



# HOPE

offers a  
hand up...



Barbara McVicker, National Speaker,  
Author and Eldercare Consultant

Hello,

Meet leading elder care expert, award winning author, and national speaker for some of the largest companies, organizations, and healthcare institutions, **Barbara McVicker**.

Barbara delivers essential content and emotional support in a practical, poignant and powerful manner for overworked, stressed-out members of the “sandwich generation” — people, often Baby Boomers, “sandwiched” between raising children while caring for elderly parents.

Today, 75 million Americans are caring for an elderly parent, many while working full-time and caring for their own family. Barbara draws from her personal experience to be a source of support for others. For 10 years, she was a caregiver to her parents while raising two children of her own and struggling to maintain her career as a high-level development director.

Since then, Barbara decided to dedicate her life towards helping this growing generation to become better educated, equipped and empowered.

In her book “Stuck in the Middle: Shared Stories and Tips for Caregiving Elderly Parents”, Barbara combines more than 200 hours of interviews with caregivers and leading healthcare experts with personal experience to deliver a resource for members of the sandwich generation seeking advice on elder care. “Stuck in the Middle” is a Five Star Midwest Book Award winner.

Barbara has been featured national media outlets including The Wall Street Journal, USA Today, NBC, CNN, AARP, NPR and others.

Based in Columbus Ohio with operations in Roanoke, VA, Madison, WI and San Francisco, CA, Barbara is available for interviews, speaking engagements and media appearances recorded or live upon request.

Enclosed you will find program information, media clips, Barbara’s biography, testimonials, client listings and a book overview. As Barbara’s representative, we would love the opportunity to work with you in offering a lifeline of support to caregivers and industry professionals with Barbara’s expertise.

Please feel free to contact me at (614) 893-6467 or [sarasherman10@aol.com](mailto:sarasherman10@aol.com) with any further questions.

Best regards,

*Sara Sherman*

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“ I was crying even before I finished reading the introduction. This is such a difficult topic for my patients to talk about. Every day I see the extraordinary efforts of adult kids on behalf of their parents. *Stuck in the Middle* is certainly an important book. ”

Dr. Mimi Lane  
Department of Neurology, Cleveland Metropolitan Hospital

### Bio

Barbara McVicker, eldercare expert, national speaker, and author, knows firsthand the benefits and challenges of being a caregiver. Widely sought after, Barbara’s commentary is frequently featured by local and national media organizations including AARP, CNN, NPR, NBC, the “Wall Street Journal” and “USA Today”.

For 10 years Barbara looked after her aging parents while raising two children and struggling to maintain her career as a high-level development director. She mirrored the typical caregiver in the United States – mid-forties, married and employed. Overwhelmed and feeling isolated, she eventually quit her job to care for her parents full-time.

It was this decade-long struggle that inspired her to write her first book, “Stuck in the Middle: Shared Stories and Tips for Caregiving Your Elderly Parents”. Barbara conducted more than 200 interviews with caregivers and health care professionals.

As an elder care expert and corporate consultant, she works with healthcare professionals, caregivers, financial institutions, human resource work-life balance departments, and Fortune 500 companies such as Anthem, Nationwide Insurance, Ameriprise, Met Life and many more. Barbara offers emotional support and essential information to adult caregivers through keynote speeches, lunch and learns, webinars, workshops and corporate training. She shares key information on caring for elderly parents, addressing the emotional, financial, medical, and housing aspects of caregiving, and directs employees to resources to balance work and home life.

Barbara has a bachelor's degree in education from Wittenberg University and a master's degree in medical research and design from Case Western Reserve University. She was employed as a Robert Wood Johnson Foundation researcher at Case Western Reserve Medical School. Over the past three decades she has worked for a number of non-profit organizations including Habitat for Humanity, handling multi-million dollar fundraising initiatives.

In her free time, Barbara is an avid traveler and has visited all seven continents. She enjoys SCUBA diving and is an aspiring pilot. She is the mother of two grown children and resides in Columbus, Ohio, with her husband Bob.

