



National Aging in Place

**NAIPC**

Council

®

# Benefits of NAIPC Membership

# Who Should Join

NAIPC is a member-based, not-for-profit association. Our members include professionals who provide services to seniors that help them to age in place. Our members cover a very broad range of categories, including:

- Adult Day Care
- Credit Counseling
- Daily Money Management
- Elder Law
- Financial Advisor
- Geriatric Care Management
- Healthcare Providers
- Home finance/Reverse Mortgages
- Home modification & design
- Senior housing management
- Transportation
- Food delivery
- Home maintenance
- Cleaning
- Gardening
- Entertainment
- Education
- Technology

# Benefits of National Membership

## Service Provider Listing on ageinplace.org

The screenshot displays the website [ageinplace.org/Service-Providers/provider/equity-mortgage-lending](http://ageinplace.org/Service-Providers/provider/equity-mortgage-lending). The page features the AGE in place logo, navigation links (Home, About Us, Service Providers, Local Chapters, Practical Advice, Events, Blog, Forum), and search fields for "in home care, stairlifts" and "your ZIP code". The main content area is titled "Equity Mortgage Lending" and includes contact information for Ken Venick, a business logo, and a Google map of the provider's location at 2 Park Center Court, Owings Mills, MD 21117.

AGE in place  
BY THE NATIONAL AGING IN PLACE COUNCIL

Text Size A A | Membership | Newsletter | Member Login

in home care, stairlifts | your ZIP code

Home About Us Service Providers Local Chapters Practical Advice Events Blog Forum

### Equity Mortgage Lending

2 Park Center Court  
Owings Mills, MD 21117  
410-321-7800 x2310  
kvenick@equitymortgagelending.com  
<http://www.equitymortgagelending.com>  
Ken Venick

Equity Mortgage is a full service mortgage banker that has been helping homeowners since 1986. We offer first mortgage, second mortgage and reverse mortgage programs. We are licensed in MD, VA, DC, DE, NJ, PA, NC & FL. We are proud members of NAIPC.

Equity Mortgage

Map Satellite

All members get a service provider listing on the new [ageinplace.org](http://ageinplace.org) website. Service provider listings are tailored for each provider and include contact information, a map powered by Google displaying the provider's location, a business logo or professional photo, and a biography or "About Us" section. The robust search feature allows seniors to search for providers in a number of ways, including by name, keyword, zip code, service category, by chapter, and a number of other ways.

# Benefits of National Membership

## The Vetting Process

Our members are required to sign a “Code of Conduct” prior to obtaining membership. Additionally, members are required to complete a background check prior to obtaining membership. Our strong vetting process provides a sense of security to otherwise skeptical seniors and helps to set our members apart from other senior service providers.

### NAIPC® Code of Conduct

Members of the National Aging in Place Council® are mindful that their success depends upon honor and integrity. To this end, NAIPC® members are bound by the following Code of Conduct.

1. Every member is committed to treating all clients, their families, and friends with respect and dignity.
2. Every member is committed to conducting themselves with the utmost honesty and integrity in his or her community.
3. Every member will take appropriate measures to maintain competence in their profession.
4. Every member will protect a client’s privacy and confidentiality.
5. Every member promises that any product sold will be consistent with the needs of the client.
6. If alternative options are available, a member will present all available options they offer that fit the needs of the consumer, as articulated by that consumer.
7. Every member will only suggest a third party company they know and trust.
8. Every member will take responsibility to report any suspected abuse or violations of the Code of Conduct of NAIPC® members to the National Aging in Place Council.
9. Every member will make a good-faith effort to resolve concerns received from individuals regarding any service or product.
10. Every member will encourage clients to talk to family or other trusted advisers before deciding on purchasing a product or service.

# Benefits of National Membership

## Use of NAIPC Logo

Members have the benefit of using our NAIPC® logo on any individual marketing or communication pieces. Members can proudly display their affiliation with our not-for-profit association, setting themselves apart from other service providers.



