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FOR IMMEDIATE RELEASE

Beth Nemec Sparks New Role as Director of Sales ***Connecting People in the Second Half of Life to Resources They Need And*** ***Change the Experience***

January 19, 2014 – Joel Theisen, RN, CEO and founder of Lifesprk has announced Beth Nemec as the new Director of Sales. “Beth has helped grow Lifesprk from the beginning,” said Theisen. “This role is a natural fit for her and one that will have a great impact on our ability to connect people to the resources they need to change their experience in the second half of life.”



Beth has more than 29 years’ experience in the health care industry with 25 of those years spent delivering home health care services. Throughout her career, Beth has seen too many people on the roller coaster of health care crises. “This role gives me the opportunity to work closer with our professional colleagues to help reduce re-hospitalization rates and create pathways to help people living more meaningful lives,” said Nemec. “I’ll focus my energy on creating opportunities for us to work together to eliminate the roller coaster from their lives.”

A founder and an early general manager in Lifesprk’s development, Beth has experience in both operational and sales roles and has worked for both skilled/Medicare, hospice, infusion and private-duty agencies. In addition to her roles at Lifesprk, Beth lends her insight and guidance to local groups in support of their efforts to care for people as they age. These community committees include the Financial Planners Association and the Minneapolis Area Senior Workers Association. Beth is currently serving her 9th year on the board as the Past President after serving as President of the organization for two years. An expert in the Twin Cities long-term care industry, Beth feels serving seniors is a rewarding experience and a responsibility she takes very seriously.

Prior to joining Lifesprk, Beth was the Twin Cities General Manager for AdvLife, Inc., a home care and senior service company based in San Jose, California where she led the company’s expansion, establishing them as a market leader with over \$3 million in annual revenue. Beth has a BS in Health Care Administration from UW-Eau Claire.

LIFESPRK

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our society* of their wisdom, laughter and presence. That's just not acceptable, and the Lifesprk team has made it their passion to ***change that experience***. Lifesprk is about opportunities. With three levels of service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

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