

DEBBIE MEYER

ATTENDS 2009 PROFESSIONAL CONFERENCE FOR SENIOR MOVE MANAGERS

(Phoenix, Arizona) As senior move management continues to emerge as a valuable service for older adults and their families, attendees at the National Association of Senior Move Manager's (NASMM) 2009 Annual Conference held in New Orleans in February, discovered innovative solutions to meet the needs of their clients while growing their business in a challenging business environment. Over 240 senior move managers from around the country attended the annual event.

Debbie Meyer of Moving You Simply, LLC, participated in this year's conference; not only as an attendee, but also as one of six panelists for one of the educational sessions. Ms. Meyer's panel was a Q&A session on how she became a Senior Move Manager, her success story and how she gives back to her community. "It was an honor to be selected to speak at the NASMM's annual conference; as well as the unique opportunity to learn from so many talented presenters and the chance to network with senior move managers from around the country and Canada," said Ms. Meyer.

NASMM's 2009 Annual Conference featured over 20 educational sessions during three days. Attendees had the opportunity to attend educational sessions on topics ranging from generational marketing, senior move management operational issues and older adult service issues to ethics, and technology ***all facilitated by industry experts and nationally acclaimed speakers.***

"The chance to learn in this environment and have dedicated face-to-face time with senior move managers 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 someone else's experiences and apply that knowledge toward practical solutions in their own business."

Ann Fishman, a nationally-renowned generational marketing expert was the Keynote Address speaker for NASMM's 2009 conference. Ms. Fishman explained the limitations of "mass marketing" and provided in-depth insight into how best to tailor communications, product development and marketing to different generations. Conference participants acquired surprising insight into generational mindsets and feelings which, in great part, determine what members of each generation want and how they want it.

Moving You Simply, LLC was founded by Debbie Meyer in 2007, she has been in the relocation business since 1990. We are dedicated to assisting the seniors and their families make the transition from their current home into a Senior Community or where ever they are relocating to. Our professional team will take the time to help sort, downsize, pack and arrange for a professional moving team (and so much more) to unpacking their memories to ensure their move goes smoothly. We ensure that at the end of the move-in day their beds are made and the night light is on and it feels like they are home.

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 the country devoted to helping the rapidly increasing 55+ population with middle and later life transition issues, NASMM members are committed to maximizing the dignity and autonomy of all older adults. NASMM is nationally 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.