



**FOR IMMEDIATE RELEASE**  
January 14, 2011

**CONTACT: Barry J. Parrish**  
[bparrish@abc-seniors.com](mailto:bparrish@abc-seniors.com)  
916-596-1825

## **Always Best Care Expands Franchise Support Team with Two New Specialists**

**Roseville CA, January 14, 2011** — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, announced today it has expanded its internal franchise support team by adding two new senior specialists..

“I am very happy to announce that Cindy Steinberg and Stacy Jones have joined our franchise support team at Always Best Care,” said David J. Caesar, Vice President of Franchise Operations. “Both Ms. Steinberg and Ms. Jones have solid experience working with franchisees, and we expect them to be invaluable additions to our team.”

Cindy Steinberg joined Always Best Care after serving as Marketing Manager for the Roni Deutch Tax Center, one of the largest national franchisors of tax preparation and accounting services. Ms. Steinberg also has a community relations and health-oriented background, and has worked with such organizations as the Child Abuse Prevention Council of Placer (CA) County, the Emergency Shelter Program, and the Sonoma County Commission on Human Rights. She earned a BA in Anthropology and BA in American Multicultural Studies from Sonoma State University.

Stacy Jones also came to Always Best Care following a stint with the Roni Deutch organization, where she served as a Franchise Service Manager and Tax Resolution Assistant. With the Deutch companies, Ms. Jones provided training and quality assurance reviews to franchisees, advised and assisted franchise owners with prioritization and workflow. She is heavily involved in community activities, and has worked with the Health Education Council and Biancani Fitness & Rehabilitation in Sacramento. Ms. Jones earned her BA in Kinesiology from California State University, and she is currently a Masters of Public Health candidate at Drexel University.

... more ...

Founded in 1996, Always Best Care began franchising just three years ago, and now has more than 125 franchises throughout the country. Through its franchises, Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care. According to CEO Michael Newman, the company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

For information on franchise opportunities with Always Best Care Senior Services, contact Steve Marcus, Vice President, Franchise Development, at [franchisesales@abc-seniors.com](mailto:franchisesales@abc-seniors.com), or visit [www.franchisewithalwaysbestcare.com](http://www.franchisewithalwaysbestcare.com).

# # #

**about Always Best Care**

Always Best Care Senior Services, ([www.alwaysbestcare.com/](http://www.alwaysbestcare.com/)), 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.