

Patricia Fletcher

Chief Strategy Officer at ElderCare Buddy

Charlotte, NC, US

Credentialed Gerontologist and Professional Certified Marketer

Biography

Patricia A. Fletcher is the Founder and Chief Strategy Officer of ElderCare Buddy, an assessment, and referral service for older adults, located in Charlotte, North Carolina. She is Credentialed Professional Gerontologist and Professional Certified Marketer with years of diversified experiences, considered an expert on the inter-connections between gerontology, marketing, and public policy and social change, and is committed to improving the well-being of older adults through products and services. She has worked as an adjunct professor for various universities in gerontology and communications, and frequently guest lectures at national industry conferences addressing age-related issues, as well as a corporate trainer on effective strategies to communicate with older adults, preparing organizations for the next four decades of the age wave, caring for the working caregivers, and the older worker. Patricia has served on various boards and committees such as the UN/NGO Committee on Ageing/NY, a Resource Persons Network member in Gerontology for the U.S. Department of Health & Human Services Office of Minority Health, and is a Charlotte-Mecklenburg Public Arts Commissioner.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Human Resources, Advertising/Marketing, Elder Care

Areas of Expertise

The Next Four Decades: the Older Population in the United States: 2010 to 2050, Communicating With Older Adults

Affiliations

American Marketing Association, The National Association for Professional Gerontologists , Southern Gerontological Association, Society for Human Resource Management (SHRM, Sigma Phi Omega National Academic Honors Society , Employee Assistance Professionals Association, Inc., Consumer Voice for Quality Long Term Care, American Geriatrics Society, The NGO Branch ? The United Nations Economic and Social Affairs, The Office of Minority Health (OMH) - Resource Person?s Network (RPN) Member , The UN/NGO Committee on Ageing/NY

Sample Talks

Caregiver Burn Out: The Silent Work Place Crisis

This presentation is based on Patricia's education as a gerontologist and experience as a caregiver of her elderly mother. She reviews key statistics that validate the need for employers to develop policies and workplace options for working caregivers.

Five Tips to Help you Balance Caregiving, Family, and Work

Presentation Objectives: Patricia discusses why no one can do it all; explains the value of setting priorities; demonstrates the benefits of joining together; describes how to find community resources and provides steps to taking care of yourself.

The Census Bureau Next Four Decades: The Older Population in the United States: 2010 to 2050.

This presentation will discuss the current characteristics of the older population in the United States and explain the value of understanding the demographics and socioeconomic characteristics of members of this generation.

Event Appearances

The Next Four Decades: The Older Population in the United States: 2010 to 2050

Roundtable Session at UNC Senior Center Leadership Symposium

Five Tips to Help You Balance Caregiving, Family, and Work,

4th Annual Caregiver Conference.

The Next Four Decades: The Older Population in the United States: 2010 to 2050

Aging Conference and Training

Accessing Census Data for Small Businesses

Small Business Council

Cultural Participation in a Changing Society

Community Arts Workshop

Caregiver Burn Out: The Silent Work Place Crisis

34th Annual Meeting of the Southern Gerontological Society

The Census Bureau Next Four Decades: The Older Population in the United States: 2010 to 2050.

Aging Resources Networking Group Monthly Meeting

Education

New York Institute of Technology
MA Communication Arts

Hofstra University
Graduate Level Paralegal Certificate Paralegal - Concentration: Business Administration

Hofstra University
MS Gerontology

Oakwood University
BA Communications

Accomplishments

Recipient - PEIR Scholarship
PEIR Scholarship and Recognition for excellence in Gerontology

Sigma Phi Omega (SPO)
Sigma Phi Omega (SPO), the national academic honor and professional society in gerontology, was established in 1980 to recognize excellence of those who study gerontology and aging and the outstanding service of professionals who work with or on behalf of older persons.

Greater Women Business Council -Trailblazer Nominee
GWBC is proud to recognize those corporations and individuals who have made substantial achievements throughout the year and have contributed to the development of women business enterprises

Charlotte-Mecklenburg Public Art Commissioner
The Charlotte-Mecklenburg Public Art Commission is committed to the creation of a program that views public art as integral to the fabric of a community recognizing its potential to: Create livable cities; enhance neighborhood identity; strengthen economic development and tourism; educate children and adults; and enrich the spirit and pride of its citizens.

Testimonials

Adalynn E. Harris, PhD
"The tips you provided for caregiving from your personal experiences were insightful and appreciated by the attendees. Your discussion on going on vacation alone was impactful and in line with the conference's mission for caregivers to care for themselves. It was indeed wonderful to see so many well deserving people get the assistance and information to help them deal with this debilitating disease. The response was overwhelming by all in attendance that this program should be continued. Thank you for your part in making the day a great success."

Kim Henderson

Thank you for speaking at our Aging Resources Networking meeting in January. Your vast knowledge of gerontology, marketing and the 2010 census is amazing. You provided a unique perspective for utilizing census data as a tool for the types of businesses and services that may be required over the next several decades as the number of older adults dramatically increases. Additionally, your insight regarding cultural differences in the way older adults are viewed as well as statistics regarding our changing demographics was extremely informative. Again, we truly appreciate you the time you spent with us and the vast amount of information you shared.

Rosalyn Lang, PhD

?Patricia Fletcher was fantastic at our 4th Annual Caregivers Education Conference! She delivered a very dynamic and interactive talk that resonated with the audience. We really appreciated all of her helpful tips and strategies for managing the care of a loved one. The great thing was that she gave strategies that could be implemented immediately! We will certainly ask Patricia to speak at future events.?

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