

SPOTLIGHT



a weekly feature of the Kennebunk-Kennebunkport-Arundel Chamber of Commerce

Demarest Directions

How long in business?

16 years!

Primary business/service offered?

I empower individuals in midlife and beyond to design their next chapter with strength, purpose, and vitality. My services include individual and organizational coaching, book talks and meet-the-author events, and leading retreats and community gatherings that inspire more meaningful living. I also work with organizations on succession planning and age-friendly workplace strategies, supporting employees and companies in navigating transitions.

What makes your business special?

The unique blend of real-world experience and professional expertise I bring to every client. With certifications in career change and management, leadership development, and retirement transition, I help people navigate life's many transitions. The book I coauthored, *Midlife New Life*, became the catalyst for my coaching and speaking, inspiring my work to help people design meaningful next chapters.



Best thing you sell/serve/do?

I help clients see midlife and beyond not as a time of slowing down, but as a season of reinvention. I walk the walk, having navigated my own life transitions, and I know firsthand that this stage is a journey. My mission is to help others ditch the idea of a midlife crisis and embrace midlife.

Something people don't realize about your business/services?

Did you know my work goes beyond traditional coaching? I bring women together for retreats, education, and guest speakers that inspire connection and healthier living. Retirement coaching isn't just for individuals—it supports organizations as well. Drawing on insights from our book I help people and organizations see midlife as a season of opportunity, vitality, and growth.



DEMAREST
DIRECTIONS

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