



Kari Berit PRESENTS

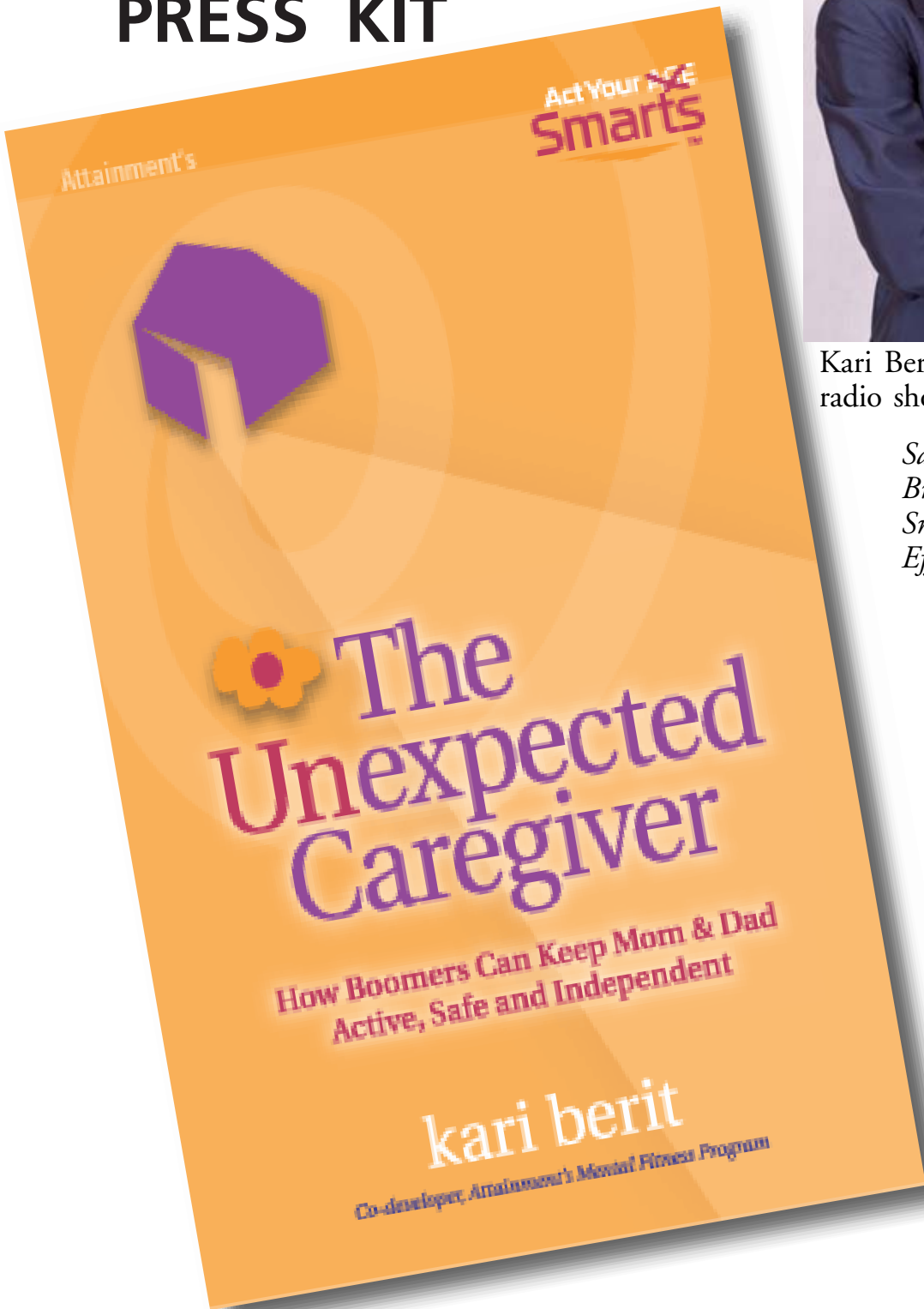
speaker. author. consultant.

PRESS KIT



Kari Berit is an educator/entertainer/
radio show host specializing in:

Sane Caregiving
Brain Fitness
Smart Aging
Effective communication



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PRESS RELEASE

FOR IMMEDIATE RELEASE

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“KARI BERIT EMPOWERS FAMILIES TO RECONNECT WITH LOVED ONES THROUGH HUMOR, COMMON SENSE, AND MEANINGFUL DIALOG”

Berit is the author of The Unexpected Caregiver and she has been reviewed by Minneapolis Star Tribune, New York Times, and St. Petersburg Times

MINNEAPOLIS, MN – According to audience members, The Kari Berit Experience is humorous, thought provoking and kind. The audience can sense that she has one goal: To create meaningful dialog between generations with the goal of creating healthy boundaries.

