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# ST. LOUIS **Times** Express®

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**Dear John Rothbarth,**

Unless you've been asleep, on vacation, or on mental autopilot you're probably aware that 2006 has arrived. My first request of the year to all Express readers is that you get busy submitting your employment opportunities, calendar items and continuing educational courses for professionals to us so that they get included, free of charge, in future issues. The qualitative value of *St. Louis Times Express* is directly related to the contributions provided, so do your organizations a favor and get your listings in.

The *St. Louis Times Express* is a free monthly business-to-business e-newsletter published on the 15th of each month for the purpose of enriching the marketing and communication resources of all organizations and individuals who serve the St. Louis baby boomer / 60+ population.

In order to add as much value as possible to our subscriber base, please submit your *St. Louis Times Express* calendar item(s) and job vacancies or volunteer opportunities by replying to this e-mail. Your submissions will be included free of charge in the next issue. And, by all means, forward the *St. Louis Times Express* to anyone whom you believe might benefit from reading it.

## The Marketplace

### Ads Target Empty Nests and Full Wallets



When Fidelity Investments signed Paul McCartney as its spokesman last fall, pop culture critics chortled. The former Beatle who once sang "I don't care too much for money; money can't buy me love" was about to sing the praises of financial planning.

Marketing experts recognized the business deal as a major coup for Fidelity. The financial services company had just hired the ultimate baby boomer icon to talk to 77 million boomers thinking about what to do next in their lives. Though marketers still covet the 18-to-49 age group in this youth-obsessed culture, a growing number of companies realize that fifty-something consumers offer

a lucrative business opportunity they can't afford to overlook.

"Until now, companies have either ignored the fifty-something crowd or lumped it into the 'senior' market," said Matt Thornhill, president of the Boomer Project, a consulting firm in Richmond. "Neither approach will work with boomers."

There are too many boomers, with too much money, for marketers to discount them. The 50-plus crowd is the fastest-growing market segment, according to Brent Green, author of *Marketing to Leading-Edge Baby Boomers*. Americans 50 or older make up 38 percent of the population. They'll account for 47 percent by 2020.

They also have money to spend, especially now that many are empty nesters eager to indulge themselves, Green said. Their households control \$750 billion in discretionary income and outspend younger adults 2- to-1.

*Marketing experts say companies need to know how to tug at the heartstrings of Americans over 50, because emotional appeals work better with that generation than a recitation of facts.*

Yet marketing experts say companies won't be able to reach fiftysomethings the same way they have appealed to previous generations of seniors, with gray-haired models showing the frailties of old age. "Boomers will do aging on their own terms," Thornhill said. "At every stage in their lives, boomers have done it differently from their parents' generation. They won't be retiring so much as they'll be reinventing themselves."

Marketers have long presumed that they'd be wasting advertising dollars on older consumers, figuring that they were reluctant to try new things. But recent research has found that boomers are as willing as younger adults to change brands.

A study by AARP discovered that brand devotion varies more by product category than age. "Yes, I have my favorite toothpaste. But other than that, I'm wide open for suggestions," said Chuck Nyren, 55, the author of *Advertising to Baby Boomers*. "Why do ad execs believe boomers don't switch brands?" Advertising agencies often ignore or misread boomers' preferences because most of their creative people are too young to understand that generation, Nyren said. "The agencies better hire more boomers if they want to reach them."

That's what marketing executive Priscilla Wallace did this fall when she launched a New York-based service called Boomertising. The boomer-to-boomer marketing business proclaims on its website: "It takes a boomer to sell to a boomer," and Wallace adds for emphasis, "We have no interest in pitching products and services to the youth market." Marketing experts say companies need to know how to tug at the heartstrings of Americans over 50, because emotional appeals work better with that generation than a recitation of facts.

Boomers over 50 will spend \$57 billion on travel this year, and unlike their parents, they're seeking adventure, not relaxation. National Geographic Expeditions, which organizes more than 100 trips to exotic places each year, has positioned itself to serve boomers with wanderlust. Its advertising shows

vacationers kayaking, hiking and snorkeling. "Our Expeditions program is a natural extension of the National Geographic brand, and there's been a strong demand for it," said Lynn Cutter, senior vice president for travel. "Business has climbed 35 percent in the last year." Now that a third of boomers over 50 are empty nesters, marketers are trying to capitalize on that lifestyle by helping couples adjust to smaller households.

