

# **Mardie Caldwell, C.O.A.P.**

## **Biography & Legacy**

Mardie Caldwell, C.O.A.P., is a nationally recognized authority on adoption and a Certified Open Adoption Practitioner. She is the founder and director of Lifetime Adoption (est. 1986) and Nationwide Adoption Services, owning one of the largest adoption agencies in the nation. A pioneer of adoption online, she launched one of the first adoption websites in 1997. From the earliest days of the movement, she was one of the first advocates of Open Adoption, shaping its acceptance nationwide. Her expertise has been sought by lawmakers: she was invited by a California State Senator to present testimony before the California State Assembly, contributing to the passage of two adoption laws designed to make adoption safer and more ethical. She has also served as an expert witness in contested adoption cases and is a frequent public speaker at adoption conferences, women's leadership events, and family-focused seminars. As an adoptive mother, Mardie understands the heartbreak of infertility and the lifelong joy of parenting an adopted child. She is also known for her philanthropy and humanitarian work, extending her compassion to projects in the United States, the Far Bahamas, Uganda, and Mexico.

## **Key Achievements**

- Founder and Director of Lifetime Adoption and Nationwide Adoption Services
- Owner of one of the largest adoption agencies in the nation
- Pioneer of adoption online – launched one of the first adoption websites in 1997
- Early advocate of Open Adoption
- Invited to present testimony before the California State Assembly – contributed to two adoption laws
- Expert witness in contested adoption cases nationwide
- Public Speaker at adoption, family, and women's leadership events
- Humanitarian and philanthropic projects in the U.S., Far Bahamas, Uganda, and Mexico

# **Media Appearances**

## **Television – National & International**

- The Today Show
- ABC News
- NBC News
- CBS News
- MSNBC
- BBC
- Larry King Live
- CNN Headline News
- CNN Black In America II
- CNN The Campbell Brown Show
- Ricki Lake
- Dr. Laura (Radio & Television)
- The Marie Osmond Show
- Fox Network
- Family Life (27 markets)
- C-Ban (Five Million Viewers/Listeners)

## **Television – Regional & Local**

- KOVR – Talk Show
- KXTV
- San Francisco Channel 7
- SF Channel 7
- Alabama Channel 2
- Concord, California Channel 42
- Queensbury, NY – Channel 8
- Los Angeles, CA – KSTV
- Panama City, FL
- Blue Field, WV

## **Radio Interviews & Hosting**

- Radio Talk Show Host – SiriusXM Radio
- Radio Talk Show Host – KFIA AM Talk Radio
- Host of “Let’s Talk Adoption”
- Wisdom Radio
- Ken Hamblin “The Black Avenger” Show
- KGO Newstalk Radio

## **Podcasts & Internet Broadcasting**

- Started her own podcast in 2010

- Featured on Wisdom Network and multiple online platforms

## **Print & Publications – National & International**

- U.S. News and World Report
- USA Today
- Wall Street Journal
- Parenting Magazine
- Adoptive Families Magazine
- iParenting Media
- Parade Magazine
- Lifetime Magazine
- Guide to Kids' Health Magazine
- Pacific Bell's Solutions Magazine (California)

## **Print & Publications – Regional & Local**

- Sacramento Magazine
- The Sacramento Bee
- The Grass Valley Union
- Auburn Journal
- Birmingham Magazine
- Birmingham Independent
- Colfax publications
- Vacaville publications
- Featured Writer for Nevada County Destinations Magazine
- Newspaper columns nationwide

## **Books**

- Author of five adoption books, including award-winning titles
- Author of the best-selling children's book on cancer: "Ellie, The Brave Bald Fairy"
- Contributions to: The Adoption Handbook (Focus on the Family), Touched by Adoption, Are Adoption Policies Fair?, Sacramento Family Resource Guide

## **Awards & Recognition – National**

- Rising Star Award – Publishers Weekly
- Benjamin Franklin Award
- iParenting Media Award

## **Awards & Recognition – Regional & Industry**

- Best Small Business Award – U.S. Small Business Administration, Northern California
- Women Helping Women Award – Soroptimists International