



# Newsletter **JULY 2015**

## Life Transitions & The Future of Eldercare Services

The Eldercare Services story began in my kitchen – aren't all good things started in kitchens? I was a solo woman starting a business of passion and public need over 26 years ago. I had been a Professional Care Manager for four years and I directed the very first Alzheimer's Respite program in the East Bay for four years as well – so it was time to take my passion and creativity in another direction – thus Eldercare Services was born.

In those early years of Eldercare, I also became very active in the Western Chapter of the National Association of Professional Geriatric Care Managers (NAPGCM) now known as Aging Life Care Association (ALCA). I like to think of myself as a pioneer in professionalizing Care Management because I moved up to become the President of Western Chapter and then the President of the National Association in 2010.

Soon I will be starting another new role as the Chairman of the Eldercare Services Board. I can't say this will be easy because this wonderful team

that we have, who has been supporting families and creating career paths for caregivers, has been my extended family for more than 26 years.

This does not mean I am sailing off into the sunset of the traveling, sun bathing or gardening retirees. It means I can focus on a new national venture to bring Care Management into the lives of the 100,000's of families in need of direction, solutions and strategies to care for the ever increasing number of older adults who need support as they live longer lives. While I will actually be traveling – it's for business, extending the reach of this profession to the Fortune 1000 businesses and to major Medical Centers across the country.

As they say as one door closes another opens. My husband, Bruce and I will still be the owners of Eldercare Services but I will change my hat. Bruce will continue his role as Chief Operating Officer and I will still teach family caregiving classes, continue seeing counseling clients, write newsletters and do

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### About Our Founder

**Linda Fodrini-Johnson**, MA, MFT, CMC, is a Licensed Family Therapist and became a Certified Care Manager in 1984. Linda founded Eldercare Services, a full-service care management and home care company in 1989, which now employs over 200 caring people. Eldercare Services has been providing Bay Area families with care management, home care services (caregiving), advocacy, counseling, support groups and education for 26 years.

**MONTHLY AFFIRMATION:** *“Every day is a new opportunity to recreate and improve myself.”*

public speaking – as I love “empowering” families to deliver care with the support they need.

*“Life is a blank canvas and you can continue to re-paint it!”*

The wonderful news is that we have appointed our Clinical Director Vince Brim, as our new CEO. He brings many years of experience to the field of Professional Care Management with the added benefit of being a clinical psychologist. Vince’s comprehensive background is expanding Eldercare Services’ reach in the areas of mental health, younger adults with disabilities and a focus on family caregiver wellness and education. Vince serves as a board member on the Western Chapter of The Aging Life Care Association (formerly the National Association of Professional Geriatric Care Managers). Vince earned a Master’s degree in counseling

leadership from St. Mary’s College of California, a second Master’s degree in clinical psychology from the Wright Institute of Berkeley, CA, and finally a doctorate in clinical psychology from the Wright Institute.

Transitions are opportunities for new visions, new ideas and growth. Eldercare will continue its vision in being “Experts in life transitions and Partners in Care” in many new and exciting ways.

*Come by, say hello and meet Dr. Brim, our new CEO!*



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## Upcoming Events

### Dementia Education Series

Join Linda Fodrini-Johnson as she discusses what you need to know, what you need to plan, and what you and your family can do when faced with the challenges of dementia.

### Caregiver Survival 101: Caring for Someone with Dementia – Reducing Your Stress

**THURSDAY, AUGUST 6, 2015 • 5:30PM – 7PM**

Riding the roller coaster of dementia care? Of the emotional ups, downs & loop di-loops are making your head spin, our Caregiver Survival series is for you! Topics include:

- The major challenges of dementia care
- Responses and reactions to reduce your stress
- Self-care activities and mini-support groups
- Resources for coaching and support

*\*No fee. Advanced registration required. Class intended for family caregivers or those dealing with challenges of aging.*

### Monthly Support Group

When concerns of aging family members become a part of your every day routine, when they interfere with work, your health or other relationships, you may need to join a support group.

### Caring for an Aging Family Member

**2ND THURSDAY OF EVERY MONTH • 6PM – 7:30 PM**

Addressing the fears of Alzheimer’s disease & other issues associated with aging.

*\*No fee. No registration required.*

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### Location of Events:

Eldercare Services  
1808 Tice Valley Blvd. Walnut Creek, CA 94595

**TO REGISTER** Call: **866.760.1808** or  
Email: [info@eldercareanswers.com](mailto:info@eldercareanswers.com)