Pillsbury's "Cooking for Two" campaign promotes meals packaged for two. Its spokeswoman is baby boomer and Olympic figure skating champion Peggy Fleming. "Our advertising celebrates this stage in life and portrays it as a chance for couples to reconnect and try new things," said senior public relations manager Marlene Johnson. "Its optimism really resonates with boomers." The boomer-oriented campaign helped Pillsbury grab the top spot in biscuit and dinner roll sales four years after entering the \$725 million-a-year frozen baked goods business, she said.

Boomers are getting older, but they aren't going down without a fight. Many are splurging on themselves to keep looking good. The only problem is finding clothes designed for their midlife shapes. Specialty retailers are coming to their aid, selling fashionable clothing to women who fall somewhere between stick-thin waifs and mature matrons. It's been called "boomer chic."

"The biggest success story is Chico's, which has mastered ageless retailing," said Candace Corlett, a principal at WSL Strategic Retail. "Chico's is smart enough not to mention age. It talks about 'looser-fitting clothes that are trendy but not embarrassing.'"

When 77 million boomers were infants and teenagers, they created the youth market and made successes of brands like Gerber and McDonald's. Now that half of them are past 50, they're compelling companies to cater to an older market, too.

## Communication/Advertising Tips

### **New Campaign Urges Baby Boomers to 'Give Back'**

With the baby boomer generation celebrating its milestone 60th birthday this month, the Harvard School of Public Health and MetLife Foundation have launched a national media campaign to promote healthy aging, reshape cultural attitudes toward the older years, and encourage boomers to volunteer their time, skills, and experience to help strengthen local communities.

The campaign also will challenge the Hollywood creative community to re-think current portrayals of older people in film and television. In the campaign's first TV ad, music impresario Quincy Jones declares: "They say when you're over the hill, that's when you pick up speed. The 'silver foxes' are the greatest force out there. [They've] got so much to give, so much to say." Quincy encourages boomers to "share what you know" by volunteering as mentors to at-risk youth.

Thanks to advances in public health and medicine, the average 60-year-old boomer can expect to live to the age of 83, and millions will continue well into their 90's. This longevity revolution has spawned a new, largely unrecognized stage of life, nestled between middle-age and old-age, spanning the period from 60 to 80. As Boomers enter their 60s, they will confront the questions "What's next?" and "What do I want to do with the rest of my life?"

Employing a combination of news coverage, advertising, and prime-time entertainment programming, campaign messages will encourage a “balanced portfolio” of priorities for this new stage of life that makes room for community involvement as well as work, family, leisure, travel, and lifelong learning.

*“Baby boomers have an important opportunity to re-define aging and the productive role that people can play in later life by becoming involved in our communities”*

The campaign is an outgrowth of a major report, “Reinventing Aging: Baby Boomers and Civic Engagement,” published in June 2004. This report is available online at [www.ReinventingAging.org](http://www.ReinventingAging.org). Organizations participating in the initiative include AARP, Civic Ventures, the Corporation for National & Community Service, Experience Corps, Generations United, The National Council on the Aging, Points of Light Foundation & Volunteer Center National Network, and Temple University Center for Intergenerational Programs.

“This campaign is a call-to-action for all sectors of society to develop plans for tapping the time, energy, and talents of millions of older boomers to strengthen local communities,” said Jay Winsten, Associate Dean of the Harvard School of Public Health and Frank Stanton Director of the School's Center for Health Communication.

“We need new language and new images that portray healthy and productive aging. Who better than the boomers, who have changed almost every social institution they have encountered, to re-invent aging and give new meaning and purpose to our later years?” asked Susan Moses, deputy director of the Center for Health Communication and co-director of the campaign.

“Baby boomers have an important opportunity to re-define aging and the productive role that people can play in later life by becoming involved in our communities,” said Sibyl Jacobson, MetLife Foundation President and CEO. “We are pleased to support this Initiative, which is stimulating thinking about the impact that boomers can have on our society as they reach retirement and the benefits they will receive from volunteering.”

## Technology

### Intel Chairman Puts Tech to Work for Seniors

Intel Chairman Craig Barrett is using his golden years to become an evangelist for technology to help senior citizens, leading his company to a prominent role in a small but growing field tackling the needs of an aging nation.

Barrett, 66, gave a keynote address recently at the once-a-decade White House Conference on Aging in Washington, one of several high-profile roles he has taken recently involving



health care technology. He called on the federal government to provide more research money and reduce regulations for new medical technologies to help older people receive better care and remain independent longer.