In 1996, Berit and her partner Eric Ramlo launched Age in Motion with the goal of reaching older adults as well as those caring for them. Berit has worked with several organizations to create adult friendly organizations. She works to train sales staffs, educate corporations about different generations, as well as create adult friendly programs.

In 2007, Berit wrote her second book, The Unexpected Caregiver. She recognized that caregiving is a concern for 78 million Baby Boomers and the book gives simple, common sense tips and tools to help caregivers. She also works with Boomers at workshops to help them discuss emotional issues.

Some of the issues she discusses include:

- Lifestyle issues
- Mobility challenges
- End of life preferences
- Financial issues such as wills and directives

Berit looks at herself as a catalyst to create a comfort zone for Boomers and their parents.

“I make it safe to talk about ‘elephant issues’ in a positive setting,” said Berit. “This enables families to have an open dialogue about issues that affect their lives and as a result we can make a difference in their lives.”

For more information about Kari Berit go to www.KariBerit.com.

About Kari Berit

Berit holds a **BA in Psychology and Norwegian from St. Olaf College and a Master's Degree in Continuing and Vocational Education from University of Wisconsin, Madison.** Berit is an inspiring presenter and she uses her expertise to help Baby Boomers discover the skills and commitment needed to become better caregivers to their loved ones. Berit spent 13 years as a resident manager, director, dementia care specialist and assisted living manager in senior housing facilities. Kari is the author of two books, *The Unexpected Caregiver* and *Mental Fitness Guide*, as well as the host of “Unexpected Caregiver” radio show. She resides in Minnesota with her partner Eric.

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Media Appearances

Minneapolis StarTribune, "[Learning How to Care as Parents Age.](#)" Provides down-to-earth ideas for relating to your parent as an adult child.

Red Wing Republican Eagle, "[Understanding Age and Dementia.](#)" A clear, non-medical understanding of Dementia and tips for caregivers.

Minneapolis StarTribune, "[Navigating the Gray Area of Sex.](#)" Demonstrates how Kari Berit humorously & effectively takes on elephant issues related to aging and the generations.

Colebrook Chronicle, "[Health and Wellness Focus of Women's Conference.](#)" Coverage of Kari Berit's most popular keynote, Help! I'm Turning Into My Mother!, and how it can set the tone for an event.

Red Wing Republican Eagle, "[Baby Boomers, Aging Parents Get New Guide.](#)" A great history of Kari Berit and what led up to the writing of *The Unexpected Caregiver*.

Northfield News, "[Expert on Aging to Visit Northfield.](#)" Exemplifies an event where Kari Berit helped sponsors raise community awareness about how individuals can be age assertive.

New York Times, "[Kicking and Screaming, Baby Boomers Begin to Talk About Aging.](#)" An American Society on Aging workshop that caught the attention of a *Times* reporter.

St. Petersburg Times, "[Challenging, Nurturing the Brain Keeps It Healthy.](#)" Highlights the importance of keeping mentally fit.

"Caring Right at Home" newsletter, "[Mom Said What?!](#)" An example of how content from Kari Berit Presents can enhance your newsletter.

Coping with Caregiving radio show guest appearance

"The Wake Up Call," KPNW, Eugene, OR—phone interview & in studio interview



BIO

Kari Berit has spent her career helping people and institutions manage transitions and embrace the unfamiliar. Her expertise lies in aging & caregiving, two journeys in our lives for which we are poorly prepared. Author of two books, *The Unexpected Caregiver* and *Mental Fitness Guide*, radio show host and regular column contributor, Kari Berit is known for her wit and high energy. Ms Berit is, as KPNW radio hosts proclaimed, “bubbly, effervescent fun.”

For nearly 20 years, Kari Berit has addressed industry associations, private business groups, financial companies and religious organizations, helping professionals from a multitude of backgrounds and age groups move effectively through these life changes and understand how to better serve their clientele. Ms Berit is known across the United States for her keen ability to connect immediately with audience members—enabling them to engage, to laugh and take away immediately applicable information.

Kari Berit brings years of experience and a passion for her subject to your event. Her tenure includes:

- M.S. in Continuing and Vocational Education from the University of Wisconsin
- B.A. in Psychology and International Health Care from St. Olaf College
- 13 years as Resident Manager, Director, Dementia care specialist and Assisted Living Manager in Senior Housing facilities
- Over 20 years of teaching and directing programs for older adults
- Author *The Unexpected Caregiver* and *Mental Fitness Guide*, regular column contributor
- “Unexpected Caregiver” radio show host
- Caregiver coach

In addition to being an expert on her subject matter, being well-prepared, and having a keen instinct, Kari Berit is able to adjust quickly to her audience. There are many caregiving experts who can speak well about the issues of aging and living, but not many who can do it with humor, energy, kindness, and insight. Audiences will leave Kari Berit’s presentations feeling better equipped to deal with issues of caregiving and aging in a positive matter.

