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## Kevin Reneau: Moraga's 2015 Business Person of the Year

By Sophie Braccini



Kevin Reneau, right, with client Dick Cummings, who became a friend. Photo provided

Kevin Reneau would probably have been Moraga Business Person of the year much sooner if he had not also been the president of the Moraga Chamber of Commerce. A successful local entrepreneur, Reneau has built with his wife, Pam, one of the fastest growing Senior Helpers in-home care agencies in the East Bay. Reneau, who was trained as a journalist at Cal and worked in sports marketing for the first part of his career, has made his consistent involvement with the community a cornerstone of his success.

"The reality of the situation is that the caregivers (working for Senior Helpers) should have this award; they are the real heroes," says Reneau. He knows how demanding this 24/7 job can be, and also how incredibly rewarding. "We are doing something that has to do with people's lives," he says. "The quality of the care we give them is extremely important." Reneau is personally in touch with the clients and sometimes has even had the opportunity to become friends with them. "I still have Dick Cummings' picture on my desk," he says. "We used to bet on football games together. He had such dignity."

Senior Helpers serves 50 to 60 clients in a given period, people who wish to stay in their own homes while getting support they might need. "Some people may require someone continuously, while others just a few hours a week," says Reneau. "Some are regular ongoing clients, while we sometimes also respond to temporary needs, such as after a surgery."

Finding the right caregivers and trying to make sure that the same person comes back time after time for a specific client is one of Reneau's challenges in an

industry where high turnover is common. "I have the privilege of being able to walk from home to work," says Reneau, who lives in Moraga, "but many of our caregivers live in Concord, Antioch, Oakland or Pittsburg. It is difficult for them." Reneau believes that local active retirees looking for the opportunity to do good in the community could find it very rewarding to work with him a few hours a week, being a companion, helping with chores and running errands. The care Senior Helpers provide is non-medical, and only long-term care insurance covers it.

The Business Person of the Year award was also bestowed upon Reneau due to his volunteer efforts in the community. Reneau started a Senior Fair five years ago, which brings vendors and services useful to seniors to one place for one day, and includes additional entertainment and fun activities.

He also started a senior discount card that offers 10 to 20 percent off at 35 local restaurants, hair salons, bakeries and hardware stores. The card can be picked up for free at the Senior Helpers office at 1550 Viader Drive, Suite D in Moraga.

The very active and creative Reneau also started the Moraga Employee of the Month program. "We worked with Cliff Dochterman of the Moraga Rotary club to start this program four years ago," explains Reneau, who is the president-elect of the local Rotary. "So far we have recognized 47 employees with an accolade and also \$100 value in gift cards."

Reneau will be honored at 6 p.m. Tuesday, Feb. 23 at the Moraga Country Club. Tickets are \$55. Reservations are required. For more information, visit Moragachamber.org.

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