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ST. LOUIS **TIMES**[®] Express

May 15, 2006 **Volume 2 Issue 5**

Dear John Rothbarth,

May feels like April with all the rain and overcast we've had but summer is right around the bend. Therefore, get your business affairs in order so that that much deserved summer get-away you've been thinking about can be taken advantage of without guilt or remorse.

The *St. Louis Times Resource Guide* will be published June 2006. 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 including Borders, Barnes & Noble, B. Dalton, Waldenbooks and more. 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.

MARKETPLACE

By JoAnn Hines

Packaging and the 50+ Marketplace



What is a package any way? We all know it conveys a product from point A to point B. Besides the obvious of getting it there undamaged or not broken, what's a box supposed to do? That job

has changed dramatically in the last decade. The package has become the "first moment of truth" at retail. And now, especially it's going to decide whether someone will buy your product, or not. So you better pay attention to not only what goes inside but also what's on the outside of the box.

Think about the people who shop. Today's consumer is a moving target. You have market trends, demographics and market niches that are continually evolving at any point in time. If you are not staying on top of these trends then your product isn't "connecting" to them with the right message. That core "message" is one of the most important attributes of your product packaging.

An intrinsic message can be conveyed in a number of ways. You can make your product more appealing through a variety of package applications. Here are a few ideas to consider: compelling graphics, a complete family of interrelated products, engaging lifestyle photographs, clear and concise instructions and benefits driven statements. All of which have a subtle "feel good" message for the consumer. It tells them what they need to know or provides information that "connects" them with other satisfied buyers.

Were you aware that women either influence or make the purchasing decision 85 percent of the time? In some market sectors its more and in some less, but over all its women that make the primary purchasing decision. What is going to get her to buy your product? The answer is not what you might think.

Sell the 50+ generation the experience and the benefits that come in using your product or service.

So first, understand you need to connect with her on an intrinsic level. Do you understand why she is making the purchase? Alternatively, you need to know where she will be shopping. One thing is for sure, she will be in a hurry. Today's women are over worked, time crunched, and busy multitasking. How are you going to help her make an informed purchasing decision? Make it easy for her to buy and easy to use and understand and you will have a winner.

Do you know what they want in their product packaging?

Whether you use the word, "boomer," "senior over 50," or "aging," this age group doesn't want to be referred to as old. No "over the hill" context. Use words that are not considered negative. In a recent survey the words "golden," "aging" and "elder" were disliked.

Sell the 50+ generation the experience and the benefits that come in using your product or service. Lifestyle issues are important. Boomers expect to live well and longer so conveying this in your product will create relevance. And don't forget their eyesight issues too. Bigger type will satisfy them. As our population matures manual dexterity in opening the product will also become increasingly important.

It's trends like this that dramatically influence product packaging and who will be the primary shopper. Yes, there are many other important demographics out there but women and 50+ generally account for a tremendous and lucrative segment of the population. One you cannot overlook in any product packaging.

So it is imperative to understand what today's consumer expects and demands from their product packaging. When a consumer shops, 70 % of the time they

make the purchasing decision in the retail environment. That means at the store, not before and that also means your product is competing with dozens of like or similar products for their attention. The clutter and proliferation of competitive products is almost mind-boggling.

So even if you have established brand awareness, is it enough to make your product stand out on the shelf? A quick note here on branding for seniors: The over 50 population is not brand loyal contrary to what you might think. They will switch brands if you provide a superior experience especially at a lower or competitive price.

What makes this problem even more difficult is that on average a consumer is going to take approximately 2.6 seconds to make up their mind whether to pick your product off the shelf. That's a few seconds of retail sensory overload that's going to determine whether or not your product will sell. So your package better have the right message geared towards the right audience.

COMMUNICATION / ADVERTISING TIPS

By Wendy Maynard

Twelve More Things You May Not Know About Boomer Women



Marketers across a broad range of industries have figured out that women influence 80 percent of consumer purchases. Not only that, but they constitute the majority of the largest generational cohort in history—rich in numbers, purchasing power and potential. But what else does the savvy marketer need to know about this woman and her generation if they hope to succeed with her? Given the growing explosion of interest in marketing to the baby boomer woman, intelligence about her is more often than not “hot off the press.”

Here's a first look at twelve tips gleaned from the overwhelmingly hot topic of marketing to boomer women discussed at the recent Beyond the Numbers: The Boomer Marketing Summit, in Miami.

1. While Boomer women have greater discretionary income than any generation in U.S. history, they are more worried about their financial health than those who are already 60+. Additionally, amongst this group, the majority believes they are “destined to go broke.” John Erickson, CEO, Founder of Erickson Retirement Communities, claims that 65 percent of middle Americans approaching age 62 actually have enough to live well (if modestly) for the rest of their lives.

