

FOR IMMEDIATE RELEASE

Transitional Assistance & Design Attends NASMM Annual Conference
Local Leaders Attend National Conference to Share Best Practices with
Senior Move Managers Across the Nation

Gaithersburg, MD (January 18, 2011) – Susie Danick, co-founder of [Transitional Assistance & Design](http://www.helpseniorsmove.com), one of the longest serving move management companies in the greater Washington, DC region, participated in the 2011 National Association of Senior Move Managers ([NASMM](http://www.nasmm.org)) Conference held in St. Pete Beach, FL from January 13 – 16.

Danick, a past president of the national organization, presented a session, “From Baker to Bakery: Growing Your SMM Business with Team Leaders”, at the conference, and joined several hundred senior move managers from across the nation for three days of educational sessions and industry networking. The 2011 annual conference theme, “Excellence Every Day,” was integral to the sessions and workshops. Attendees had the opportunity to attend educational sessions on topics ranging from client services best practices and older adult service issues to marketing, senior move management operational issues, ethics, and technology all facilitated by industry experts and nationally acclaimed speakers.

“Attending the NASMM conference each year is a must,” said Danick, who is also one of the early members of the national organization. “Reconnecting with colleagues who share our passion to help older adults through later lifestyle transitions, as well as meeting new professional in this growing industry from across the country always inspires us.”

As the baby boomer generation ages and 9,000 people in the U.S. each day are celebrating their 65th birthday, the role of senior move managers continues to emerge as an essential service for older adults and their families as they downsize and transition to new environments. Danick and her team with Transitional Assistance & Design can attest to this increase in the Greater Washington, DC area – they assist with over 400 moves or move-relate services each year.

About Transitional Assistance & Design

Transitional Assistance & Design, LLC are the experts in move management. The company specializes in “rightsizing”, moving, and decorating services for aging adults and others moving to a new home. Founded in 2000 by Susie Danick, a Registered Nurse by trade, the Gaithersburg, Maryland-based company offers a variety of services to help make home relocations and the otherwise overwhelming and traumatic experience of downsizing go as smoothly as possible. Transitional Assistance & Design is a member of the National Association of Senior Move Managers (NASMM). Ms. Danick is also a past president and former member of the association’s Board of Directors. To learn more, visit www.helpseniorsmove.com.

About The National Association of Senior Move Managers®

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 North America devoted to helping the rapidly increasing 55+ population with middle and later lifestyle transition issues, NASMM members are committed to maximizing the dignity and autonomy of all older adults. With nearly 700 members in the US, Canada, UK and the Netherlands, NASMM is internationally 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.