their son, Dan, and dog, Hank. In his spare time, you can find him with his family enjoying their small farm where they are gardening, raising chickens and turkeys, and when there's time, playing golf. ■



*"One of my favorite things about Senior Helpers is bringing joy to the many seniors that we have served over the years. Enabling them to function in their daily lives with dignity is very rewarding".*

—W.S.



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Number of territories	Minimum Annual	Total Revenue Annual Revenue Growth when Compared to 2018
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2	\$2,000,000	\$100,000
3	\$3,000,000	\$50,000
4 or more	\$4,000,000	Zero or Positive Growth

You can automatically qualify with the following:

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- 2019 Rookie of Year
- Owners who achieve higher revenue level than their category will qualify based on that higher-level qualifications
- Multi-unit Owners with \$800,000 in revenue growth qualify for a 2nd trip
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- First franchised adult enrichment center of its kind in the US
- Features unique, interactive day programs utilizing reminiscence therapy in a simulated 1950s town
- Unlimited earning potential
- Territories open across the country
- Two ownership models available

### Franchisee Referral Program

Not ready to become a Senior Helpers Town Square Owner just yet? We have an exciting new referral program for Senior Helpers Franchisees. Refer a Town Square Franchisee\* and you get your choice of:

- A Senior Helpers Wrapped Car
- \$20,000 Cash

*\*eligible after the potential franchisee has signed their franchise agreement and paid the initial franchise fee*

## What does it take to become a Senior Helpers Town Square Franchise Owner?

- \$500,000+ Net worth
- \$300,000 Liquid Cash to Invest
- Credit Score of 650+
- Entrepreneurial Spirit
- Someone who enjoys doing good for others and providing a platform for others to do the same



**Ready to learn more?**

**Greg White, VP of Franchise Development**  
Senior Helpers Town Square  
844-743-4357 ext. 221  
gwhite@shtownsquarecorp.com

This information is not intended as an offer to sell a franchise. It is for informational purposes only. Currently, SH Town Square Franchising, Inc. is not registered in the following states: CA, IL, MD, MN, NY and WA. We cannot offer a franchise in these states until we have complied with applicable pre-sale registration and disclosure requirements. SH Town Square Franchising, Inc. is the franchisor and is currently headquartered at 901 Dulaney Valley Road, Suite 700, Towson, MD 21204. All rights reserved. SH Town Square locations are independently owned and operated. ©2019 SH Town Square Franchising, Inc.