“We have to do something different. The current method is not sustainable,” Barrett said of the rapidly rising cost of U.S. health care. “And if you have to do something different, then you have to think differently, and what we’re suggesting is you can think differently by using technology in an entirely different way.”

Barrett and Intel have tried to do that, helping form the Center for Aging Services Technology, a consortium of 400 companies, universities, associations, and long-term care providers. In a sprawling exhibit at the conference in a Washington hotel, the group displayed 50 prototypes and early-stage products — from a robotic assistant called “Nursebot” to an interactive, Web-enabled medicine cabinet.

*Barrett has made health research a priority at the company, saying it fits with Intel’s strategy of identifying new ways to use technology.*

Some of the technology is expensive. It costs about \$4,500 to outfit a home with wireless sensors in one Intel project: A personal computer and the internet are used to allow doctors and relatives to check on a range of activities by a senior living alone. It tracks such things as whether medications have been taken to how many steps the person has walked since waking up, said Eric Dishman, chair of the Center for Aging Services Technology.

Prices should come down significantly in the future, he said, and those costs would be weighed against the sky-high price of medical care. “If you look at a condition like Alzheimer’s, keeping somebody in their own home for one to three days could pay for the cost of the technology,” said Dishman, who also heads Intel’s Health Research and Innovation Group.

Barrett has made health research a priority at the company, saying it fits with Intel’s strategy of identifying new ways to use technology. Barrett is an older adult himself, moving from chief executive officer to board chairman earlier this year because of a company policy requiring CEOs to give up their post at 65. But he said his own age has nothing to do with his recent work on technology for the aging, although he joked to the conference’s opening session that he was the oldest of the six keynote speakers. Barrett said he was motivated by experience dealing with the medical needs of an older family member.

“You can look around you and see what happens and see the costs associated with it and see the impact,” Barrett said after leading a large media tour of the conference’s technology exhibit.

Barrett also has been spearheading an effort by high-tech executives to make greater use of information technology in health care, particularly through electronic records. He was appointed in September by Health and Human Services Secretary Michael Leavitt to a new public-private commission to set federal standards for exchanging health care data.

Intel’s involvement in the field came as an outgrowth of social science research it did in the United States, South America, and Europe beginning in 1999.

Although it was designed to look at how people might use entertainment technology, those older than 45 in the project told researchers that their biggest needs were dealing with health care for themselves or older relatives, said Dishman, one of the researchers.

He made a video about the need and started showing it to Intel executives. The company provided seed money for the health research group about three years ago, Dishman said. The size of the market is hard to quantify, but there are 600 million seniors worldwide, a figure expected to double to 1.2 billion over the next 20 years, he said. Most of them are in developed nations, such as the United States, where the first of 78 million baby boomers will turn 65 in 2011.

Unlike today's elderly, many of those aging Americans are familiar with computers and cell phones, which can be embedded with sensors and other technologies to help with health care needs, Dishman said.

One project by Intel involves what one senior dubbed "caller ID on steroids." It's a computer interface for people with growing memory loss that displays not just an incoming caller's number, but a picture and other information. Intel is expanding a pilot program of technology for Alzheimer's patients from 24 households to a study of 300 homes over the next five years, Dishman said. "If you can make these technologies work for frail people who are losing their memory, they're going to work really well for the rest of us," Dishman said.

## Calendar & Entertainment Highlights

- **Thursday, January 19, 2006:** 6:30 – 8:30pm  
*Living with Change: Caring for a Loved One.*  
 Presented by the Alzheimer's Association, this event will be held at Brooking Park, 307 S. Woods Mill Rd., Chesterfield. For more information or to RSVP please call Robyn at 314-576-5545.



- **Friday, January 20, 2006:** 12:00 - 1:00pm *Lunch and Learn.*  
 Stefanie Osiek of Memory Home Solutions, Dr. Ann Steffen and Dr. Judy Gant of the University of Missouri - St. Louis Caregiver Study, and Dr. Helen Lach of the Saint Louis University Safety Study will present an overview of their programs at a Lunch and Learn education session. Simply bring your lunch and join us. Class will be held at the St. Louis Alzheimer's Chapter Office at 9374 Olive Blvd., St. Louis.
- **Saturday, January 21, 2006:** 7:00pm *St Louis Imperial Dance Club.*  
 Taught by Sherry Martin & Dan Malcom. Dancing from 7:30pm – 11:00pm; DJ Larry Wheelis with video taping available as you dance. Held at K of C Fatima Hall, 1214 Tesson Ferry Road off Howdershell. For more info call 314-423-1933 or visit us at [slidc.com](http://slidc.com).
- **Tuesday, January 24, 2006:** 9:00am - 12:00pm *Basic Dementia Care.* Offered by the Alzheimer's Association Education Institute, this class covers Alzheimer's disease & other dementias, communication, addressing behaviors & activities of daily living. It will also give you tools to promote successful relationships with persons with dementia &