For more information on Barbara McVicker, speaking engagements, and *Stuck in the Middle*, visit [BarbaraMcVicker.com](http://BarbaraMcVicker.com) or email Sara at [sarasherman10@aol.com](mailto:sarasherman10@aol.com).



## Popular speaking topics:

Are you looking for an eldercare expert who provides a lifeline to the caregiver?

More than 75 million people are “stuck in the middle” of kids, career, and caring for elderly parents. Barbara McVicker will provide your employees, clients, and guests with essential information, Eldercare Checklists, and emotional support for the overwhelmed adult child caregiver experiencing caregiver burnout.

In workshops and as a keynote speaker addressing corporations, organizations, and health care institutions, Barbara delivers the important content that both professionals and caregivers who need to know.

Through humor, tears and inspiring caregiving stories, Barbara gives hope with her passionate advice. With her help, audiences are armed with the information and tools they need to navigate caregiving and move from crisis to planning.

Barbara's speeches qualify for CEU's in most fields. She is also a National Speakers Association trained speaker.

### 1. Caregivers

- Caregiver Challenges
- Maneuvering the 10 speed bumps of caregiving
- Family dynamics: sibling headaches
- Long distance caregiving
- The Family Meeting
- Needs Assessment Checklist
- Vascular events-stroke and heart attack

### 2. HR/Corporations

- Caregivers in the workforces: balancing work and care
- Eldercare: strategies for your company and employees
- Information resources: web sites, books and checklists
- HR departments/benefits/EAP
- 6 Documents you and your parents must have
- 4 questions to ask a possible stroke victim
- Caregiving as transformational
- Long-term care insurance
- Funeral planning
- The high cost of waiting

### 3. Financial Advisors/Banks

- 3 Generations of preparedness: planning across the ages
- Action Plan: checklist
- 7 tips for financial advisors and nursing homes

### 4. Health Care Industry

- Hospice and Dying
- No plan+ no action=conflict
- Crucial Conversations
- Barbara's List from Stuck in the Middle
- Caregiving for the Caregiver
- Lunch with Barbara: a support group
- Dementia: recognizing Alzheimer's and other dementias
- Sooner than later: Are you ready?
- 12 ways to age well
- Depression: the caregiver and the elderly
- Hiring a care manager and other helpers
- Why I wrote the book
- Life after caregiving: coping with loss
- Mourning: no correct way to grieve
- Legacy Matters: ethical wills
- 15 actions to take when crisis hits
- Financial burdens: money matters

### 5. Service Providers

- Financial and emotional burdens of caregiving
- Rewards of caregiving
- You know you are a caregiver if...
- 9 tips for helping mom decide to move
- Cures for the overwhelmed caregiver
- Housing options
- Hospital/doctor checklists
- The overwhelmed caregiver-time management

## Clients:

### Financial/Insurance:

Ameriprise, The Joseph Group, MetLife, National Association of Insurance and Financial Advisors (NAIFA), Columbus Financial, International Association of Registered Financial Consultants (IARFC), National Association of Reverse Mortgage Professionals, others

### Health Care:

Carilion Hospitals, Anthem, Sunrise, Westminster Thurber Retirement Center, Trillium, Friendship Village, First Community Village

### Human Resource:

LifeCare, Nationwide Insurance, Society of Human Resource Managers (SHRM), Human Resource Association of Central Ohio (HRACO)

### Associations:

National Association of Women Business Owners (NAWBO), National Association of Business and Professional Women (NABPW), Ohio Academy of Nursing Homes (OANH), Grove City Chamber of Commerce, Advocate of Not-for-Profit Services for Older Ohioans (AOPHA), Rotary

Who hires her:

Marketing directors, financial advisors, HR directors, association directors

“ We wanted someone who was not only a subject expert, but actually lived it, and who is a very good speaker. She fit the mold very well. She's very compassionate and easy to talk to. ”

