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FOR IMMEDIATE RELEASE

Industry Leader Appointed Chair of Home Care Association of America Connecticut Chapter

WASHINGTON – September 17, 2020 – The Home Care Association of America ([HCAOA](#)) announced today the appointment of home care industry leader Mark McGoldrick of New Canaan, Conn. as chair of its Connecticut Chapter, effective immediately.

The leading association for home care organizations appointed McGoldrick to lead the Connecticut Chapter for his industry experience, leadership in public policy in the Chapter and accomplished track record as owner of six Comfort Keepers franchises throughout the state. McGoldrick served most recently as chairman of the HCAOA Connecticut legislative and public policy committee. He succeeds Chaim Gewirtzman, CEO of NCE Homecare of Waterbury, who served as chair of the Chapter for three years.

“Throughout his career in home care, Mark has demonstrated a continuing commitment to the Connecticut home care industry, agencies, caregivers and the people they serve,” said Vicki Hoak, HCAOA Executive Director. “The home care industry in Connecticut has been under tremendous pressure from policy makers and others, but Mark has helped develop and lead the Chapter’s response and other initiatives. We’re delighted to have Mark in this leadership role as our industry continues to grow and strengthen as a valuable partner in the healthcare system. I would also like to thank Chaim for his dedicated service and volunteer leadership of the Chapter for the past three years.”

Since 2016, Mark has owned 6 Comfort Keepers offices covering most of the state of Connecticut. Comfort Keepers provides non-medical, in-home care services for seniors and other adults in need of assistance with daily activities. Ten Comfort Keepers territories in Connecticut employ several hundred caregivers across the state who provide valuable assistance and support to seniors and persons who are disabled. Prior to acquiring the 14-year-old franchises, Mark owned another health care services business. It was through his involvement with this venture that Mark developed a strong affinity for owning companies whose core mission is helping people in need.

Prior to that, Mark founded, built and managed several highly successful financial services businesses for Global Banks over a career of more than 25 years in the investment banking and finance industry. He has a BBA from the University of Notre Dame and an MBA from the Fuqua School of Business at Duke University.



Mark lives with his wife, Carolyn, who is a co-owner in the business, and has two daughters. He enjoys golf, skiing, and yoga. Mark volunteers much of his time to board leadership positions overseeing not for profit organizations serving vulnerable youths in the state of Connecticut.

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ABOUT HCAOA

Founded in 2002, the Home Care Association of America (HCAOA) is the industry's leading trade association – currently representing nearly 3,000 companies that employ more than 500,000 caregivers across the United States. HCAOA serves as the home care industry's unified voice. Representing a diverse number of small, mid-level and large corporations, HCAOA unites the industry through speaking with one voice in Washington, D.C. and state capitals across the country. HCAOA protects industry interests, promotes industry values, tackles barriers to growth and takes on industry-wide issues.