their families. This class is ideal for our volunteers who are home care, assisted living, and facility- based staff. Classes will be held at the St. Louis Alzheimer's Chapter Office at 9374 Olive Blvd., St. Louis. The normal tuition of \$25 per person will be waived for active association volunteers. Call Jennifer at 314-801-0414 for the current topic and to register.

- **Tuesday, January 24, 2006:** 6:30pm *Medicare 2006: This Year It's Different*, presented by Bill Hunot of AG Edwards at Brooking Park, 307 S. Woods Mill Rd., Chesterfield. For more information or to RSVP please call Robyn at 314-576- 5545.
- **Thursday, January 26, 2006:** 2:30 - 4:00pm *Free or Low Cost Community Resources*. Alzheimer's and related dementias often affect people living on fixed incomes or with limited resources. This session will highlight free or low cost services available locally. The event is sure to be a wonderful tool for support group facilitators, health care professionals, and anyone seeking new ways to serve families.

**Friday, February 3, 2006:** 9:00am - 12:30pm. *The Medicaid Maze*, presented by Purcell & Amen, LLC at Garden Villas Retirement Community, 13590 S. Outer Forty Rd., Town & Country. Free CEU's for SW's, NHA, and certified case managers. Topics of interest include a panel discussion on Medicaid, caregiver concerns and issues, options for financing, new legislation, and more. There is no cost to attend but registrations are required and must be submitted by January 27, 2006. To register send an email to [glee@yourestatematters.com](mailto:glee@yourestatematters.com) or call 314- 966-8077 Ext. 133.

**Monday, February 13, 2006:** 7:00pm - 8:30pm *Care Partners of St. Louis Psychiatric Care Management* will be hosting free support groups for family members and anyone caring for an adult with a mental illness, on the second Monday of each month at the Brentwood Parks and Recreation building located at 2505 South Brentwood Blvd. 2006 dates are as follows: Jan.9, Feb.13, March 13, April 10, May 8, June 12, July 10, Aug. 14, Sept. 11, Oct.9, Nov. 13, and Dec. 11. For more information call 314-647-4635.

**Thursday, February 16, February 23, March 3, 2006:** 6:00 - 8:00pm. MU Extension teams with St. Louis County Health Department to offer free classes for county residents with diabetes. St. Louis – Do you have diabetes or know someone who does? Then you know how challenging it can be to choose and prepare foods low in sugar, fat and sodium. “Dining with Diabetes” is a three-class series designed to teach healthy food choices for people with diabetes, healthy versions of familiar foods that are easy to prepare, and cooking techniques that use new or more healthful ingredients. Classes are free and will be held at Holy Cross Lutheran Church, 13014 Olive Blvd., Creve Coeur. Class size is limited to 35. St Louis County residents may register by calling the St. Louis County Extension Center at 314- 615-2911. The registration deadline is February 10. For a brochure visit <http://extension.missouri.edu/ecregion/diabetes/>.

- **Tuesday, February 21, 2006:** 10am - 12pm *Working with High Risk Families / Abuse & Neglect Seminar*. Join speakers from the Division of Health and Senior Services for what has proven to be one of our best events of the year. Sadly, the elderly are common targets for elder abuse, neglect and financial exploitation in the community and in institutions. Persons with dementia are at an increased risk of becoming victims. Learn what to look for and how you can help. Seminar will be held at the St. Louis Alzheimer's Chapter Office at 9374 Olive Blvd., St. Louis.
- **Thursday, March 2, 2006:** 5:30pm to 7:00pm or **Monday, March**

**6, 2006:** 11:30am to 1:00pm *Public Policy Issues Training*. Whether you are preparing for Memory Day or just want to learn the latest issues in elder care, stop by for a session on this year's advocacy issues. Learn our 2006 public policy platform and update yourself on the most critical issues affecting seniors and individuals with AD. This is ideal for existing volunteers, as preparation to volunteer as an advocate, or for anyone who is attending Memory Day. Pizza will be served. Training will be held at the St. Louis Alzheimer's Chapter Office at 9374 Olive Blvd., St. Louis.