# Benefits of Chapter Membership

- Form a focused, cohesive effort to reach local seniors.
- Offer events and services to seniors on your chapter's page on [ageinplace.org](http://ageinplace.org).
- Network with a multi-disciplinary community of age-in-place professionals.
- Organize and utilize local outreach events, such as Aging In Place Week.
- Create and become a part of your local service provider resource guide.
- Strengthen awareness of the age-in-place industry in your community.
- Advocate for seniors by meeting with government officials, discussing local policy needs from the NAIPC agenda, and following up with letters and petitions.
- Form strategic partnerships with local villages, senior housing developments, local social workers, and Continuing Care Retirement Communities.

# Current Chapters

**NAIPC currently has active chapters in the following cities:**

- San Diego, CA
- Greater Kansas City Area
- Greater Atlanta
- Greater Charleston, South Carolina
- Naples, FL
- Greater Pittsburgh
- Greater Philadelphia
- Long Island, New York
- Minneapolis/St. Paul, MN
- New Hampshire
- Orange County, California
- Jackson, MS
- Triangle, NC
- Tri-County of Greater Los Angeles
- Western and Central Virginia

# Sample Chapter Page

## Mission and Contact Page

### Greater Atlanta

MISSION & CONTACT

CALENDAR OF EVENTS

LOCAL RESOURCES

#### About Us

The Greater Atlanta Chapter was founded in October of 2009 to create a local source of accurate information and quality resources for seniors wanting to remain in their home. An educational program was developed and presented to a crowd of over 40 that came to a local library in Dunwoody. We have now grown to over fifty members comprised of business owners, government agencies, individuals and non-profit organizations that all support aging in place in the Metropolitan Atlanta area.

Our chapter's mission is to make aging in place a viable option for all seniors in Metropolitan Atlanta. We do so through education and advocacy. Our members are dedicated to person-centered care that supports a senior's choice to remain in their home as they age. Please let us know if you would like us to present our "Guide to successful Aging in Place" program at your next neighborhood meeting, church gathering or local library. We also offer Aging in Place continuing education opportunities to professionals at our twice a year CEU events.

#### Contact Us

Please contact our officers via email at [NAIPCAtlanta@gmail.com](mailto:NAIPCAtlanta@gmail.com) or via

MaryLea Quinn, LCSW, Chair  
[naipcatlanta@gmail.com](mailto:naipcatlanta@gmail.com)  
or 770-856-1536

Candace Kortovich, Community Outreach Co-Chair  
[ckortovich@ssnorthfulton.org](mailto:ckortovich@ssnorthfulton.org)  
or 404-281-9445

Monique Swyer, Membership Co-Chair  
[Monique@bluemooseelevators.com](mailto:Monique@bluemooseelevators.com)  
or 770-891-4442

Melissa LeBoeuf, Membership Co-chair  
[Melissa@kadan.org](mailto:Melissa@kadan.org)  
or 404-862-4549

#### Menu of Services

- » Adult Day Services / Day Care
- » Assisted Living
- » Elder Law
- » Emergency Response Services
- » Financial Planning
- » Funeral Care
- » Geriatric Care Management
- » Healthcare
- » Home Accessibility Consultants
- » In-Home Care
- » Insurance Services
- » Interior Design/Home Remodeling
- » Lifestyle Transition Services
- » Occupational Therapy
- » Products
- » Real Estate Services
- » Reverse Mortgages/Home Financing
- » Technology

#### Featured Resource

Logo **Family Private Care, LLC**  
View listing



# Sample Chapter Page

## Calendar of Events

### Greater Atlanta

MISSION & CONTACT

CALENDAR OF EVENTS

LOCAL RESOURCES

#### Greater Atlanta Chapter Events

Today 8/1/2013

July		August 2013						September	
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
28	29	30	31	1	2	3			
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			
1	2	3	4	5	6	7			

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- » Technology

#### Featured Resource


**Renewal Design-Build**  
[View listing](#)