

The Senior Informer



Seniors Guide



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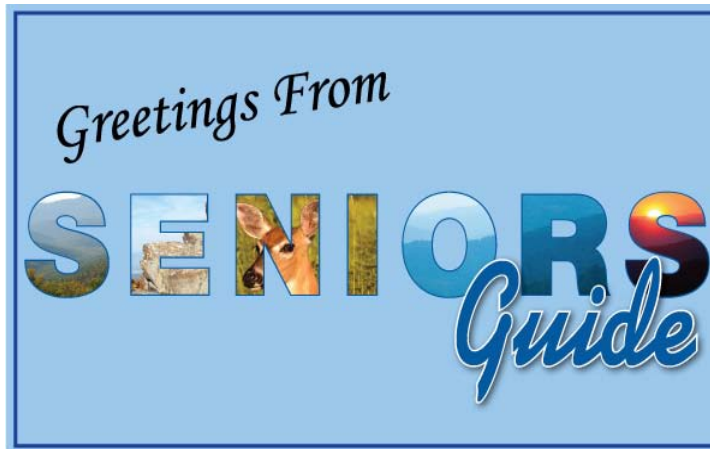
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Thank you for reading The Senior Informer - Brought to you by Seniors Guide Magazine.

Submit your senior event/article/job listing, at 60 words or less, for next month's issue to **Jeff Hartman** at jeff@rosspublishing.com.

Senior Industry Events

Heritage Green Assisted Living

Thread of Hope Quilt Display and Art & Photography Show
Thursday March 4, 2010, 2pm

Featuring a raffle to benefit the Alzheimer's Association Memory Walk. First Twelve Guests will receive a special framed gift!!! Entertainment and dessert buffet.

Parkinson's Caregiver Support Group
Tuesday March 16, 2010, 2pm

The Parkinson's Caregiver Support Group will hold their March meeting at Heritage Green Assisted Living Communities. Heritage Green Family Members and Public invited. Horsdevors and assorted teas will be served.

Heritage Green Assisted Living
201 Lillian Lane

Lynchburg, VA 24502
434-385-5102

Seniors Guide Magazine



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Submit your event to
www.SeniorsGuideOnline.com as well!
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News From Our Advertisers

[Seven Hills Home Health](#)

*Seven Hill Home Health - now offering Hospice
Service!*

Seven Hills Hospice proudly serves Lynchburg and the surrounding counties with a wide variety of Hospice Services.

We are also currently seeking Volunteers for our Hospice program.

[Solid Rock Enterprises](#)

Chris Moore receives CAPS certification

Chris Moore, the founder and president of Solid Rock Enterprises has recently received recognition as a Certified Aging in Place Specialist by the National Association of Home Builders and will complete his Executive Certificate in Home Modification from the Andrus Gerontology Center at the University of Southern California within the next three weeks. Solid Rock Enterprises performs Home Assessments and Home Modifications for people who want to remain in their homes as they age.

DOWNTOWN LYNCHBURG LOFT TOUR

Saturday, February 27, 2010 from 10 AM - 4 PM.

See 8-10 beautifully decorated loft apartments. Tickets are: \$20 (Advance) or \$25 (Day of Tour) after February 1 at the Downtown Visitors Center on Church Street or at the Free Clinic at 1016 Main Street. Funds go to support the Free Clinic of Central Virginia. FREE Parking, FREE Shuttle bus, and most units are handicapped accessible by either elevator or they are ground floor units. Robert "Bob" Barlow, Executive Director - Free Clinic

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Spice Up Your Ad!

Does your ad on www.SeniorsGuideOnline.com include the following ingredients?

- Email Us

Allows visitors to email you directly for more information

- Visit Our Website

Brings qualified traffic directly to your website

- Directions

Gives visitors a map to your door

- Additional Photos

Photos provide "The Big Picture" when making decisions

- Floor Plans

Provide a layout for a virtual tour experience

**Contact Pat Jones at (540)353-4133
For Help in Your Marketing Kitchen!**

Job Postings

[Star City Home Health](#) in Roanoke, VA is currently seeking motivated skilled professionals for the following positions:

**PRN Registered Nurse
Office Receptionist
(Home Health experience preferred but not required)**

**Qualified applicants may contact
Jackie at 540-581-0590
to schedule an interview.**

[Browse Job Postings at SeniorsGuideOnline.com](#)

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Did You Know?

As of March 2009, 30.6 percent of households in Nielsen's National People Meter Panel have a DVR, up significantly from just 12.3 percent in January 2007.

40% of households fast forward through commercials with DVR's

62% of marketers believe traditional TV ads have become less effective during the last two years.
ANA and Forrester Research, "Marketers Losing Confidence in TV"

More than 50% of marketers reported that when half of all TV households use DVRs, they will cut spending on TV advertising by 12%.
ANA and Forrester Research, "Marketers Losing Confidence in TV"

Why pay for expensive :30 commercials when your ad can be seen 365 days a year with Seniors Guide. 135,000 people read our books!

If you purchased one :30 commercial a day 365 days a year, your annual cost would be \$54,750. 45 million viewers fast forwarding through your commercial or simply turning the channel as soon as it comes on - *a cognitive habit*.

If you purchased one full page ad for 12 months with Seniors Guide your cost would be \$6,000. 135,000 people view your ad and only pick up the book that already have a need or soon to have a need.

Seniors Guide is a targeted Publication for the Senior and their adult family.

Seniors Guide