**Tuesday, March 7, 2006:** 9:00am - 12:00pm *Basic Dementia Care*. Offered by the Alzheimer's Association Education Institute, this class covers Alzheimer's disease & other dementias, communication, addressing behaviors & activities of daily living. It will also give you tools to promote successful relationships with persons with dementia & their families. This class is ideal for our volunteers who are home care, assisted living, and facility-based staff. Class will be held at the St. Louis Alzheimer's Chapter Office at 9374 Olive Blvd., St. Louis. The normal tuition of \$25 per person will be waived for active association volunteers. Call Jennifer at 314-801-0414 for the current topic and to register.

**Tuesday, March 14, 2006:** 8:00am - 4:30pm *Memory Day in Jefferson City, MO*. If you have never traveled to the Missouri Capitol to meet your legislators and have your voice heard, then there is no better time than now. Join us for our annual advocacy visit to fight for the rights of seniors and critical issues in Alzheimer's disease and research. Transportation pickup is provided from a variety of areas (Southeast MO, St. Charles, Olivette, St. Louis City, Chesterfield) and training is provided en route. Please include \$15 for transportation and lunch. For more information call 314-432-3422.

**March 21, 2006:** 12:00 - 1:00pm *Caregiver's Testimonial*. Come hear the firsthand testimonial of a former family caregiver as she recounts her families journey after her husband was diagnosed with Alzheimer's Disease. The presentation is held in partnership with the West County YMCA at 16464 Burkhardt Place, Chesterfield, MO 63006. To register, please call Jennifer at 314- 801-0414 or Carla at 636-532-6515 x270.

**Saturday, April 8, 2006:** 9:45am. *The Spirit of St. Louis Marathon presents the Mature Mile*. The Spirit of St. Louis Marathon Family Fitness Weekend has fitness events for people of all ages and abilities. Saturday's events all take place in beautiful Forest Park and include the nationally recognized Read, Right, & Run Marathon for elementary and middle school students, a 5k run, children's fun runs, and the second annual Mature Mile. The Mature Mile is more than just a one day event. It challenges people 60 and over to train for and walk one mile. Participants receive a training schedule based on their current fitness level that will have them ready for the big day. Cardiovascular exercises such as walking are vital in living a long and healthy life. Those fitness enthusiasts for whom one mile is not enough of a challenge are encouraged to participate in either the 5k, the marathon, or the half-marathon, the latter two of which start and finish in downtown St. Louis on Sunday, April 9. For more information call 314-727-0800 or visit [www.stlouismarathon.com](http://www.stlouismarathon.com).

**To submit calendar and entertainment items for future issues of the *St. Louis Times Express*, please send all requests by email to [express@stlouistimes.com](mailto:express@stlouistimes.com).**

## Employment & Volunteer Opportunities



**BJC Hospice** is looking for volunteers. "If you want to experience the most rewarding work that you've ever done," says Dolores Schulte of Florissant, "try volunteering with families like those I've helped." Schulte, now 75, is a hospice volunteer for BJC Hospice and has been for seven years. She visits with adults in hospice care in their home to give their caretakers (usually other family members) a chance to go to the store, run other errands or take some needed time for themselves. If you think you would enjoy this type of volunteer opportunity, one that is flexible to your availability, and with a commitment as small as one time a month, please call Sherry Messinger at BJC Hospice to set up an interview at 314-953-1762.

**Professional Home Health** is seeking candidates to fill newly created positions including full/part-time case management RN, physical therapists and physical therapy assistants. Ideal candidates should possess excellent communication, decision making and multi-tasking skills and a desire to truly make a difference on a daily basis. Interested candidates may fax resume to 636-946- 5039 for consideration.

