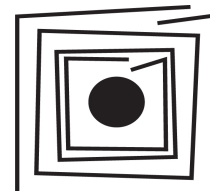


NANCY WERNER
TRANSITIONAL MARKETING SERVICES



The Senior Care Coalition

Who We Are: A History

The SCC was officially created in about 2007. Up until that time the organization was a loosely formed group of entrepreneurs who served seniors and gathered monthly to share ideas and opportunities. We actually met at Coco's on Mercer Island. There clearly was a need for our group. We quickly outgrew that space and moved to the lounge at Madison House in Kirkland. There were about ten or twelve of us then. Up until that time there was Eastside Aging Providers, VAMP, COPS CHOICE and other groups that had formed with varying degrees of success.

In 2007 The Senior Care Coalition decided to become official. A Board of Directors was elected from existing active members, a Charter was formed, and bylaws were written. The original Board of Directors and the membership were made up of various professionals that served seniors in many capacities. A short list: Home Care, Sales/Marketing, Real Estate, Professional Placement, Social Work, Move Management, Hospice and Real Estate and Elder Law. Our original Board was created to reflect these disciplines. Board members carried a big commitment. Not only to show up, but to lead. There were no medical professionals on the Board or in the membership at that time; no nurses, Doctors, or Therapists. Some areas, noticeably absent, were simply not part of the culture then. For example, MediCare brokers, Construction contractors, Nutritionists or Interior designers were all just becoming mainstream to our field.

The mission of the Coalition was to gain professional contacts that could grow our business and to help all of seniors, those at home or in sheltered living. As our organization evolved and grew in size, the membership also expanded.

Our Mission: As written in 2007:

To create an environment where individuals can exchange information on resources available to the senior community, develop a resource for seniors through outreach programming, and create methods to distribute our collective resources to the community at large. To support those who serve seniors by providing a welcoming environment for education, resource exchange, and business development.

We have one primary purpose: to exchange information and resources available to the senior community of professionals at large. There have never been any restrictions on the nature of our members. Inclusion is important. However, we have always been careful to refrain from becoming a political or commercial organization. We have no opinion on outside issues. You are free to promote your product or service as a member, but not to the group in a sales platform. We don't "sell" anything. Anyone who serves seniors is welcome. All areas/types of business, cultural, social, and medical may be represented.

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