

Emma Dickison, President of Home Helpers achieves Certified Franchise Executive designation

Cincinnati - CINCINNATI, OH — Emma Dickison, president of Home Helpers, the nation's leading senior care franchise specializing in non-medical and personal care and companionship, was recognized today as a Certified Franchise Executive by the Institute of Certified Franchise Executives. Dickison completed a comprehensive course of study in franchise management offered by the institute, which is the academic branch of the International Franchise Association's Educational Foundation.

Candidates are required to complete a rigorous course of study to earn the CFE designation, which includes attending institute-sponsored educational seminars and workshops. The program enhances franchising professionals' understanding of both the industry's fundamental and complex aspects.

"When I joined the IFA, the value of the program was so apparent and powerful to me that I decided to earn my CFE certification," said Dickison. "I'm thrilled to be a member of the CFE Class of 2011."

Dickison is no stranger to the franchise industry. After joining Home Helpers in 2007, Dickison was quickly promoted to president and has since been able to successfully grow the brand to more than 600 agreements in the United States, Canada, Ireland and the U.K.

Prior to joining Home Helpers, Emma spent 14 years at Blockbuster, serving her last six years as National Director of Franchise Operations. Being the first female ever in Blockbuster history to hold this title, Emma was able to help the company grow tremendously. Having only 150 locations when she first started at Blockbuster, there were nearly 8,800 locations when she left the company.

The IFA is the world's oldest and largest organization representing franchising worldwide and will honor this year's designees during its annual convention in Las Vegas. Nearly 1,300 franchise executives are currently enrolled or have received certification. More than 300 IFA-member companies currently have one or more executives enrolled in the program that provides benefits such as specialized knowledge, industry recognition, peer-level networking and professional standing.

ABOUT HOME HELPERS

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 communities across North America and is seeking qualified franchise candidates in strategic communities throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by Entrepreneur magazine for the fifth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® Help At The Touch Of A Button, a national provider of medical alert units, including a 24-hour personal emergency response system and an automated medication dispenser that enable seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at www.HomeHelpers.CC.