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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

With 'Spring Fever' right around the corner, it's as good a time as any to ready yourself and your organization for an annual 'Spring Cleaning'. My suggestion -- find yourself a quiet, private spot, somewhere that means something special to you, take along a favorite beverage and snack, a blank pad of paper and pen, and prepare yourself for a few comfortable hours of uninterrupted solitude away from your workplace (during non-working hours of course). Then, without thinking, be silent, breathe slowly, and connect to that voice within. In short order, you may find yourself beginning to put words and thoughts down upon your pad of paper. Let the ideas flow without interruption, and allow them to build on their own. You may be surprised. It's pretty simple and it's pretty powerful. Good luck!

Endorsed by Breakthrough Coalition, the ***St. Louis Times Resource Guide*** will be published June 2006, with an advertising deadline of approximately April 15. Over 20,000 copies will be distributed free of charge to aging-focused organizations, federal and state agencies, geriatric physicians and professionals, senior centers, OASIS centers, caregivers and older adults throughout the St. Louis metro area. In addition, copies will be available for sale through area bookstores and food stores. The extensive listing of informational categories will provide an unequaled community resource. To request a Media Kit or additional information on how your company can take advantage of this targeted marketing opportunity send an email to express@stlouistimes.com.

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.

INNOVATION

By Mintel

Age-Defying Treatments Impacting Product Innovations



“Globally we have seen a significant rise in a variety of products,” said Lynn Dornblaser, director of Mintel Custom Solutions. “Consumers are looking for more products that address their individual needs, and this is resulting in more product offerings. There is a particular focus on catering to the aging consumer, specifically in

the non-foods product categories.”

The most active category in food and drink was beverages, carrying close to a fifth of the launches, followed by bakery (12 percent) and confectionery (11 percent). On the non-food product front, more than 68,000 new products were launched internationally with cosmetics, skincare, and hair care leading the way. Food experienced close to a 10 percent increase in launches from 2004, where non-food product introductions remained relatively level to the previous year. In the U.S. alone, more than 16,000 new food products were introduced. In addition, there were more than 13,000 non-food products launched in the U.S., with cosmetics and skincare innovations driving the numbers.

There are several new and evolving trends that are predicted to impact product innovation for 2006. Age-defying treatments, increases in portion control, brain-power foods, and “just for you” customized products are all among the trends expected to make strong impressions on the consumer packaged goods industry.

“As consumers embrace more organic and specialty products, mainstream consumer packaged goods manufacturers need to compete with products that promote wellness and overall care for body and soul.”

With the aging population experiencing global growth, companies have a key opportunity to focus their efforts on this newly rediscovered consumer group. Displaced for several years by youth marketing initiatives, marketers are now banking on the older adult market for non-food products. However, age-focused food is a generally untapped area. In Japan, home of the largest older adult population in the world, new easier-to-chew foods such as Kameda Seika’s rice porridge are being launched. Recently, Gerble chocolate biscuits were launched in Europe, claiming that they are formulated for the dietary needs of older adults.

Companies worldwide are battling with new anti-aging skincare technologies, expanding on the massively successful category. Neutrogena and Oil of Olay in the U.S. have both recently launched home microdermabrasion systems, positioned as skin renewing products. But anti-aging cosmetics are moving into anti-fatigue as well.

“Some new products are focusing on battling tiredness, a key trait that can actually accelerate the skin aging process,” said Dornblaser. “Products such as

L'Oreal Europe's Infallible foundation are claiming to resist against the signs of tiredness, which can be felt at any age. It presents more preventive versus reactive options for consumers."

Portion control is expected to grow among the new product ranks. The Kraft 100 Calorie Pack made a strong impression over the year, and Frito-Lay introduced the Doritos 75 Calorie Snack Pack in the U.S. This trend is expected to move away from snacks this year into other food categories. In addition to eating less, consumers are also being treated to new ways to get their needed nutrients. Several products that emphasize healthy "balance" have hit shelves, including Balance Pizza in Germany (touting reduced calories and added fiber).

"Health is now a top priority for product developers," Dornblaser said. "As consumers embrace more organic and specialty products, mainstream consumer packaged goods manufacturers need to compete with products that promote wellness and overall care for body and soul."

