



Private Duty Homecare Association

*The Professional Association
Dedicated to Aging in Place*



corecubed Named One of 25 Best Women-Owned Companies

PDHCA Board Member Founded Award-Winning Marketing Communications Business

corecubed, a strategic marketing communications firm, recently was named one of the 25 best women-owned companies by *Working Mother* magazine. The firm's founder and a Private Duty Homecare Association (PDHCA) board member, Merrily Orsini, got her idea for the company during her career in private duty home care.

Considered a pioneer in her geriatric home care business model, Orsini says that social networking, environmental consciousness, and "turning a passion into the plunge" are elements of her award-winning company. corecubed performs design, marketing, and public relations with a particular specialty in targeting the senior market, on which Orsini gained plenty of insight through her years of experience. Today, corecubed serves a variety of markets and clients.

"Everyone on my team is highly professional and passionate about what they do," Orsini states. "The fact that *Working Mother* recognized corecubed as one of its top 25 women-owned companies validates the rather unorthodox structure of our company and serves as a stamp of quality for our current and future clients."

That unorthodox structure includes having employees all around the country who telecommute and work via the Internet. This allows the company to hand-pick the "best of the best" workers rather than relying only on local employment pools, and also gives the corecubed staff more flexibility with their schedules and child care needs. "With a team of professionals, including a large group of working moms, most of our communication takes place via email, intranet, and instant messaging," according to Orsini.

Working Mother selected corecubed for its family-friendly benefits, community spirit, and programs to help professional women advance. PDHCA congratulates Orsini and the team at corecubed on this well-deserved honor and recognition. Others that have been named to *Working Mother's* top 25 women-owned companies include Bank of America, Goldman Sachs, and Rodale. More information is available at www.corecubed.com.

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