Website: www.kariberit.com

Kari Berit provides age-assertive™ strategies for dealing with the delicate “elephant in the living room” issues facing seniors and their adult children. In the safe, solutions-oriented environments she creates, cross-generational conflicts are defused, and Baby Boomers and their parents learn how to address the tough questions involved in aging, both personally and as a family.

Keynote Offerings:

The Unexpected Caregiver

Ready or not: You're a caregiver! As parents grow older, a growing number of people find themselves thrust into a caregiver role, often with little warning or preparation. Where do you get *emotional* training for this role? Armed with facts and humor, we'll explore the needs of caregivers—from mental fitness resources to communication tips.

“Kari Berit is as delightful in print as she is during her professional speaking engagements. She tells it like it is: with humor, respect and wisdom. Kari Berit is savvy about family challenges that can arise in the care of aging parents and is a fountain of knowledge about creative activities that work”(B.Roberts, St. Olaf College)

Help! I'm Turning into My Mother!

We love her so much, but that doesn't mean we want to be a carbon copy of her. Maybe we'd like to make some different choices, keep changing and challenging ourselves, not “let ourselves go.” The rest of our lives could be a long time—how to make the best of those years? We want to go on being strong, vibrant, attractive women.

Forget Less; Remember More

Ever forget where you put your car keys? That's normal. Forgetting what car keys are...not normal. What is the difference between normal aging and memory loss? Arm yourself with the facts about your brain and reduce your worries. We'll explore how the human brain works and what it needs to stay healthy. And you'll try Aerobics of the Mind and discover how fun, simple activities can help you think more clearly and forget less.

Women and the Caregiver Casserole

As a rule, men don't make hotdish. It's just something everybody expects women to do – even if there's no recipe. The need's there. The family's waiting. Just throw something together and it'll be good enough for now. What works for making casseroles doesn't work for giving care, however. Yet today, millions of women nationwide are becoming primary caregivers to aging parents – and there's no recipe. Kari Berit provides the ingredients you need to create a more joyful caregiving journey.

Keynote or Half-day workshops:

Take Charge of Your Brain

“Use it or lose it” has been the motto for our bodies. Now science is teaching us that the same goes for our brains. Although the brain is not a muscle, it responds to stimulation that is unusual and complex. Learn how to exercise your brain and take charge of your life. (*Half day workshop can include an introduction to Dementia/Alzheimer’s Disease: Gain a better understanding of normal aging vs. aging with disease. Rather than worry about getting Alzheimer’s disease, learn how to take care of your brain and how to interact with someone who has dementia.*)

Embracing Your Aging Self

Even though we’ve always been aging since birth, do any of us know what to expect? Do we know how to behave as we get older? What can we control and what do we need to learn? Who will take care of us as we have increased needs? Once you understand the aging process better, you’ll grow into your older self more confidently with humor and self-esteem.

“The program [Embracing Your Aging Self] gave me usable ways of improving my communication with older adults, increased my comfort level with sensitive aging issues, helped to diffuse myths on aging, shed new light on important issues....” (J. Mack, Presbyterian Homes, Greensboro, NC)

“What Did You Say?” Team Building & Communication

Communication is key in building a team that respects each other, works well & recognizes each other’s talents...but it’s not a skill that comes naturally. To become an effective communicator, we need to look at our own communication style and how we interact with others. We also benefit from learning assertive communication techniques, enabling us to avoid emotional outbursts caused by defensive communication. Communicate in ways that make a huge difference in your team!

Caring for the Caregiver

A growing number of people find themselves thrust into a caregiver role, often with little warning or preparation. Where do you get emotional training for this role? When these “unexpected caregivers” interact with professional caregivers, tension can arise. As professional caregivers, you are called to care for the residents, their family and also yourself. Armed with facts and humor, we’ll explore the needs of caregivers, and find ways to support them while their loved one lives within a senior living community.

Professional Caregivers: “Building a Tool Kit to Better Connect”

Professional caregivers need to know how to connect with those they care for—quickly, showing genuine interest and on a time line—while providing assistance with daily tasks. These short interactions are a challenge, let alone adding a dementia component to the mix. In the day-to-day care, communication can become defensive and hurtful. Family and loved ones can come across as unappreciative. And those you care for can be just plain cranky. Learn tools that will bring you more joy and less stress on the job.