Janet Beers  
LifeCarei

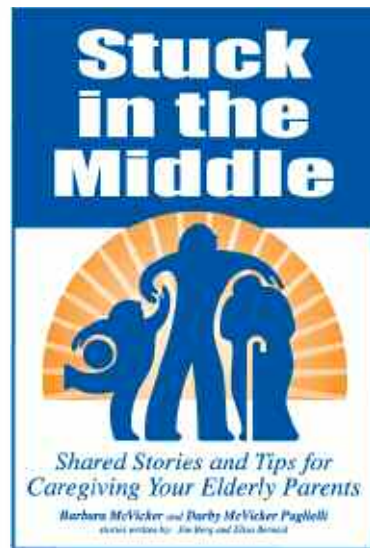


“ Professionals can guide care but they provide only a fraction of the effort involved in working with patients. Hospice has long recognized the importance of the family and volunteers in providing care to patients facing life-limiting illnesses. We are delighted that those integral parts of the health care system are receiving increased recognition and more attention is being paid to their role and to their needs. *Stuck in the Middle* promises to be an excellent resource for individuals who have to shoulder this burden. ”

Dr. J. Donald Schumacher  
President, National Hospice Foundation

“ Barbara is right on target for the present struggle of balancing career and family responsibilities. They know this is not going away soon and address the difficulty head on. You can be sure this work will go to the core of one of the domestic concerns of our day. And it will provide wisdom and much needed solace. ”

Rev. Dr. Jerry L. Schmalenberger  
Retired President, Pacific Lutheran Theological Seminary



### About the Book

McVicker's book "Stuck in the Middle: Shared Stories and Tips Caregiving Your Elderly Parents" delivers inspiring narratives from caregivers and health care professionals that brings humor, tears and ultimately, hope. Winner of a Midwest Book Award from the Midwest Independent Publishers Association, professionals often refer caregivers to *Stuck in the Middle* as a primer.

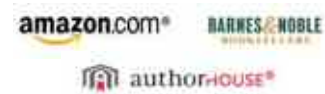
Based on her personal experiences, McVicker interviewed hundreds of caregivers producing a guide filled with essential information. Her work serves as a "support group in a book", so adult children caregivers do not feel so alone and isolated

Barbara McVicker wrote *Stuck in the Middle* for the more than 75 million people in the United States who are providing care for an aging parent.

Buy the book to read real-life short stories by caregivers and to take advantage of the practical guides and tips found throughout. Readers will also learn more about:

- Universal conflicts when caregiving
- Caregiver work/life strategies
- The rewards of caregiving
- Effective ways to communicate
- Must have medical and legal documents
- Senior housing options
- Grief and depression
- End-of-life choices and questions to ask

#### Buy the book online:



To visit the book's website:  
[stuckinthemiddlebook.com](http://stuckinthemiddlebook.com)

"Stuck in the Middle" is a Midwest Book Award winner from the Midwest Independent Publishers Association.



### Media mentions:

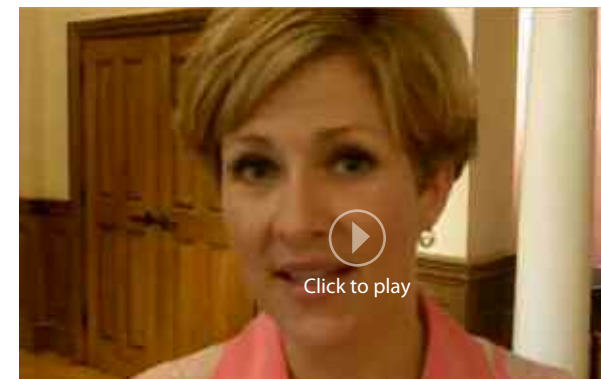
#### Barbara in the News

Barbara, a sought after elder care expert, provides insight to journalists, writers and bloggers on caregiving issues to provide resources and insight. She is often requested to host events or be a keystone speaker for a community, organization and company events.

Featured in USA Today, The Wall Street Journal, AARP, CNN, NBC, Fox, NPR and more, Barbara discusses the plight of caregiving in America and provides tips for adult children of elderly parents. She shares key information on resources to balance work and home life. Media mentions are listed on the following pages.



