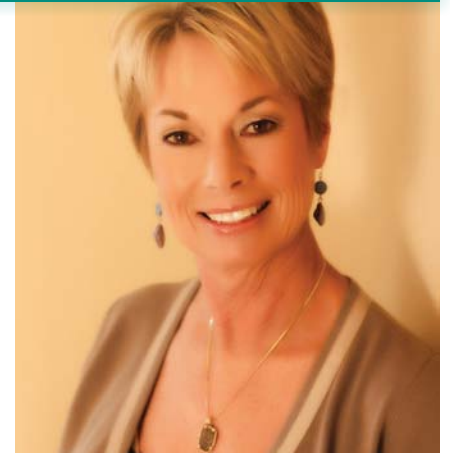




Barbara McVicker

ELDERCARE EXPERT | NATIONAL SPEAKER | AUTHOR

A lifeline of essential eldercare information and emotional support.



Why Choose Barbara?

Barbara McVicker is a powerful storyteller who delivers compelling, content-rich programs that are as poignant and memorable as they are dramatic and motivating.

For 10 years, Barbara served as a caregiver to her parents while raising two children and struggling to maintain her career as a high-level development director. Overwhelmed and feeling isolated, she eventually quit her job to care for her parents full-time.

Barbara has interviewed hundreds of caregivers and healthcare professionals, compiling their stories and researching essential information and caregiving tips.

Barbara's mission is to provide a lifeline to the over 75 million caregivers who are trying to balance this overwhelming stage in life.

National Expert

A nationally recognized eldercare expert, Barbara has shared her guidance with audiences across the nation:

- **Starring in National Public Television Special - "Caring for Your Elderly Parents: Are You Ready?"**
- Featured in *The Wall Street Journal*, *AARP* and, *USA Today*, as well as on NPR, CNN, FOX, NBC.
- Author of two books and a workbook about caregiving:
 - *Stuck in the Middle: Shared Stories and Tips on Caring for Mom and Dad*
 - *Before Things Fall Apart: Preparing to Care for Mom and Dad*
 - *Before Things Fall Apart: The Essential Workbook on Caring for Mom and Dad*

Customized Approach

Barbara presents in a variety of formats, including keynotes, workshops, webinars, and Lunch-and-Learns. She will interview you about the needs of the audience and create a presentation that is uniquely yours.

Clients

The subject of eldercare, and Barbara's approach to providing this greatly needed information and support, are ideal for businesses aligned with serving the elderly and their adult children caregivers. Barbara provides the ideal combination of essential information and emotional support. Barbara's client base includes:

- Legal advisors
- Financial advisors and insurance institutions
- Healthcare professionals
- HR departments
- Senior living and long-term care facilities
- Caregivers
- Sales personnel
- and other Fortune 500 companies and associations.

"Stuck in the Middle not only examines the problems with current caregiving, but also provide solutions and tips for caregivers and those seeking to help friends and relatives."

Topics

Speaking engagements featuring Barbara McVicker are emotional, content-filled, interactive, theatrical, and dynamic. Choose from topics* that provide invaluable information:

Stuck in the Middle

Feeling “stuck in the middle” between kids, career, and elderly parents? You’re not alone! Barbara provides both essential information and emotional support to busy adults caring for their parents and families.

Before Things Fall Apart

An indispensable introduction to caregiving. In this information-packed, how-to presentation, Barbara guides her audience through Caregiving 101 and explains how to prevent Caregiving 911.

Are You Ready?

A call to action for anyone who has parents. Barbara educates your clients on the challenges of caregiving and explains how your services and products can benefit them.

Reaching Your Caregiver Client

What do caregivers want and need? This content-loaded speech provides the answers. Use Barbara’s expert knowledge to identify your clients’ pain and provide solutions through marketing, branding, and building relationships.

Eldercare: Strategies for Your Company and Employees

In the 1970s, childcare was the issue, but going forward it will be eldercare. Barbara addresses EAP, compliance, FMLA and ways to educate and support caregivers in the workplace.

**Topics can be customized to meet your audiences’ needs.*

Benefits

The 1970s were about implementing childcare in the workplace. Given that two-thirds of the 75 million caregivers are in the workforce, the focus will now be on eldercare. When you incorporate Barbara McVicker and her eldercare expertise into your organization, the impact is realized in many ways:

For The Workplace

- Add supportive policies and programs
- Implement change- add eldercare to your EAP’s
- Increase employee health and well-being, productivity, loyalty and job satisfaction, retention
- Decrease employee absenteeism and caregiving related illnesses

For Your Clients

- Identify client pain and provide solutions
- Educate and support unprepared caregivers
- Understand their conflicts and emotions

For Your Business

- Enhance client engagement
- Foster relationships and build customer loyalty
- Expand branding awareness
- Grow and attract new clients

Presentations & Products

When you partner with Barbara McVicker, your company will access a number of discounts and extras.

Keynotes*

- 1 hour keynote tailored to each audience

Workshops

- In conjunction with a keynote

Lunch-and-Learns

Webinars

- Production and presentation provided
- Engaging interview format

Products

(books, workbook, CDs, MP3s)

- Bulk discounts available
- Customized products with your logo
- Value-added gifts to attendee/clients (much better than a coffee mug!)

Articles

- Jointly written to highlight your business in corporate magazines

**CEUs are available*

“Barbara was wonderful! She made her presentation seem personal. Best of all the presentations I have attended.”

“An honest presentation – with affection and humor. Some issues I had not considered.”

“The call today was very good and provided lots of information!”

“Incredible speaker!”

For more information and to schedule Barbara for your event, please visit www.BarbaraMcVicker.com or email barbara@barbaramcvicker.com

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