- The Estate Planning and Elder Law Firm of **Purcell & Amen** has an immediate opening in their Sunset Hills office. The position requires knowledge of Vendor Medicaid and requires the ability to work in a team environment. The individual must possess outstanding organizational and customer service skills. Marketing experience is a plus. Further responsibilities will include involvement with asset protection planning and the preparation and submission of Medicaid applications. If you are interested in applying for this full-time position, please send a cover letter and your resume to: [DPurcell@YourEstateMatters.com](mailto:DPurcell@YourEstateMatters.com).
- **St. Andrew's At-Home Services** is looking to add a Program Manager to our team. Qualifications include a degree in marketing, communications, business, or related field, and previous home care experience. Must possess ability to work in a team environment and have organizational and time management skills. Please send cover letter and resume to Toni Vaughn: St. Andrew's At-Home Services, 6633 Delmar, St. Louis 63130 or send email to [tvaughn@standrewsl.com](mailto:tvaughn@standrewsl.com).
- **The National MS Society**, Gateway Area Chapter, seeks a Care Manager (full-time) to become a vital member of the Programs Department. Responsible for implementing and managing our new in-home care management program for individuals with MS; administer baseline and long-term outcome assessments; and provide case management support at chapter-affiliated MS Centers. Bachelor's degree in related field with 3-5 years practical experience in hospital social work or case management (prefer Master's degree in social work, human services, or related field). Knowledge of community resources is essential. Strong oral and written communication skills and proficiency in Word & Excel, preferred. Competitive benefits. Salary: mid-\$30's. EOE M/F/D/V. Send resume to Program Director, 1867 Lackland Hill Parkway, St. Louis 63146, fax to (314) 781-1440 or

[info@gatewaymssociety.org](mailto:info@gatewaymssociety.org).

- Do you know someone who recently had a fractured hip or hip replacement surgery? Many of these patients do not return to full function. Researchers at **Washington University School of Medicine** are conducting studies for seniors age 65 and older who had hip surgery within the past four months. They are investigating the effects of exercise combined with testosterone replacement therapy on improving physical function and bone density. Patients who lived independently in the community before the surgery are eligible to participate. Transportation to the medical center is available at no charge. For more information call Toni at 314-286-2716.
- **Right At Home of St. Louis** has immediate positions open for Caregivers, C.N.A.'s, Live-ins and LPN's. Right at Home services the St. Louis and St. Charles Metropolitan areas. All we do is Private Duty! Day, Evening, Overnight, Weekend and Live-In shifts available. You name it, we have it! Come work for the fastest growing and most extraordinary home care company in the St. Louis area! Must be at least 21 years of age to apply. Retirees welcome! Walk-ins accepted to fill out employment applications between 10am – 3pm M-F at 10411 Clayton Rd. Suite 209 in Le Chateau Village. Or, fax resume to: 314-567- 5354. Email: [Jennifer@rightathome-stl.net](mailto:Jennifer@rightathome-stl.net). Employment Hotline with directions and more information: 866-732-8020.
- **Jewish Family & Children's Service** is seeking a part-time Social Worker, 19-25 hours per week. LCSW, skilled in DSM-IV diagnosis, to conduct home based assessments and case management for the elderly. EOE M/F/D/V. Send resume to: Martha Kreipke, Jewish Family & Children's Service, 10950 Schuetz Road, St. Louis 63146.
- **The St. Louis Arc** provides the highest quality services to help individuals with developmental disabilities and their families achieve their goals. Be an innovative force of positive change in the lives of others! We value dedicated employees and we are currently seeking Direct Support Professionals to support individuals in both their homes and in the community. We offer schedules that may be arranged to meet your needs; a chance to show creativity in assisting individuals with developmental disabilities as they learn new skills; a competitive salary; excellent benefits; and on-the- job training. Visit our website at [www.slarc.org](http://www.slarc.org). Resumes can be sent to [vamsinger@slarc.org](mailto:vamsinger@slarc.org) or faxed to 314-569- 0778. Please put "HR-Times" on all correspondence.
- Over 55? Looking For Work? **Mid-East Area Agency on Aging** seeks qualified applicants for an exciting paid job-training program. Title V, or Senior Community Service Employment Program, is a part-time, temporary training program. It is for those 55 and older who live in the counties of St. Louis, Jefferson, Franklin, and St. Charles. Income for the past 12 months may not exceed \$11,962 for a one- person household or \$16,037 for a two-person household. Program participants are assigned at a not-for-profit or public agency 20 hours a week in training positions matching their skills and interests. Call Sherri Wahlig or Joan Pate 636-207-0847 or toll- free 800-AGE-6060.
- Are you 55 years of age? Can you volunteer at least a few hours every week? Enjoy working with others to solve community problems? If you said yes to any of these questions you are a good candidate to become an RSVP volunteer in the **RSVP Program of Cardinal Ritter Senior Services**. RSVP is a nationwide volunteer program that invites adults age 55 and over to use their life experience and skills to answer the call of their neighbor in need. RSVP volunteer's tutor and mentor children, counsel small business, assist at health clinics and teach other seniors to use the Internet. Others distribute food to the homeless or

volunteer at a variety of one-time community events. They want to keep active in ways that make a difference for those in need. Last year this nationwide program tutored more than 100,000 kindergarten through 12th grade students. The volunteers also distributed nearly 40 million pounds of food, feeding over 2.5 million people and provided health care services to more than 5 million individuals. Cardinal Ritter Senior Services has administered this program locally since 1971 and has 150 sites in which people can volunteer. For more information on how you can make a difference in someone's life please contact Amy Klosterman at 314- 918-2294.