2. On a related theme, according to Deborah Natansohn, President of Seabourn Cruises, with all the talk of boomers inheriting wealth, in reality the average American may inherit only \$25-50,000—not the millions they wish they'd be getting.

3. AARP is rapidly becoming an organization of boomers. With 11.5 million boomer members, it is already the largest boomer organization in the world. Two out of three first-term members are boomers. If you haven't looked at their magazine recently, you'll be surprised and inspired by how they're staying relevant for those over 50. For starters, how about the revealing cover portrait of Paul McCartney at 64— with every hard-earned wrinkle proudly highlighted?

4. Forget about the notion that baby boomers have long-established their brand preferences. According to Focalyst, 57 percent of consumers 42 to 59 enjoy experimenting with new brands, even consider it to be something of a "competitive sport!" Focalyst also reports that nearly half of boomers feel that today's ads geared to their generation are insulting and condescending.

5. Chuck Hurst, Research Director for JWT Mature Market Group, reveals that in a study of 25 to 75 year olds, those 50 to 54 experienced more life changing events and transitions in the past five years than any other age group.

6. At this stage in their lives, boomers are interested in experiences, not things for the sake of having things. It's no wonder that baby boomers, especially women, lead in experiential luxury spending. Witness the success of the Right Hand Ring campaign, driving diamond ring sales by women (mostly boomers, at that) embracing the ad's cry, "Your right hand is a declaration of independence; your right hand lives for the moment; your right hand will surprise you: Women of the world, raise your right hand."

7. More magazine disclosed that in their recent study, women 40 to 59 spend more than women 21 to 39 on perfume, computers, jewelry and watches, home improvement and luxury autos. In fact, boomer women spend three times more on luxury autos than her younger cohort.

8. Be wary of pushing the boomer woman to "join" your community, says Kathy Dragon, President of Active Women, an organization that takes women (the majority whom are boomers) on adventure travel trips. "She likes to think she's already in a community," Dragon adds. Rather, invite her be a part of a great experience. Let her discover your new community as a side-product of her involvement. By the way, forget the popularly- quoted statistic that the average adventure traveler is a 47 year old woman. She's actually 54!

9. The majority of middle-aged boomer women have more parents than children. Many of them have had more husbands than children.

10. Half of the approximately 70 million grandparents in the U.S. are baby boomers. Fifty percent of these have five or more grandkids.

11. Older women with daughters are statistically shown to out-live older women who only have sons.

12. Finally, according to Mike Sullivan, President of 50+ Communications, when trying to sell something to a boomer woman, remember: she's always going to think she's smarter than you.

Calendar & Entertainment Highlights

Thursday, May 25, 2006: 10:30am - 12:00pm. The Humane Society of Missouri and OASIS will offer the program "New Leash on Life" for older

adults! The program will explore the ways that pets enhance our lives and will provide participants with the opportunity to visit with some furry friends! The program is free. Coffee and donuts will be provided. The program will be held at the Humane Society of Missouri, 1201 Macklind Avenue, St. Louis, MO 63110. Registration is required and space is limited. To register, contact OASIS at 314-539-4556 or www.oasisnet.org.

Monday, June 12, 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, 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.

Friday, June 23, 2006: 2:00pm - 4:00pm. *Pharmacological Issues: Drugs, Creative Administration Methods, and Homeopathic Issues.* With increased treatments and medications to support individuals with memory loss, learn more about new ways medication has been designed to ease administration, different drugs and their use for AD, and a review of assorted homeopathic theories that may have relevance for AD. If interested in attending please rsvp with Jennifer at 314-801-0414.

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



- **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.
- **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).

- Beautiful senior living community seeking an RN for **Night Supervisor** FT or PT- 12 hour shifts including weekends. Supervisory experience in long term care is strongly preferred. Can call for more information to Friendship Village of West County, 636- 733-0159. Can also respond by faxing resume to 636- 733-0181.
 - Afternoon Staffing Coordinator / Marketing Assistant: **Martha's Hands**, a premiere private-duty home health agency, is adding a Team Member to their Staffing/Marketing Team. The candidate will assist with scheduling caregivers to meet the client's needs, address confidential caregiver and client issues and assist with marketing our services to prospective clients and their families. Strong organizational skills, phone skills and interpersonal relationship skills are important. This position is a benefited position with a regular work schedule of 12:00pm-7pm, Monday-Friday. Interested candidates should e-mail their resume to: andrew@marthashands.com by May 10.
 - **Homewatch Caregivers** is opening a new office in St. Charles and we are looking for a full time Staffing Coordinator/Marketing Assistant. This position will be based out of our new office in St. Charles near Main Street. Candidate will be responsible for interviewing and hiring caregivers as well as marketing services in St. Charles. Must have excellent computer and management skills. Bachelors degree preferred. Please email resume to gman1958_2000@yahoo.com
 - **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.
 - Volunteers Needed for 'Aging-in-Place' Program for Seniors. An hour of your time could make all the difference in an older adult's life. The **Naturally Occurring Retirement Community (NORC) Program**, a non-denominational program of the Jewish Federation of St. Louis, has exciting opportunities for you to help others in your community. Volunteers may help older adults with transportation, minor home repairs, yard work, computer training, friendly visits and more. There are also openings for help with special events and