What clients say about Kari Berit's presentations

www.kariberit.com

"Kari ignited the audience with her humorous and thought-provoking Keynote Address entitled, *Help! I'm Turning Into My Mother*. Her knowledge and presentation style evoked conversations throughout the day on the myths of aging, and how to manage the natural process of aging." (Kimberly Frydman, MSA, Upper CT Valley Hospital)



"Kari Berit is a dynamic and engaging speaker...She used touches of humor to make the audience feel that the emotions and stresses of caregiving are shared by everyone and that it is okay to feel frustrated at times." (Denise Smith, National Association for Family & Community Education)

"Kari Berit's knowledge, combined with her exuberant personality and presentation style, energized and equipped our staff with tools, information and insight." (J. Schlagenhaft, St. Elizabeth's Medial Center)

"You were informative, motivating and just right for our luncheon speaker." (Dawn Simonson, President, Minnesota Gerontological Society)

"Your approach to these topics [caregiving & brain fitness] is respectful, humorous, direct and engaging. I know that we all left the room motivated to engage our families in more meaningful dialogue." (Susan Meyer, Esq., Ungaretti & Harris, LLP)

"Your presentation was one of the most worthwhile hours I spent." (P. Okubo, MN)

"Kari's presentation exceeded my expectations and contributed to one of our best meetings ever." (Roxann Rogers Meyer, Immanuel Senior Living, NE)

"Kari's attitude and enthusiasm radiates a passion for her work that comes through during her presentation and in casual conversation." (Dolores Johansen, COTA, Grand Rapids Dominican Sisters)

"Your keynote message was up-lifting and meaningful, with a touch of humor." (WELCA Synod Assembly)

"Kari is a dynamic and talented speaker who delivers informative messages in an interesting and entertaining way. She is an absolute pleasure to work with, and remained professional and accommodating throughout the Conference planning process." (K. Frydman, MSA, Upper CT Valley Hospital)

A Partial List of Satisfied Clients:

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American Society on Aging
Brigham Young University
Colorado Activity Professionals' Association
Colorado Housing & Finance Authority
Grand Rapids Dominican Sisters
Johnson & Johnson
Kummer Financial Strategies, Inc.
Minnesota Area Agencies on Aging

Bethany Homes
Charles Schwab
Colorado Division of Aging & Adult Services
Concordia Language Villages
Immanuel Senior Living
Kaiser Permanente
Lindquist & Vennum Law Firm
Minnesota Gerontological Society

Cont. Partial List of Satisfied Clients:

National Association of Activity Professionals
Nebraska Health Care Association
Senior Citizen's of Kodiak, Inc.
Sunrise Assisted Living
Ungaretti & Harris, LLP
Upper Connecticut Valley Hospital
Wilder Foundation Senior Housing

National Association for Family & Community Education
Northfield Retirement Community
St. Elizabeth's Medical Center
Thrivent Financial for Lutherans
University of Minnesota
Wells Fargo
Wisconsin Carpenter's Pension Fund

"Kari's story-telling, wit, humor, and expertise provided a lively format to some sensitive issues of caring when one has very little training in this intergenerational issue. Several exercises which stimulate brain functioning helped participants understand her points in the aging process." (Rev. Larry J. Giese, Lord of Life Lutheran, ND)

"It will be long before we forget you, Kari. You made a real impression on us. I still marvel at your ability to keep up that energetic pace ALL WEEK! The evaluations, naturally, consistently speak highly of you as a teacher and as energetic, enthusiastic..." (Sister Anne Marie, OSB, Mount St. Benedict Center, Crookston, MN)

"Kari was very supportive and knowledgeable. She has a very dynamic personality which keeps our attention and keeps the information realistic and applicable." (C. M., Proctor and Gamble, Mehoopany, PA)

"Kari spoke on the topic of Mental Fitness and met our request to tie spirituality into her presentation to fit the needs of our population. She did her "homework" and came well prepared and knowledgeable of the lifestyle, charisma and mission of the Grand Rapids Dominican Sisters." (Dolores Johansen, COTA, Grand Rapids Dominican Sisters)

"Our work crosses the different generations and Kari helped us understand the generation gaps and how to overcome those gaps through effective communication. Kari also enlightened us with personal stories that had relevance and meaning for each of us." (Roxann Rogers Meyer, Immanuel Senior Living, NE)

"Kari Berit ... danced, sang, joked and partied her way into our hearts. Thanks a heap." (B. Laudon, St. Olaf College Elderhostel)

"Kari is a dynamic speaker with a great sense of humor. She makes the hour fly and we hate to see her conclude. She was the highlight of our week." Art Merims (President, Art Merims Communications, Cleveland, OH)

"Kari kept the seminar hopping and kept the group interested. She made the subject fun to talk about." (R.Hamilton F&PS, Rochester, MN)