



**TEAM Rennick**  
*Together Everyone Achieves More™*

## **NEWS RELEASE FOR IMMEDIATE RELEASE**

Contact:  
Pat Harriman  
949.370.2075  
[pat@teamrennick.com](mailto:pat@teamrennick.com)

### **TEAM Rennick – Franchisor’s Advocate**

*Dick Rennick Serves as Interim CEO for Assisting Hands® Home Care*

**PALM SPRINGS, Calif. and NAMPA, Idaho, April 28, 2010** – TEAM Rennick, franchise advocates, mentors and consultants, and Assisting Hands® in-home care franchise, today announced that Lane R. Kofoed has been named president of Assisting Hands. Mr. Kofoed will continue to serve as the company’s chief operating officer. This move is a result of the time Dick Rennick, CEO and founder of TEAM Rennick, has spent as the Assisting Hands interim CEO.

“I took on the interim CEO job for Assisting Hands Home Care almost two years ago, and worked diligently with Lane and his partner Cline Waddell, to move the company to the next level and prepare them for successful expansion and growth,” Rennick said. “Lane has been a great student and loves the changes we have made in his company and will make a very able and capable president.”

“We will continue our relationship with Dick as an advisor,” Kofoed said. “Dick has great knowledge, and always has good suggestions for making improvements, and sticks by his plan. He also has great personal attributes – honesty, hard work and dedication – and it’s just those kinds of things that make him a valuable friend and co-worker.”

“When Dick came on board, our franchise was a bit disjointed,” Waddell said. “We didn’t have a lot of experience in franchise sales, we were trying to do everything on our own, and it was not working. Dick had the expertise and guidance to put us on a better foundation than we were on before.”

TEAM Rennick’s interim CEO program is one example of the comprehensive services and support the company offers to assist franchise systems that have moved beyond the start-up phase, but are in need of networking, mentoring and counseling to reach the next level of success.

Cline and Lane said their advice to other franchisors in need of assistance is to find an advisor who has experience in both franchising and the corporate business world. Both agree that, “Just because you’re a successful business professional does not mean you’re a good franchisor. A specific industry can be learned, but it is the franchise experience and contacts that are so important in helping you establish and conduct business. The operations people have to have industry experience. The CEO needs a different set of attributes.”

### **About TEAM Rennick**

Founder Dick Rennick believes that Together Everyone Achieves More, and so he started TEAM Rennick to share what he’s learned along the way during his 45 years in franchising, including serving as the 2005 Chairman of the Board of the IFA (International Franchise Association). His passion is to help people starting a franchise business to shortcut their learning curve and succeed by using his life-long business and coaching experience, insights, intuition and franchise expertise. He built American Leak Detection to more than 360 franchise locations around the world, and has gathered enormous amounts of franchise business information that you can tap into, to build your franchise business and succeed. For more information and biographies on our team members, please visit [www.teamrennick.com](http://www.teamrennick.com), [www.thefranchisorsadvocate.com](http://www.thefranchisorsadvocate.com) or call 760-992-3317 or 214-530-0985.

### **About Assisting Hands® Home Care**

Assisting Hands® is a franchise system with a strong emphasis on customer service that provides exceptional non-medical, in-home care to people who are elderly or have special needs. One of the founders and a senior vice president of the organization is [Dr. Gail Silverstein](#), who has more than 25 years of experience in the healthcare industry including leadership roles in private and public health care organizations. She also held University faculty appointments in Florida and Arizona, teaching in the areas of managed care, health policy and marketing. CEO [Dick Rennick](#) brings more than 30 years of franchise experience to the home care franchise system. It was Gail’s behind-the-scenes knowledge of the health care industry coupled with her personal experience helping her aging father at home that led her to realize there was a serious gap in the area of support, which is why she launched Assisting Hands®—to provide a better alternative for the elderly and disabled, and to assist people to age with grace.

###