- **Financial Freedom Senior Funding Corporation**, a subsidiary of IndyMac Bank, F.S.B., is looking to add Reverse Mortgage Specialists. As a Reverse Mortgage Specialist, you will be responsible for the business development and loan production within an exclusive marketing territory. Your daily activities will include meeting with seniors to advise them on how our financial products may meet their financial needs, building a professional referral network, administering your territory's marketing program, making group presentations to financial professionals and senior groups, and following-up on leads both self-generated and company provided. You will report directly to the Regional Manager, Alice Miceli. Requires a B.A. or B.S. degree in business/finance/marketing or equivalent experience. Must have excellent written communication and interpersonal skills, computer proficiency, and experience with contact management software. A highly professional appearance is a must. Send resumes to [amiceli@financialfreedom.com](mailto:amiceli@financialfreedom.com).
- **Home Helpers** is currently seeking a full time Director of Marketing. The person in this position is responsible for spearheading the marketing efforts for the company. Anyone interested should send their resume to Barth Holohan at 200 S. Hanley Road, Suite 509, St. Louis, MO 63105, fax to 314-863- 9918, or email to [Barth@HomeHelpersCare.com](mailto:Barth@HomeHelpersCare.com).
- **Bi-Lingual International Assistant Services** seeks social worker (MSW/LCSW) for 30-40 hours/week, who is willing to deliver services to elderly and frail adults in the City and County of St. Louis. This opportunity requires the ability to work independently, great work ethics and flexibility to provide services to various ethnic minorities, access to transportation, counseling and case management skills and knowledge of resources within the community. Specialization in gerontology or a mental health field is a plus. Please, come and join our team. To schedule an interview, contact Julia Ostropolsky, e-mail [juliaostropolsky@cs.com](mailto:juliaostropolsky@cs.com).
- There is an urgent need for "relational volunteers" usually 50 years and older to "befriend" a lonely nursing home resident. The purpose of **The Senior Connections Program** is to address the needs of senior populations, particularly those who are socially isolate and institutionalized, as well as those seniors who are living independently and still have much to give but nobody to give to. The program training is free of charge to the volunteers. In almost all cases the quality of life is improved for all concerned. The next training is Saturday, November 19, 2005 from 8:30am – 1:30pm at 5401 S. Kingshighway at the Kingshighway Baptist Church. For more information call Stephen at 314-727-9202 or email [suzsanne@prodigy.net](mailto:suzsanne@prodigy.net). We look for a relational volunteer to make minimally a one-year commitment to their new friend.
- **RN with over 15 years of nursing experience**, a BS in Nursing

and a M.Ed. is available for part-time evening or weekend job opportunities. If interested please contact Lorraine at 314-313-0834.

