

# Toni Gitles

Author | Speaker | Caregiver Expert



## Press Kit 2023

# About Heart of Caregiving



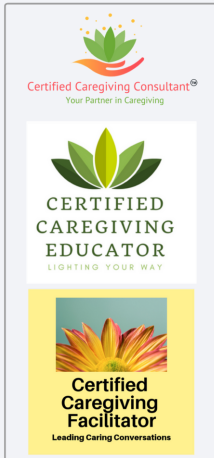
Heart of Caregiving strives to keep love at the forefront by helping caregivers embrace their role and thrive in their experience. While caring for her mom for 14 years, Toni learned many lessons through trial and error and helps caregivers avoid the pitfalls and roadblocks that can derail their path to a meaningful journey.

## About Toni Gitles

Toni's career in the healthcare industry for over four decades and 14 years of caring for her mom positions her as an expert in caregiving and happy, healthy aging. She delivers caregiver conferences aboard dementia-friendly cruises for caregivers and their loved ones. As a consultant, educator, and dynamic speaker, Toni trains businesses and provides group support and one-on-one guidance. The principles she shares transform the caregiving and aging experience into a journey of discovery and adventure.

- 14 years of lived experience caring for her mom
- 40 years of experience in the healthcare field
- Ten years teaching at the Baylor School of Medicine
- Award-winning speaker and author
- Author of 4 books on caregiving and lifestyle management

# Awards & Affiliations



**Certified Caregiving Consultant™**

**Certified Caregiving Educator™**

**Certified Caregiving Facilitator™**

**Certified Caregiving Specialist™**

**2022 Emerging Leadership Award,  
Myasthenia Gravis Foundation of America**

**Dementia Care & Cure Initiative  
Central Florida Task Force Member**

**Co-founder Central Florida Dementia Friendly Dining**

**Faculty Member,  
National Caregiving Conference 2018-2019**

**#1 International Best-Selling Author**

**Advisory Council, Caregiving.com 2018-2019**

**Advisory Board,  
The Center for Family Caregivers 2018-2019**

**Former Instructor Baylor College of Medicine**

**Speaking Circles® Facilitator**

**Seek and Speak Your Story® Facilitator**

**Distinguished Member, Toastmasters International**



# Story Ideas

**Dementia-Friendly Dining** - Toni Gitles and Dennis Dulniak advocate for making the Central Florida community more dementia-friendly with a growing association of participating restaurants. Hear the latest on this growing trend!

**Happiness is a Practice, Not a Pursuit** - Experiencing happiness is an ongoing process rather than a destination. It is a state of being that can be cultivated and experienced in the present moment. Let me tell you how!

**Dementia Friendly Cruises** - Learn how Dementia Friendly Cruises can offer a beautiful and relaxing experience with scenic views that both caregivers and those living with dementia can enjoy.

**The Three Big Mistakes People Make in the Emergency Room** - Medical emergencies are by nature spontaneous, but preparation and planning are possible to minimize the accompanying stress.



# Media



Orange TV (Central Florida)



Read My Lips with host Radio Red



iHeartRadio (Central Florida)



Your Hometown with Debbie  
O'Brien AM 950



Island Treasures Caregiving Podcast  
And Then I Danced



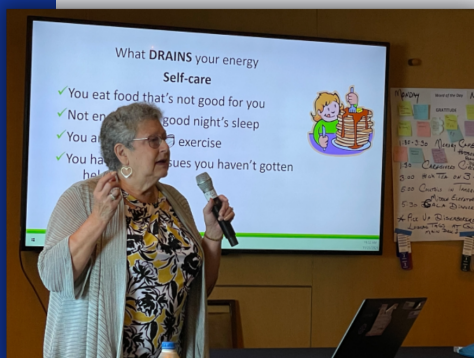
From Surviving to Thriving-A Thriving  
Conversation Podcast

Articles in Central Florida Publications and  
Healthcare Magazines

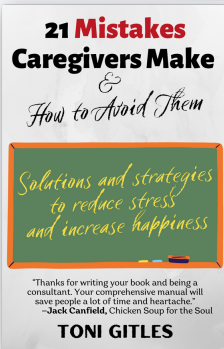
Availability: Nationwide by arrangement, Available as a last-minute guest

# Sample Interview Questions

- Why is it important not to put our life on hold while caring for a loved one?
- What is the biggest mistake caregivers make when caring for a loved one?
- How has your caregiving experience informed your work with family caregivers?
- How can caregivers prioritize their health and well-being while caring for a family member?
- What can caregivers learn from your book?
- How can we prepare for the trip to the emergency room?
- What was the most rewarding aspect of caring for your mom?



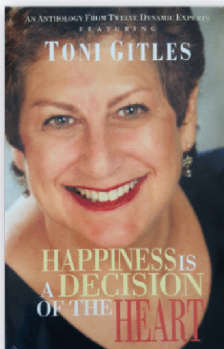
# Books



## ***21 Mistakes Caregivers Make & How to Avoid Them***

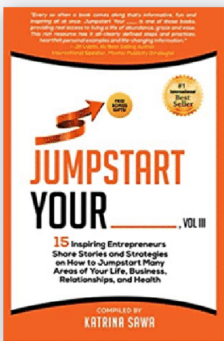
Toni guides caregivers through common mistakes and empowers them to thrive in their roles with solutions, tips, and strategies to reduce stress and increase happiness.

As Admiral Hyman G. Rickover said, "Learn from the mistakes of others. You can't live long enough to make them all yourself."



## ***Happiness is a Decision of the Heart***

Toni is joined by eleven other experts who offer a variety of relevant, inspirational, and informational strategies designed to help people from all walks of life find contentment, peace, and happiness in their daily lives.



## ***Jumpstart Your \_\_\_\_\_, VOL III***

This book is for anyone who needs a jump start in one or more areas of your life, business, relationships, health, mindset, and more! The 15 authors in this book have experiences and expert knowledge that can help you jumpstart just about any area of your life, health, relationships, and business or career.



## ***Our Caring Difference***

During a personal caregiving experience, we can feel overwhelmed by the tasks, responsibilities, and worries. We may overlook the difference we really make. In our book, Certified Caregiving Consultants™ look back at their experiences caring for family members and discover the difference they made and share insights into the difference.

# Let's Connect!

**Toni Gitles**

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