



**FOR IMMEDIATE RELEASE**  
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## **Always Best Care Senior Services Adds Two Team Members to Corporate Support Staff**

**Roseville CA, April 15, 2011** — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, today announced the addition of two new team members to support the company's growing corporate support staff.

Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through a nationwide network of more than 140 independently owned and operated franchised offices, plus 32 Area Representatives who provide training, support, management assistance and strategic planning at the local level.

Cinda Lee Mendo, a graduate of Angeles University in the Philippines and Heald College in Roseville, CA, has been named Projects/Contracts Associate, reporting to Julia Holman, Projects & Contracts Manager. She will be based at the company's Global Headquarters in Roseville, CA, less than 30 miles from the state capital of Sacramento.

Additionally, the Always Best Care franchise development sales team has added the position of Contact Coordinator and selected Martha Sampson, an award-winning franchise owner and a principal of Cross Court Consulting, to fill the position. Ms. Sampson will report to Steve Marcus, Vice President of Franchise Development.

"Ms. Mendo has a broad range of experience in finance and accounting," said Michael Newman, founder and Chief Executive Officer of Always Best Care. "She is a detailed professional with strong management skills, and has served in a variety of management capacities, including Office Manager, Human Resources Manager, Accounting Manager and Controller." Ms. Menlo will be responsible for assuring contract compliance and meeting all state requirements for franchise development and operations.

"Ms. Sampson has 23 years of progressively increasing industry expertise and is a proven high-volume lead qualifier," according to Mr. Marcus," and she is well versed in franchise environments. She was named Rookie of the Year by Decorating Den, and was nationally

recognized for eight consecutive years. She has solid experience selling franchises for the past five years after being a franchisee, a regional multi-state franchise owner, and an independent business owner.”

“Through all of this I've learned that we often spend far too much of our time trying to contact people to set up an introductory interview, and hence not being able to focus time and energy on the people who are ‘real’ candidates,” she said. “With the dramatic increase in inquiries being generated by Always Best Care, my focus will be on making sure the right candidates get to the right people at the right time.”

For information on Always Best Care franchise opportunities, 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).

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#### **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.