- office assistance. Training will be provided. For more information, call Anne Myers-Richards at 314-442- 3808.
- **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.
 - **Veterans Home Care, LLC** (formerly Horizons Care Coordinators, LLC) is seeking a full- time Case Manager. This position requires qualifying potential clients who may be eligible to receive a VA pension they could utilize to receive home care. Social worker with skills in computer use consisting of email, Internet use, and Microsoft Word. Good typing and reading skills, with an eye and mind for details. Good math and calculator skills. Good organizational skills are required. Should have excellent communications skills, the desire to work with the elderly who are under severe medical and difficult financial conditions. Great attitude and personality. Get along with others well, and enjoy marketing ones services. Along with working with our clients you would also interact with our home care provider organizations, and the various other organizations who refer or have the potential to refer clients to us for help. This position would require day traveling in the MO/IL area and would require a vehicle. A mileage based compensation would be given for travel. Occasional overnight trips may be necessary, would also be compensated for. For more details call Howard or Bonnie Laiderman at 314-514-2444 or toll free at 1-877-390-6377.
 - **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.
 - **Washington University** 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.

- **Mid-East Area Agency on Aging**, Jefferson County, has an opening for an Information and Assistance Specialist/Case Manager. 40 hours/week, minimum \$11.52/hr. Any combination of education and experience equivalent to bachelor's degree plus one year experience in human services. Call Cindy Wiggins, Human Resources, 636-207-0847, ext. 131, after 9:30 a.m. for more information. EOE.
- **The Alzheimer's Association**, St. Louis Chapter is urgently seeking new volunteers to assist with Helpline telephone support. Helpline volunteers answer calls from families and professionals requesting information about Alzheimer's disease and related dementias, chapter services and community resources. Many Helpline volunteers have cared for a loved one with Alzheimer's disease or work in the field of aging. However, anyone interested is encouraged to call. Training and guidance are provided, and Helpline volunteerism is one of the most rewarding positions we offer. Helpline volunteers work one 3-4 hour shift per week during normal business hours. If you are interested (or know of someone who may be interested) please contact Jennifer Phillips at 314- 801-0414 or jennifer.phillips@alzstl.org for more information.
- **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.
- **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.
- **Cooperative Home Care** is a new, 20- year old home care company serving the entire St. Louis area. We also have offices in St. Charles, St. Clair, Herculaneum and Swansea, Illinois. We are seeking compassionate and experienced caregivers and CNAs to join our Private Services Team. All home care companies are not the same! Contact us and learn about our unique team approach to training! Our openings are for Private Services Professionals to fill 12-hour awake and overnight shifts, and smaller shifts through all Missouri offices. We offer predictable schedules as well as opportunities to be on-call certain days of the week. To complete an application, visit our St. Louis office at 1924

Marconi Monday through Friday, from 9 a.m. to 3 p.m., or call/e-mail Julie at 314-772-8585 extension 359 or Julie@cooperativehomecare.com.

- **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.
- 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.

Veterans Home Care, LLC (formerly Horizons Care Coordinators, LLC) is seeking a full-time Administrative Assistant/Receptionist. The position is with a small rapidly growing company in the home care industry working primarily with the elderly and their families. Must be able to multi-task in a fast paced environment. Answer phones, fax, copy, file documents, and contact vendors. Will be coordinating services with home care agencies and clients. Fielding calls, along with client service issues. Good Computer and typing skills; Microsoft Word, Excel, and Outlook Express. Experience with Maximizer, QuickBooks, and Internet Explorer is helpful. Ability to pick up new software helpful. Excellent phone and communication skills a must. Ability to work with the elderly. Strong desire to grow with a company and build a career. For more details call Howard or Bonnie Laiderman at 314-514-2444 or

toll free at 1-877-390-6377.

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



Since 1994 the *St. Louis Times* has been publishing media products and providing Events for St. Louis' baby boomer / 60+ population. If you have a message, product or service for this audience let us know and we'll help you get it to them.

The *St. Louis Times* 2006 Media Kit is complete, with a terrific, cost-effective advertising promotion designed to fit any sized budget. When it comes to reaching the St. Louis baby boomer / 60+ audience, no one does it better! For more information about the *St. Louis Times*, the *St. Louis Times* RESOURCE GUIDE, the *St. Louis Times Express* or our *St. Louis Times* FUNFEST Events, call John Rothbarth at 636-225-2442 or send an email requesting the

***St. Louis Times* 2006 Media Kit.**

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