

BUSINESS PROFILE

LADY BUG'Z LIFESTYLE ASSISTANT LTD.

It's the simple things that count

by Laurie Jones

For over ten years, Anna Erickson and Mike Alioto, owners of Lady Bug'z Lifestyle Assistant Ltd., have been helping seniors in Ladner and Tsawwassen. Passionate about what they do, the company's motto, "A little help goes a long way", is brought into every facet of their business – from running errands to helping with exercise routines to organizing a trip to the pub to watch a game.

"At one point we had expanded to service clients as far away as Kelowna, but we felt it was important to scale back and focus on operating a more personalized and community-based business right here in the City of Delta," says Erickson. "Mike does some minor handyman jobs, such as putting up Christmas trees and lights, but his primary work includes taking our male clients to doctor's appointments and helping facilitate the routines set out by their physiotherapists." She says the men are often more comfortable getting assistance from Mike, and occasionally they enjoy a "boys night out" to dinner or other activities.

Erickson says one of their most well-received programs is *Flowers with Smiles*. "Flowers Beautiful donates fresh flowers that are left at the end of a day. We make bouquets then give them to five to eight clients every week. They are ecstatic when they get flowers – even the men. At Christmas time we make homemade cookies and cards, and we also make up Christmas trees."

Beyond their work with seniors, Lady Bug'z donates six gallons of soup made from scratch to Food on the Corner, a program that offers hot soup for the homeless during the cold winter months. "This year our clients also knitted scarves for people on the street. It's a great feeling to be able to give back to the community."

Erickson notes she has had many long-term staff members on board who are equally as committed to providing caring service. "They treat their clients as though they are their own family. I can't tell you how often I get calls thanking



› Anna Erickson and Mike Alioto



Lady Bug'z for being a part of the Senior community and being there whenever we are called."

In addition to the company's 15 human employees, including Erickson's daughter, Keshia and sister, Debbie, Lady Bug'z Lifestyle Assistant Ltd. has a couple of fur family members on staff. "Molly and Shatter, our French Bulldogs, will be therapy dogs for the seniors," she says. "The dogs always bring smiles to our clients and make them feel more secure."

For more information on the full services offered by Lady Bug'z Lifestyle Assistant Ltd. go to ladybugbiz.com or call 778.242.4558. ■

LADY BUG'Z LIFESTYLE ASSISTANT LTD.

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