As consumers get healthier globally, they also are getting wiser. Omega 3, a fatty acid said to enhance brain function, is making as strong showing in new food introductions.

In the non-food category, customized products are making a big industry splash. These products reflect the changing wants and needs of consumers, such as the new variety of Mademoiselle Bigoudi skincare products in France. Targeting consumers who want personalized treatments, each system is designed for the individual consumer's needs. The face creams can be customized by skin type or even specific protection, such as their Cigarette Smoke Protection formula. Even toilet paper is catering to individual preferences, with the Renova debut of black toilet paper in Europe. Outside of the home, men and women can get sex-specific scents from Ambipur car fresheners in Portugal.

Mintel is a worldwide leader of competitive media, product and consumer intelligence. For more than 30 years, Mintel has provided key insight into leading global trends. With offices in Chicago, London, Belfast and Sydney, Mintel's innovative product line provides unique data that has a direct impact on client success. For more information on Mintel, please visit their Web site at www.mintel.com.

RETIREMENT

Ameriprise Financial

The Emotional Stages of Retirement



According to the Census Bureau, baby boomers will turn 60 at the rate of over 7,000 every day and 330 every hour in 2006, and boomers are expected to enjoy longer life expectancies and more years in retirement than any previous generation.

While longevity has many benefits, there are challenges, too. Some boomers are uncertain about what they'll do during their long retirements. Others claim they plan never to retire. And still other are concerned about their future financial security.

A new research study, The New Retirement MindscapeSM, gives a first look into how baby boomers may emotionally and psychologically experience retirement and reveals key factors for a successful, happy retirement. The survey was conducted in August of 2005 with 2,000 people ages 40 to 75 by Ameriprise Financial in collaboration with Age Wage, a leading market authority on baby boomers, and Harris Interactive, a leading market research firm known for the Harris Polls.

The study discovered that retirement is a complex emotional process made up of five distinct stages, similar to other well-known life stages, such as pregnancy or grieving and loss. The five emotional stages include:

- Stage 1: Imagination (15 to 6 years prior to retirement) — Although retirement is still years away in this phase, people have very positive views about it and often begin envisioning what they want and how they might get there. During this stage, people expect to feel enthusiastic (77 percent), happy (88 percent), and empowered (65 percent) in retirement.
- Stage 2: Anticipation (Five years prior to retirement) — As retirement draws closer, this phase is a time of great excitement and hopefulness, with 80 percent saying that they “will be able to achieve their dreams in retirement.” However, in the year or two prior to retirement, worries and anxiety start to mount, with 22 percent saying that they expect to feel a sense of loss after their working years are over.
- Stage 3: Liberation (Retirement Day and one year following) — This is a time of great excitement, enthusiasm and relief that lasts about a year, with 78 percent of people saying they are enjoying retirement a great deal. But, similar to a honeymoon, the feeling of liberation is often short-lived as a new reality begins to set in.
- Stage 4: Re-orientation (two to 15 years after retirement) — During this phase, people discover that retirement is often more challenging or just different from what they expected. Health and financial worries often weigh more heavily than anticipated and some experience feelings of emptiness (49 percent), worry (38 percent), and boredom (34 percent). Four distinct experiences were uncovered in this phase: a) “empowered re-inventors” (19 percent) are the most proactive about retirement planning and most apt to view retirement as a time of new adventure (70 percent) and empowerment (56 percent); b) “carefree contents” (19 percent) are content to simply adjust to a less frantic lifestyle without the stresses of work and multiple responsibilities; c) “uncertain searchers” (22 percent) are still trying to figure out what to make of this time in their life and report mixed feelings about retirement; and d) “worried strugglers” (40 percent) did little planning and preparation for retirement and are experiencing worry, boredom, and sadness.
- Stage 5: Reconciliation (16 or more years after retirement) — This stage is marked by increased contentment, acceptance, and personal reflection. While there are lower levels of depression (5 percent), some people (22 percent) report feelings of sadness as they confront end-of-life issues.

By knowing and understanding the stages of retirement ahead of time, you can avoid some of the potential letdowns and take advantage of opportunities to plan and prepare. The “empowered re-inventors,” one of the profiles identified in the Reorientation stage, stand out from the other groups as role models because of their higher levels of fulfillment, planning, preparation, and wealth in retirement. The study showed that twice as many “empowered re-inventors” had a written financial plan and 92 percent reported “enjoying retirement a great deal.”

