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Companion Connection Senior Care Members Gather At Industry Conference *Private Duty Homecare Association Leadership Conference Venue For Connecting*

(Phoenix, AZ – January 27, 2008) – David Goodman, President of Companion Connection Senior Care (CCSC) and Frank Esposito, Vice President of CCSC hosted an afternoon High Tea in the Pointe Hilton Squaw Peak Resort for CCSC members and conference speakers to serve as the launch of the 3rd Annual Private Duty Homecare Leadership Conference.

The conference educates attendees in many areas that relate to home care businesses, from marketing to human resources and operational issues. Gathering as a group allows the CCSC members to network with each other face-to-face, to have access to the executive management team of CCSC, and to gain industry knowledge from the workshops and roundtables presented at the main conference.

Across the United States, increasingly more aging Americans are choosing to stay at home when frailty occurs rather than entering institutionalized care. In fact, according to a recent AARP study, 89% of people over 50 wish to remain at home as long as possible. CCSC member agencies provide an alternative to institutional care in their communities.

“Being a member of an organization that works to teach its members best business practices allows these member agencies to provide better care for their frail clients in the communities in which they serve,” says David Goodman, President of CCSC. “It is exciting to spend time with the members and to reinforce the quality of personal commitment these home care agency owners bring to their chosen profession. I would gladly have any of them care for my own mother,” reports Frank Esposito, Vice President of CCSC.

About Companion Connection Senior Care

Companion Connection Senior Care is a national membership organization for non-medical home care agencies. Members are provided with regular ongoing training and support and are held to high standards. With over 150 members across the United States, Companion Connection Senior Care is a pioneer in the home care industry, meeting the exploding need for non-medical home care services. For further information call 800-370-6949 or visit www.companionconnectionsniiorcare.com.

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