To preview Barbara's upcoming events visit: [barbaramcvicker.com/upcoming-events](http://barbaramcvicker.com/upcoming-events)



## Print Media Mentions

"Coping with a heavy toll of caregiving"—Meyers, Rhiannon; "Corpus Christy Caller Times" — November 27, 2010

"Striking a nerve"—Hock, Elizabeth, Smith Mountain Laker — Elizabeth Hock; May 21, 2010

"Barbara McVicker Provides Hope and Help to Adult Caregivers"— Gabrielle Antononidis; "Wittenberg Magazine" — Spring 2010

"Who cares for the caregivers?"—Jennifer L. Boen; "Fort Wayne News-Sentinel"; April 19, 2010

"More multigenerational families are under one roof"— Kellie B. Gormley; "Pittsburgh Tribune-Review"; April 19, 2010

"When Siblings Step Up"—Anne Tergesen; "The Wall Street Journal"; March 27, 2010.

"Understanding Assisted Living—by Katrina Baxter; "Village Family Magazine"; February/March 2009

"More Families Move in Together During Housing Crisis"—Stephanie Armour; "USA Today"; February 3, 2009

## Online Media Mentions

"Demands Grow on Workers Who Are Caregivers at Home"—Cynthia Ramnarace; "AARP Bulletin Today"; December 9, 2009

"Caring for your Aging Parents"—"Midlife Crisis Queen Blog"; November 25, 2009

"Caregiving Elderly Parents"—"Lifecare Podcast"; September 10, 2009

"Cures for the Concerns of the Overwhelmed Caregiver"—Meggin Macintosh, Ph.D.; Teleseminar; May 5, 2009

"What I Wish I'd Known About Caregiver Burnout"—by Camille Peri; Caring.com; August 18, 2008

## Radio Media Mentions

Ft. Wayne, Indiana – 89.1 WBOI— Interviewer: Phil Shaull; April 21, 2010

Wisconsin Public Radio/NPR— Interviewer: Joy Cardin; November 23, 2009

And the Women Gather Radio— Interviewer: Lorna Owens; August 15, 2009

WCBS/CBS Radio New York— Interviewer: James Button; February 3, 2009

Wisconsin Public Radio/NPR— Interviewer: Joy Cardin; Fall 2008

WMUB/NPR Public Radio— Interviewer: Cheri Lawson; November 26, 2008

WVTF/NPR Public Radio— Interviewer: Gene Marrano; September 16, 2008

Sunny 95 Radio—Interviewer: Clark Conley; August 3, 2010

WVTF/NPR Public Radio— Interviewer: Gene Marrano; July 31, 2008

WCVX— Interviewer: Kathryn Raaker; May 24, 2008

WIGG— Interviewer: Dr. Dan Edney; April 18, 2008

WIGG— Interviewer: Mike Corley; April 18, 2008

CNN Radio— Interviewer: Dr. Mary Harris; April 16, 2008

## Television Interviews

NBC 4 Daytime Columbus—Interviewer: Gail Hogan; Columbus, OH; August 25, 2010



ONN TV—Caregiving and Eldercare: Tips for raising children and caring for your parents. Originally aired August 11, 17 & 24, 2010 in Columbus, OH.

Family Caregiving: Many Americans find themselves 'Stuck in the Middle' caring for elderly parents while caring for children as well. Originally aired August 11, 17 & 24, 2010 in Columbus, OH.

Family Care: Caring for elderly parents while caring for children can be taxing for the caregiver. Eldercare expert, Barbara McVicker, offers caregiver support tips for the entire family. Originally aired August 11, 17 & 24, 2010 in Columbus, OH.

WTTG Fox—Interviewer: Pat Corcoran; Washington, DC; July 26, 2010

WGN—Chicago, Illinois; June 22, 2010

WBNS CBS 10—Interviewer: Andrea Cambern; Columbus, Ohio; May 2010

WSLS NBC 10—Interviewer: Karen McNew; Roanoke, Virginia; May 4, 2010

WMTV NBC 15; Madison, Wisconsin; November 5, 2009

WSET ABC 13; Lynchburg, Virginia; June 23, 2008

WDBJ News 7—Interviewer: Joy Sutton; Roanoke, Virginia; June 21, 2008

WTTE FOX 28—Interviewer: Kent Justice; Columbus, Ohio; 2008

WCMH NBC 4—Interviewer: Andy Dominianni; Columbus, Ohio; 2008