



FOR IMMEDIATE RELEASE
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**Business Strategist Stephen Tweed Presents
Top Competencies of Effective Home Care Leaders
to Always Best Care Franchisees**

Roseville, CA (March 5, 2013) – Stephen Tweed, critically acclaimed business strategist and CEO of Leading Home Care, told Always Best Care franchisees that as business owners and home care leaders they have only two critical roles:

- 1) Grow your business, and ...
- 2) Get ready for the future

Speaking at Always Best Care's International Conference on February 25th, Mr. Tweed told franchisees that everything else, including strategic, managerial and operational functions, fall by the wayside if these two tasks are not accomplished.

Based in Roseville, CA just outside the state capitol in Sacramento, Always Best Care is one of the nation's leading providers of non-medical in-home care, assisted living finder and referral services, and skilled home health care. The company delivers its services through an international network of more than 180 independently owned and operated franchise territories. The company's third International Conference was held February 24-26 at Planet Hollywood Resort & Casino.

Stephen Tweed has worked with home health care agencies and private duty home care businesses that wanted to grow since 1982. He is a frequent speaker at home care association conferences and conventions, and a facilitator of the strategic planning process for hundreds of

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home care agencies across the country. He founded Leading Home Care with his son, Jason, who is physically disabled, lives in a wheelchair, and uses the services of home care on a daily basis. Leading Home Care is the leader in providing ideas, information, and expert resources to executives of home care companies in three specific areas: Business development, leadership development, and private duty home care. As a professional speaker, Mr. Tweed has delivered over 1,000 presentations to hundreds of thousands of healthcare and business executives. He was awarded the prestigious designation, CSP – Certified Speaking Professional – by the National Speakers Association in 1993.

For information on franchise opportunities with Always Best Care, contact Steve Marcus, Vice President of Franchise Development, toll-free at 1-855-430-CARE (2273), or via email at sales@alwaysbestcare.com. To learn about franchise opportunities, visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Always Best Care Senior Services, founded in 1996 by Michael Newman, is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care Senior Services has assisted over 25,000 seniors, representing a wide range of illnesses and personal needs. This has established the company as one of the premier providers of in-home care, assisted living placement assistance, and skilled home health care. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com.