- **Beautiful senior living community seeking an RN for Assistant Director of Nursing (ADON)** with excellent leadership and communication skills for our 120 bed skilled nursing facility. Responsibilities include supervision and direction of professional staff in resident care, restorative nursing and quality assurance programs. We offer an excellent salary and benefit package. Please send resume to: HR Director, Friendship Village of West County, 15201 Olive Boulevard, Chesterfield, MO 63017. (636) 733-0145 – fax; (636) 733-0157 – phone. EOE.
- **Missouri geriatric social workers.** Please help! There is an urgent need for social workers with experience in working with geriatrics and Alzheimer's patients to assist with assessment of Gulf Coast residents. This is a volunteer position for up to one week with food and shelter provided. There is anticipated to be a need for these volunteers for up to eight weeks. Please contact Barbara Dobrosky directly at [barbara.dobrosky@alz.org](mailto:barbara.dobrosky@alz.org) or call 601-497-7584. This relief effort is being coordinated by the Alzheimer's Association and the Area Agency on Aging of the Gulf Coast.
- **Odyssey Healthcare** seeks a Patient Care Manager (PCM). Ideal candidate would have a minimum of 5 years of supervisory experience with at least 1 year in hospice as an RN. Good assessment skills required, home health or hospice background preferred. Please contact Joe Miller at 314-991- 6693.
- The **Saint Louis County Department of Human Services County Older Resident Programs (CORP)** needs volunteers to assist older adults with a variety of services, including transportation to doctors, grocery shopping and respite (relief time for caregivers). Retired professionals are needed to provide free income tax assistance, non-litigation legal consultations and notarize documents. Administrative volunteers are needed to set up income tax appointments and assist in CORP's Legal Services and Home Care and Repair offices. CORP volunteer positions are located throughout St. Louis County. Training and mileage reimbursements are offered, as well as flexible hours and short-term commitments for some positions. CORP services are available free of charge to St. Louis County residents, 60 years and older, who live independently in the community. For information regarding CORP volunteer opportunities and/or services, please call 314/615-4516, TTY 314/615-4425, or email [esherman@stlouisco.com](mailto:esherman@stlouisco.com).
- **Mid-East Area Agency on Aging** seeks Job Developer/Computer Lab Assistant. Description: Works with program service area participants and employers to develop unsubsidized placements for participant in the Senior Community Service Employment Program (Title V). Coordinates computer labs and class scheduling. Assists program coordinator with preparing lesson materials for Title V computer classes as needed. Acts as assistant to Title V coordinator and assists with that person's duties as assigned. The Senior Community Service Employment Program (Title V), provides training for subsidized, limited-term employment for people 55 and over. Participants must meet income guidelines and live in St. Louis, Jefferson, Franklin or St. Charles counties. MEAAA administers this program. Requirements: Education and Experience: High School education. Knowledge, Abilities, and Skills: General filing, filing personnel files, copying and typing as needed. Ability to effectively interact with agency personnel, computer lab students and the general public. Basic computer skills, excellent telephone etiquette, organizational and people skills required. Hours: 24 per week. Contact:

Sharon Clark Posley, Title V Coordinator, 636-207-0847, ext 117.

- **Autumn View Gardens – Ellisville** has an immediate position for a full time Director of Nursing (RN or LPN) for our Assisted Living Community. Qualified applicants should have a minimum of two years experience in geriatric nursing and proven management abilities to carry out the goals, policies, and procedures of the organization. Excellent salary and benefit package as well as a wonderful working environment. If interested in this position please send resume to Cathy Krege at 16219 Autumn View Terrace Drive, Ellisville MO 63011 or fax to 636-458- 0189.

**Washington Univerisity** has a PREP Project - Parents & Children Preparing for Aging - that is looking for people age 60 and over to participate in an education program and research project that looks at how families make decisions together as parents grow older. In this project families learn what issues they'll need to address as parents age; whether parents and children agree on plans for the future; how to communicate on important decisions; and what community resources are available. To participate you should be at least 60 years old, be unmarried (widowed, single, etc.) and have at least 2 adult children in the St. Louis area. The project involves filling out a brief mail survey and then coming to Washington University with your children (at any time you choose) to discuss your answers with each other. The total time for the project is less than two hours. You and your family will be paid \$80 in total for your participation. If you are interested, or for more information, please contact Dr. Brian Carpenter, PREP Project, at 314-935-6173 or send an email to [aging@artsci.wustl.edu](mailto:aging@artsci.wustl.edu).

**To submit employment and volunteer opportunities for future issues of the *St. Louis Times Express*, please send all requests by email to [express@stlouistimes.com](mailto:express@stlouistimes.com).**

## ***St. Louis Times FUNFEST***

John Rothbarth /  
Publisher  
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Please join us this year as we enter our seventh year of hosting *St. Louis Times* FUNFEST Events. They run from 9am - 1:30pm and have an average attendance of 700 people per event. Free and open to the public, each *St. Louis Times* FUNFEST Event offers live entertainment, line dancing, exhibitor booths, health screenings, free doughnuts and popcorn, and lots and lots of prizes! for information on how you can participate, please call John Rothbarth at 636-225-2442.

### **The 2006 *St. Louis Times* FUNFEST Schedule of Events, Themes and Locations**

- March 1, 2006 - Country Western - Harrah's Casino
- June 7, 2006 - Hawaiian Luau - Orlando Gardens (South)
- September 6, 2006 - 50s-60s Rock 'n Roll - Florissant Community Center
- December 6, 2006 - Holiday/Christmas - Missouri History Museum

## ***St. Louis Times***

John Rothbarth /  
Publisher



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