HEALTH

NIH Seeks Strategies to Preserve Brain Health



With the rapid aging of the population, the National Institutes of Health (NIH) is intensifying the search for strategies to preserve brain health as people grow older. The effort moved an important step forward with a report by an expert panel to the NIH, suggesting a number of promising avenues for maintaining or enhancing cognitive and emotional function. Specifically, the group said, education, cardiovascular health, physical activity, psychosocial factors and genetics appear to be associated with brain health with age, and research aimed at directly testing the effectiveness of interventions in several of these areas

deserves further attention.

The report is published online in *Alzheimer's and Dementia: The Journal of the Alzheimer's Association*. It is a product of the Critical Evaluation Study Committee, a panel of experts appointed by NIH and led by Hugh Hendrie, M.B., Ch.B., D.Sc., of Indiana University, Indianapolis. The committee evaluated several large on-going studies of older adults for current scientific knowledge on brain health.

"Three NIH institutes — the National Institute on Aging (NIA), the National Institute of Mental Health (NIMH) and the National Institute of Neurological Disorders and Stroke (NINDS) — established the NIH Cognitive and Emotional Health Project to coordinate and accelerate research leading to interventions for neurological health," says NIH Director Elias A. Zerhouni, M.D. "This report suggests a future direction of research and is a terrific example of what we can learn when scientists of diverse specialties work together on a complex health issue."

Hendrie and colleagues cited demographic pressures to find ways to maintain cognitive and emotional health with age. Approximately 4.5 million Americans have Alzheimer's disease, and additional numbers of older people experience less severe, but still problematic cognitive impairment with the risk of such cognitive decline increasing with age. In one area of emotional health — depression — the everyday function of an estimated two million older adults is also threatened, according to NIMH.

"Cognitive decline and emotional stress in older people involve a number of physiological and psychological processes going on at the same time"

"With more Americans living well into their 70's, 80's and 90's, developing strategies to preserve cognitive and emotional health as we grow older is a major public health goal," says Richard J. Hodes, M.D., director of the National Institute on Aging. "This report analyzes research identifying factors that are associated with cognitive and emotional health and most importantly describes several directions for testing interventions to determine their effectiveness in improving cognition and emotional health." The panel broadly discussed a change in the focus of brain research. In addition to studying specific causes of brain disease and dysfunction, research also should approach cognition and emotion from the opposite direction — looking at what works to preserve brain health. "We set up the Cognitive and Emotional Health Project in recognition of changed thinking. In this report, the committee specifically

articulates a new paradigm for research focused on health rather than dysfunction,” says NINDS Director Story C. Landis, Ph.D.

Another major theme emphasized the interconnectedness between cognitive and emotional health. Cognitive health and emotional well-being are “inextricably linked,” the report concludes, and efforts should be made to examine them simultaneously.

“Cognitive decline and emotional stress in older people involve a number of physiological and psychological processes going on at the same time,” says Thomas Insel, M.D., Director of NIMH. “This report highlights the need to better understand this interrelatedness if we are going to devise effective ways to maintain brain health.”

The evaluation committee reviewed scientific data from 36 large, ongoing studies of aging and identified more than 40 separate factors that may play a role in cognitive and emotional health. Those highlighted in the report are summarized below, including those in which possible interventions might be explored:

