Amy Friesen, CEO Tea & Toast, Founder of Eldercare Planners of Canada

Amy Friesen is a Family Dynamics & Aging Strategist, speaker, best-selling author, and award-winning entrepreneur. With over 20 years in senior living and eldercare, Amy has sat with families as they make difficult decisions about care, housing, and independence. She has seen how quickly those decisions can become urgent when conversations about future care haven't happened early enough.

In 2014, Amy founded Tea & Toast, one of Canada's leading senior living navigation companies, to help families understand their care and housing options and make decisions that fit their lives. She is also the founder of Eldercare Planners of Canada, a national network of professionals helping families plan for aging and find support as their needs change. Her work has earned her Businesswoman of the Year and Forty Under 40 honours, and her expertise has been featured in national media.

Through her speaking and her work alongside families, Amy helps open the lines of communication around aging and eldercare. She draws on her firsthand experience in eldercare and family dynamics to help families better understand one another as they navigate decisions about care and housing. She teaches professionals to recognize when aging and care may be relevant to a client's plans, know what questions to ask, and bring those topics into client meetings with confidence. This helps them become a trusted resource for clients who are unsure where to start.

Across everything she creates, Amy's goal is the same: to bring clarity to the conversations families often don't know how to have.