



Elaine Frost, TRUSTED TRANSITIONS
416-503-0006 OR Elaine@trustedtransitions.com

ELAINE FROST ATTENDS PROFESSIONAL CONFERENCE FOR SENIOR MOVE MANAGERS

Senior Move Management continues to emerge as an essential service for older adults and their families as they downsize and transition to new environments. To further expand and enhance the services they offer, attendees of the National Association of Senior Move Manager's (NASMM) 2012 Annual Conference discovered innovative solutions to meet the needs of their clients. More than 375 Senior Move Managers from the United States and Canada attended the annual event held this year January 12-15 in Austin, TX.

ELAINE FROST participated in the 2012 NASMM Conference. "The conference offered a unique opportunity to learn from many knowledgeable presenters, as well as the chance to network with talented and committed Senior Move Managers," said Elaine, founder of TRUSTED TRANSITIONS. "It is inspiring to connect with so many professionals from this growing industry, who share my passion for helping older adults through later lifestyle transitions as they downsize and move to new residences."

NASMM's Conference featured 27 educational sessions over 3 days. Attendees had the opportunity to attend sessions on topics such as best practices in client services and older adult services, Senior Move Management operational issues, and technology - all facilitated by industry experts and nationally-acclaimed speakers including: John Jantsch, author of *Duct Tape Marketing*; Dementia Expert, Teepa Snow; and Author of *They're Your Parents, Too*, Francine Russo.

"The chance to learn in this environment and have dedicated face-to-face time with peers in all stages of business development makes this conference the ultimate brainstorming and professional event for Senior Move Managers," said NASMM's Executive Director, Mary Kay Buysse. "Effective Senior Move Managers are always able to learn from other members' experiences and apply that knowledge toward practical solutions in their own business."

TRUSTED TRANSITIONS has served the southern Ontario market since 2003. For more information call 416-503-0006 or visit www.trustedtransitions.com.

The National Association of Senior Move Managers® (NASMM) is a not-for-profit, professional association of organizations dedicated to assisting older adults and families with the physical and emotional demands of downsizing, relocating, or modifying their homes. As the only professional association in North America devoted to helping the rapidly increasing 55+ population with middle and later lifestyle transition issues, NASMM members are committed to maximizing the dignity and autonomy of all older adults. With nearly 700 members in the US, Canada, UK and the Netherlands, NASMM is internationally recognized for its innovative programs, leadership and expertise on issues related to senior move management, transition and relocation issues affecting older adults. For more information on NASMM, please visit www.nasmm.org.