- **Education** — Higher levels of education correlate with both good cognitive and emotional function in the scientific literature. But there is no consensus as to why this may be so. Researchers continue to explore such explanations as education providing cognitive “reserve” or the socioeconomic factors such as quality of education that may affect the relationship between higher education and better cognition.
- **Cardiovascular** — A growing body of observational research links cognitive decline with several traditional risk factors for cardiovascular disease, including hypertension, greater body mass index, heart disease, diabetes and smoking. Understanding the impact of these influences is critically important because they can be modified through lifestyle and medical interventions. NIH currently funds clinical trials to test whether interventions for high blood pressure, diabetes and high cholesterol reduce the risk of cognitive decline.
- **Psychosocial** — A number of psychosocial factors — emotional and social support networks, high socio-economic status and low stress levels — correlate with cognitive and emotional health later in life. Stress, for example, has been linked to cognitive decline, while social engagement, social support and higher socio-economic status are associated with better cognitive and emotional health.
- **Depression and anxiety** — Some studies associate a history of depression or anxiety with poor cognitive and emotional health later in life. Researchers only recently have recognized a possible connection between mood disorders and future cognitive decline. This could be an important area for testing interventions.
- **Physical activity** — Finding out if physical activity can protect against cognitive deterioration “would be of great public health importance because physical activity is relatively inexpensive, has few negative consequences, and is accessible,” the report says. A number of studies suggest a protective effect, and clinical trials are underway to test exercise as an intervention against cognitive decline. The panel said a large clinical trial should be considered.
- **Chronic illness** — Chronic illnesses, such as arthritis, cancer, lung disease, heart disease and diabetes, are linked to poor emotional outcomes, specifically depression, in older people. Further study could examine the important questions of cause and effect, whether illness causes depression or whether depression can make people more vulnerable to illness.

- **Genetics** — There is a poor understanding of genetic influences on cognitive and emotional health. While risk for late-onset Alzheimer's disease increases with inheriting one form of the apolipoproteinE (APOE) gene, little is known about its specific role in Alzheimer's or its effects on emotional health. Genetic factors cannot be modified, but greater knowledge of the genetics of cognitive and emotional health could help identify people at higher risk.

CAREGIVING

The Role of the Professional Geriatric Care Manager



The role of professional geriatric care managers (PGCM) as healthcare professionals is becoming more understood and used among elders and their families. PGCMs are individuals who hold degrees and have advanced training in the field of geriatrics. They have knowledge of resources in the geographic area in which their clients reside. Additionally, they have the ability to respond to a complex array of problems and personalities in a caring and compassionate manner.

The National Association of Professional Geriatric Care Managers (NAPGCM) is an association whose purpose is the development, advancement and promotion of humane and dignified services by qualified, certified providers. They are committed to working toward the highest quality of care for the elderly and their families through education, advocacy, and high standards of professional practice. Part of the mission is to educate the public about the importance of using professional geriatric care managers to achieve optimal outcomes for families and loved ones. There is a Midwest Chapter of the NAPGCM with a St. Louis affiliate whose members meet regularly.

Care managers provide valuable services for the client, family and a variety of professionals (such as attorneys, physicians, nurses, etc.) also committed to the goal of serving seniors. When faced with care issues, PGCMs quickly assess the problem and suggest realistic and practical solutions. Using their expertise of available resources, they navigate the options that exist in an expeditious and effective manner.

Prior to enlisting the services of care managers it is recommended that references are checked, membership in the National Association of Professional Geriatric Care Manager is confirmed, methods and frequency of communication are agreed upon, fee structure is understood and hours of availability are clarified. Regional costs for geriatric care management services range from \$75 - \$150 an hour and is usually private pay.

The process continues with a thorough assessment being performed. The assessment reviews the medical, physical, financial, social, legal, and mental status of the elder. Environmental and housing concerns are also evaluated. Additional information is gathered by talking to doctors and family members. The outcome of the assessment is an ongoing plan of care which makes recommendations for improving the elder's well being, connecting him/her to appropriate community resources and facilitating a team approach for quality care.

The benefits of adding geriatric care managers to a family team are many.

PGCMs help improve the quality of life not only of the elder but the family members as well. Effective managers balance the needs and desires of the elder with those of affected family and friends. They act as advocates and diplomatic liaisons. The duration of services is dependent on the needs of the elder. Some situations warrant a more long term approach while others require a short term intervention.

The next time you meet individuals who are struggling with the care needs of an aging parent, relative, or friend, encourage them to enlist the help of a geriatric care manager. Additional online resources can be found at: www.caremanager.org and www.midwestgcm.org.

The above information was provided by Andrea Bull, MA, NHA, Geriatric Care Manager of AB Senior Services, LLC. She can be contacted by email at: abseniorservices@sbcglobal.net.

Calendar & Entertainment Highlights



Thursday, March 16, 2006:

8:30am - 3:30pm. The Bar Association of Metropolitan St. Louis is sponsoring its *8th Annual Elder Law Symposium* at the St. Louis University School of Law. CEU credit is available and the program is geared toward practical elder law and benefit related issues.

