



A New England Nanny goes to bat for Rensselaer Polytechnic Institute with Pinch-Hitter® Care

January 7, 2008 – Clifton Park, NY – *A New England Nanny*, a GTM Work-Life company, has stepped up to the plate with the highly anticipated **Pinch-Hitter® Care** benefit program for the Rensselaer Polytechnic Institute community, which began with open enrollment in November.

Whether the cause is the unexpected absence of a care provider or a child's illness, when working parents have to stay home corporate America pays a hefty price. It is estimated that today's working parents miss 5.4 days of work per year because their child is ill. Add school closings, holidays and other emergencies, and those absences quickly multiply. For many companies, the costs of such absenteeism and lost productivity, as a direct result of dependant care breakdowns, make it worthwhile and business smart to provide emergency child care services.

"Following a national trend among employers to address the work/life needs of their faculty and staff, Rensselaer Polytechnic Institute has become the first higher education institution in the Capital Region to adopt our Pinch Hitter Care program as a benefit offering," noted Guy Maddalone, CEO of GTM Payroll Services & A New England Nanny. "We could not be more pleased to be partnering with Rensselaer on this progressive benefit program, as we continue to support the greater Rensselaer community in achieving balance at work and at home."

The unique **Pinch Hitter® Care** program provides the critical back-up child care and elder care needed, allowing employees to honor work-related obligations when an emergency occurs; knowing that their loved one is being cared for. As a trusted partner offering dependant care benefits to the Capital Region for over 15 years, *A New England Nanny* provides the expertise, experience and advice local families rely on when caring for their loved ones.

"As Rensselaer strengthens its work and family life initiative, we are pleased to extend the **Pinch Hitter® Care** program to our faculty and staff," said Curtis Powell, vice president for Human Resources at Rensselaer Polytechnic Institute. "This program contributes to Rensselaer employees achieving a practical balance between their professional work and caring for a dependent child or an elder parent."

Forward-thinking employers like Rensselaer Polytechnic Institute, who offer dependent back-up care as a company-subsidized employee benefit, recognize that instituting programs such as **Pinch Hitter® Care** helps faculty and staff achieve balance when negotiating the competing demands of work and family. Additionally, when considering the bottom line, employers benefit by precipitating company loyalty, reducing absenteeism, tardiness, and alternative staffing costs, as well as easing employees anxiety and stress.

"We felt very comfortable leaving our children with Pinch Hitter associates; this confidence allowed us to enjoy our function without worry. A real life saver for last minute conflicts!," noted Christopher VerWys, a lecturer in the department of cognitive science at Rensselaer, and a new Pinch Hitter client.

Under the **Pinch Hitter Care** program, *A New England Nanny* handles all the details by providing a pre-screened professional caregiver for the family's emergency needs. Once enrolled, the Institute's faculty and staff can call for immediate assistance and a qualified caregiver can be dispatched to their home on short notice. The program caregivers have been recruited from the Capital District area by *A New England Nanny*, and have been screened and trained in CPR, First Aid, Child and Elder Development, Health of the Young Child, Age Appropriate Activities and Elder Care Safety.

For more information on *A New England Nanny* or their innovative **Pinch Hitter Care** program, call (518) 398-0400 or visit www.anewenglandnanny.com or www.pinchhittercare.com.

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About A New England Nanny

A New England Nanny, a GTM affiliate, is the Capital District's premier home help agency. *A New England Nanny's* expertise, experience and advice have benefited Fortune 500 corporations and local families since 1991. *A New England Nanny* provides services such as Nanny, Senior Care, and other Household staffing services. www.anewenglandnanny.com

About GTM Payroll Services, Inc.

Founded in 1991, GTM is a nationwide leader in household tax and payroll services and human resource management specializing in nanny taxes. GTM is headquartered in Clifton Park, NY. www.gtm.com

About Rensselaer

Rensselaer Polytechnic Institute, founded in 1824, is the nation's oldest technological university. The university offers bachelor's, master's, and doctoral degrees in engineering, the sciences, information technology, architecture, management, and the humanities and social sciences. Institute programs serve undergraduates, graduate students, and working professionals around the world. Rensselaer faculty are known for pre-eminence in research conducted in a wide range of fields, with particular emphasis in biotechnology, nanotechnology, information technology, and the media arts and technology. The Institute is well known for its success in the transfer of technology from the laboratory to the marketplace so that new discoveries and inventions benefit human life, protect the environment, and strengthen economic development. www.rpi.edu

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