



Helen Scherrer-Diamond
Community Outreach Director for 2 Funeral Homes
and known as the "Networking Ninja"

As the Community Outreach Director for two funeral homes, Helen Scherrer-Diamond offers a diverse and highly skilled background. Born in Philadelphia, Helen earned her degree in Business Administration and Communications at Muhlenberg College in Allentown, PA. Working at Honeywell during school vacations and an internship at IBM while in college, Helen was hired as an Administrative Assistant upon graduating, and worked directly with the IBM sales force. With IT knowledge, sales skills, and the growing Internet, Helen was recruited by PA Blue Shield, later being promoted to Supervisor over 8 older women in Group Insurance. Pursuing her career, Helen became self-employed with a marketing company, serving many small business owners in metro Atlanta. With changes in the Advertising industry, Helen accepted a position as Marketing Specialist with an agency of MassMutual. With management changes, Helen left and became an Estate Planning Rep with a local legal firm, helping families understand the importance of estate planning legal documents. Having lost her parents by age 28, Helen learned the importance of pre-planning for the inevitable. Helen's parents had all of their legal documents and funeral arrangements done. Helen obtained her Georgia Life and Health insurance license, and helps educate communities and families and individuals about planning ahead and the resources available in various industries. Helen wants to help families and individuals to "Avoid Crisis Mode" and face "The Unthinkable".

Helen is a World Traveler, having worked on an Archaeological Dig (Tel Akko) in Israel, and has visited Canada, Holland, Belgium, England, Ireland, Israel, and South Africa. Helen is a proud member of NAIPC-National Aging in Place Council, and was asked to write a chapter for their 2nd book dealing with "Difficult Conversations". She is a member of ASCNN-Atlanta Senior Care Network Niche', a member of the SRANA-Senior Resource Alliance of North Atlanta group, as well as a member of the Hadassah-Metulla group, and a patron member of JWV-Jewish War Veterans Post 112. Helen is featured on page 50 of the book "Women in Financial Transition" written by Junko Horvath, owner of Fujiyama Wealth Management. Helen is married and caregiver to David Diamond, who has Multiple Sclerosis, and she has 3 adult stepsons.