Saturday, March 18, 2006: Doors open 7:30pm, Dancing 8:00 – Midnight. *“St Patrick’s Day Dance” St Louis Imperial Dance Club* at St. Ann Community Center, #1 Community Center Drive, St. Ann, MO. *LITTLE DAVID BAND* and a dinner by Pasta House, beverages provided. \$15.00 per person. For more information call 314-423-1933 or visit us at www.slidc.com.

Tuesday, 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 1, 2006: Doors Open 6:15pm and game starts at 7:00pm. *Long Term Care Ombudsman Program St. Louis presents a Trivia Night* at St. James School Hall, 1360 Tamm Avenue, St. Louis, MO(South of Forest Park In historic Dogtown). Celebrity Master of Ceremonies! Ample free parking, cash prizes, attendance prizes, 50/50 and other exciting raffles. Refreshments and snacks included. Table of 8 for \$200/single tickets available. Tickets can be purchased online at www.ltcop-stl.org or by calling The Long Term Care Ombudsman Program of St. Louis at 314-918-8222.

Thursday, April 6, 2006: 6 p.m. to 9 p.m. *JoAnne Parrish Knight Spring Caregiver Conference - St. Louis Area* at the Hilton Frontenac Hotel, 1335 S. Lindbergh Blvd. Caregivers for those with Alzheimer’s disease can be uplifted, educated, entertained and motivated. Get ready for a mother-daughter team as featured speakers. Mary Lee Sharp and Rachel LeeAnn Kail will present concepts about dementia caregiving, and are the founders of The Edcon Group in Kansas City. They were the caregivers for Mary’s mother (Rachel’s grandmother) for 12 years as she went through the journey of later life with

vascular dementia. The St. Louis program will be moderated by Vicki Newton of KMOV and will feature a medical update by Dr. David Carr. The conference is being sponsored by Sunrise Assisted Living and Anheuser Busch. Registrants for this conference, please call 314-432-3422 or 800- 980-9080 to reserve your seat.

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.

Monday, April 10, 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.

Wednesday, May 3, 2006: 1 - 4 pm. *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 Chapter Office at 9374 Olive Blvd., St. Louis, MO. The normal tuition of \$25 per person is waived for active association volunteers. Call Jennifer at 314- 801-0414 for the current topic and to register.

Friday, May 5, 2006: 9:00am - 3:00pm. *Hawaiian Luau Caregiver Retreat* at The Heights in Richmond Heights (near Highway 40 & Hanley). Take care of yourself! Enjoy a day of information, relaxation and support including Hawaiian Dancers, breakfast, lunch and snacks while socializing with other caregivers. For reservations, call 314-801-0424. A \$5 donation is requested, and limited spaces are available. Presented by the Alzheimer's Association, St. Louis Chapter & Mid-East Area Agency on Aging.

Tuesday, May 16, 2006 and Wednesday, May 17, 2006: 8:30am - 4:30pm. *The Association on Aging with Developmental Disabilities (AADD) is hosting their 16th Annual Conference.* This conference will provide your organization, company or service an opportunity to reach over 200 professionals, families and consumers. We are anticipating professionals from the fields of aging and developmental disabilities including Administrators, Nurses, Social Workers, Long Term Care Facilities, Adult Day Cares, Leisure Programs and many more to attend the two day conference. The conference committee has arranged for three breaks during the day dedicated to exhibitors. You will also be given the opportunity during lunch on Tuesday to

address the attendees and give away an attendance prize. The cost to exhibit is \$100 for For-Profit organizations and \$50 for Not-For-Profit organizations. The fee includes an eight foot skirted table with two chairs. You will also have your name, address, contact person, e-mail address and telephone number published on the conference schedule to be handed out the day of the conference. The conference will be held at the Holiday Inn and Viking Conference Center, 10709 Watson Road, St. Louis, Missouri. For additional information call Pamela Merkle, AADD, at 314-647- 8100.

Wednesday, May 17, 2006: Safe Return Registration Days 2006. If you or someone you love has memory problems, please take this opportunity to enroll in Safe Return. The Safe Return program assists in the "safe return" of individuals with Alzheimer's or a related dementia that wander and become lost. Free, on-site registration. The Safe Return program will be offered at many sites in Missouri and Illinois on. Call the Alzheimer's Association St. Louis Chapter at 800-980-9080 or watch for locations and times on our website www.alzstl.org.

