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Caregiving Expert Sherri Snelling Speaks on the Sandwich Generation at Prestigious National Conferences in Chicago

NEWPORT BEACH, CA (March 16, 2015) – Sherri Snelling, author of *A Cast of Caregivers – Celebrity Stories to Help You Prepare to Care* and CEO of the Caregiving Club, will be a featured speaker on the challenges of the Sandwich Generation and the tools to help those serving America’s 65 million family caregivers at two of the nation’s most prestigious forums on aging and baby boomers in Chicago next week.

Snelling, who has spoken at The American Society on Aging’s (ASA) annual *Aging in America* conference for the last six years will be a featured panelist again this year at the conference held March 24-27 at the Chicago Hyatt Regency Hotel. Drawing more than 4,000 professional attendees focused on the business of aging, the *Aging in America* conference is the largest and most prestigious forum for professionals in health care, social and community aging services, technology and media companies and public policy advocates addressing the needs of seniors. Snelling will be featured on two panels at the conference. The first, “Intergenerational Activities Using Technology to Build Relationships – Caregiving 2.0” with panelists Gene Loeb, PhD., researcher and director of the Center for Technology and Cognitive Health for Older Americans; Jean Coppola, PhD., associate professor and director of Gerotechnology at Pace University; and T.J. McCallum, PhD., associate professor of psychology at Case Western Reserve University. The second is a workshop for non-profit organizations, “Boomer Boot Camp – How Non-Profit Caregiving Organizations Partner with Private Companies.” Snelling will present case studies and solutions for success alongside workshop speakers Jeff Zinman, co-founder of Posit Science; Brooks Kenny, chief marketing officer, Lotsa Helping Hands; and Sheri Rose, chief operating officer, Innovate LTC.

The 12th Annual *What’s Next Boomer Summit*, produced by Mary Furlong & Associates (MFA), is the premier gathering of more than 300 thought leaders from the nation’s top companies and organizations that focus on the baby boomer and beyond marketplace. Speakers and panelists at the March 26 event in Chicago will highlight the trends and breakthroughs of serving the baby boom generation, a group which by 2020 will have the economic force of a trillion dollars on a par with China. Topics such as: Senior Housing Trends, Tech Trends for Boomers, Seniors and Caregivers, Health and Wellness, Global Brand Building in a Multigenerational World and the Latest Innovations in Alzheimer’s Research, are presented by speakers from AARP, UnitedHealth Group, Milken Institute, Great Call, Linkage, The Business of Aging, Caring.com, Keck Medicine of USC, Susan Davis International, SilverRide and The Hartford.

Snelling will speak on the panel, “Caregiving and Financial Security” along with Gail Hunt, president and CEO, National Alliance for Caregiving; Liz Loewy, general counsel and senior vice president, Eversafe; and Kai Stinchcombe, CEO, True Link Financial.

“Caregivers are an essential part of the longevity economy,” says Snelling. “They represent an economic power of more than \$800 billion annually and as caregiving ranks grow to support our increasing aging population, companies are focusing on the services, technology, products and other needs to help the 65 million family caregivers in this nation who serve as our largest volunteer health care workforce.”

SNELLING SPEAKS ON NATIONAL STAGE AT TWO PRESTIGIOUS CONFERENCES ON AGING

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About Caregiving Club and Sherri Snelling

Sherri Snelling, CEO and founder of the Caregiving Club and author of [*A Cast of Caregivers – Celebrities Stories to Help You Prepare to Care*](#), is a nationally recognized expert on America’s 65 million family caregivers with special emphasis on how to help caregivers balance self-care while caring for a loved one. Sherri has been honored as one of the Top 10 Influencers on Alzheimer’s by Sharecare, the online health and wellness experts site created by Dr. Mehmet Oz. She is a caregiving contributor for *Huffington Post*, *PBS/Next Avenue*, *Forbes.com* and *Caring.com*. She is also a TV producer, program host and celebrity interviewer at red carpet galas, creator of the Me Time MondaySM weekly videos in support of the non-profit Healthy Mondays Campaign, and Caregiver’s Network Webinar host for Lifecare’s 61,000 employer clients. Snelling’s health care experience is in senior executive positions with Keck Medicine of USC and UnitedHealthcare and she is the former Chairman of the National Alliance for Caregiving based in Washington, D.C.

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