Wednesday, June 21, 2006: 1 - 4 pm. 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 Chapter Office at 9374 Olive Blvd., St. Louis, MO. The normal tuition of \$25 per person is waived for active association volunteers. Call Jennifer at 314- 801-0414 for the current topic and to register.

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.

Employment & Volunteer Opportunities



Saint Louis University researchers are recruiting volunteers to participate in a study that tests a medication to treat mild to moderate Alzheimer's disease. The research will be conducted at the Wohl Memorial Institute, 1221 S. Grand Blvd., and will involve about 355 participants from up to 85 centers in 11 countries. Saint Louis University expects to enroll 10 study volunteers. Participants will be randomly divided into five groups. For

three months, they will receive one of three doses of an investigational medication; another medication currently used to treat Alzheimer's disease; or a placebo. This portion of the study includes eight visits. Those who qualify for the study can't be taking a medication for memory problems or cognitive impairment, must be at least 50 and must be accompanied by a caregiver for study appointments. George Grossberg, M.D., Samuel W. Fordyce Professor and director of geriatric psychiatry at Saint Louis University, is the principal investigator. For information, call 314-268-5385.

St. Louis Society for the Blind and Visually Impaired offers opportunities throughout the metropolitan area for volunteer service with one-to-one matches. Times are flexible and the volunteer assists the individual

through friendly visits, reading mail and for pleasure and helping with correspondence, shopping, walking in the neighborhood, and transportation to appointments. Volunteers are matched based upon which tasks they are willing to perform and proximity to their home. If interested, please contact Karen Skender, Volunteer Coordinator at 314-968-9000.

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.

OASIS is looking for a few good ears! Volunteers needed for Person-to-Person Peer Counselor Program. OASIS Person to Person is recruiting volunteers age 50+ interested in becoming peer counselors for underserved older adults in the metro area. Training and ongoing supervision for the Person-to-Person program is provided by a licensed clinical social worker. For more information or to register for the training sessions, call 314-862-7571, ext. 1.

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.

- 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.
- 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. 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. Resumes can be sent to 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.
- **Bi-Lingual International Assistant Services** is seeking an MSW/LCSW to work in an exciting multi-cultural agency. We provide social work and mental health services to foreign-born and American elderly and disabled. We need a motivated self-starter who has knowledge of community resources, case management and crisis intervention experience, is organized, and willing to work in a fast paced growing agency. The candidate will be supervised by an LCSW and there is opportunity to work to licensure. We offer excellent salary and benefits, including 401K options. Knowledge of Second Language is not necessary. Interested candidates should send resume to: Bi-Lingual International Assistant Services, 10950 Schuetz Rd., St. Louis, MO 63146. EOE.
- There is a great need for "companion volunteers" usually 50 years and older to become a friend to one or more lonely nursing home residents. The goal of **The Singer Institute's Senior Connections Program** is to provide caring companionship for all nursing home residents in the St. Louis Region who receive few or no visitors from outside the facility

where they live. The program training is free of charge to the volunteers, matches the volunteer with residents, and then monitors and supports the budding relationships. In almost all cases the quality of life is improved for all concerned. The next training is April 29 and May 6 from 8:30am - 12:00. For more information call Sandy at 314-727-9202 or send email to: suzsanne@prodigy.net. We ask those to be trained to commit minimally one year to the program – usually about an hour a week with their friend, complete nine hours of pre training and attend periodic group meetings. Note: Senior Connections is our new program name (formerly called The Community Connections Program).

- **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 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.
- **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.
- **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.
- **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.

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.

Home Helpers has openings for Caregivers, CNA's, & NA for our clients in their homes. Full and part time positions available. For more information call 314-863-9917.

Registered Nurse available for affordable, professional private duty services or in-home medication management services. Please call Lorraine at 314-313-0834.

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.

St. Louis Times FUNFEST

John Rothbarth /
Publisher
john@stlouistimes.com



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
john@stlouistimes.com



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Media Kit.

Contact Information

email: express@stlouistimes.com

phone: 636-225-2442

web: <http://www.stlouistimes.com>

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