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ST. LOUIS **TIMES**[®] Express

June 15, 2005 Volume 1 Issue 1

Dear John Rothbarth,

Welcome to the first issue of the *St. Louis Times Express*. This free monthly email business-to-business newsletter will be published on the 15th of each month for the purpose of enriching the marketing and communications resources of all organizations who serve the needs of the St. Louis aging baby boomer / 50+ population.

Timely, concise information will be provided to better address the needs of this targeted audience. Also provided for professionals in the field is a calendar of continuing educational opportunities, listings of available classes, speakers, events, happenings, etc. In addition, readers will find a classified section of available job opportunities.

Please submit your calendar item(s) and/or job vacancies by replying to this email. 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



The current baby-boomer marketplace for St. Louis and the country, as a whole, is awash with business opportunities. It's very important to market to the older adult population because "older Americans (45 and over) control more than half of the consumer economy," according to a new study conducted by AARP.

The study reports that in 2001 the older adult population was responsible for 52 percent of all consumers spending, which had climbed from 47 percent in 1984. Obviously, those over 45 are a force to be reckoned with, and ignoring them would be a mistake for both businesses and entrepreneurs alike.

The 2000 U.S. Census indicated that 14 percent of the population (143,000 people) in St. Louis County was over the age of 65. This is a significant figure, considering that this large chunk of the population are consumers as well.

On May 29th the Post-Dispatch ran an article that reported: "More than 32 percent of men and 22 percent of women ages 65 to 69 are still working, full or part time, some for the money, others for the health insurance, still more for the satisfaction." Instead of being an end to work for older adults, the 60+ years are now often spent doing things that may have been ignored in the past.

And in addition to the stereotypical Wal-Mart and grocery store jobs, Home Depot, Borders, and Walgreen's are some of the many companies that include the older adult as part of their work force. With so many active older adults pursuing new career options, they're not just earning, but they're obviously spending as well. Not only did the aforementioned AARP study encourage savvy marketing, but it also warned that the modern consumer faces "a more complex marketplace and more time constraints than any previous generation." This indicates a trend toward confusing decisions, which is important to keep in mind with this demographic, in particular.

If your message is confusing or your "call to action" muddled, then the intention has been foiled. It's always better to be articulate and expostulate more than might seem necessary. Avoid doing the abridged version of your message. This way you won't miss out on any of the fish that are intended for your net.

-- Jason McKinney

Jason McKinney is a native of St. Louis and a freelance journalist. He can be reached by email at jwmckinney79@yahoo.com.

Communication / Advertising Tips

Top 10 Ways to Reach Your Target Audience

1. Figure out what you want to say and distill it to its essence. Yes, that's really quite basic but definitely something you want to focus on when you're composing your advertising materials. The important thing is to say only what you need to say to get your message across. Whether it's direct mail or publication advertising, you're probably going to have only 2-3 seconds to catch their attention before they toss it in the trash or turn the page.

2. Make sure that your call to action is clear and unforgettable. This sounds like a tall order, but it's not as tough as it sounds. Once you figure out what you want to say in the smallest space possible, just determine the most important thing that you want to convey and design your headline around that. In your "Call to Action", make sure your headline tells them to do something. For instance: "Call Now for Your Free Gift!" or "Come in by the 4th and we'll Give You 15 percent off." This way, people know that you're giving them an incentive or some sort of bonus, and they know that you want them to contact you ASAP.

3. Don't forget who your audience is. Before you finish the rest of your ad, just remember whose attention you're trying to get. Are you selling skateboards for teenagers? Condominium homes for young professionals? Vacation packages for families? In order to tailor the main body copy in your message correctly, you want to make sure that you know exactly who you're focusing on and what their desires are. Just remember: Don't alienate your core group, or what was the point of your ad in the first place?

4. Include all of the pertinent information your prospect needs to know. Just imagine: You've got the perfect ad, you know exactly who your target audience is, and you have a great headline that will hook them. The only problem is that you forgot to include your phone number or your address or your hours of operation. It sounds simplistic, but it's very easy to do. The part that seems the most basic can often be overlooked in favor of the more complicated elements. It's important to keep this in mind when you go to do

your final edit.

5. Make sure that your spelling and grammar are correct. Here is another thing that seems so minor, but it can be the difference between life and death -- at least for the success of your message. If someone sees that you've left something misspelled or there is an obvious grammatical error, it just might turn them off. Believe me, when I see a mistake in an advertisement, I'm less likely to patronize that business. It sounds picky, but it just shows the level of commitment that you have to your image. Sometimes it's the small things that make the biggest difference!

You thought you were going to get off easy and get all 10 of the tips at once? What would be the fun in that? Check back next issue for the other five that round out the list.

Professional Caregiving

Caregiving for the Caregiver

Try threading a needle in the dark, and you'll experience just how difficult it is for caregivers to nurture themselves while helping others.

Yet, professionals and caregivers alike read the statistics that the rate of depression among caregivers is prevalent in more than half of caregivers, and a one-third say that their own physical health has deteriorated as well.

I have been involved with a number of different populations of caregivers for many years in my work in adult day centers and in my coaching practice of those caring for adults with dementia, those caring for physically frail spouses, and others caring for adult children with developmental challenges.



Each has some unique characteristics specific to the type of care provided. Some are providing health-related caregiving -- administering medication, giving baths, assisting with meals and personal care. Others are dealing primarily with behaviors that require supervision, redirection, and specialized interactions to minimize behavioral situations. Each situation demands different skill sets, temperaments, and knowledge.

Regardless of the variations in caregiving situations, all caregivers need their own support systems to lean upon, to be relieved from time to time, and to be distracted from the day-to-day responsibilities inherent in the care they provide. Not all are so lucky, however. Some caregivers find themselves isolated and increasingly withdrawn from their previous life activities before the onset of caring for their loved ones.

As healthcare professionals, we cannot glibly instruct caregivers to manage both their family member's care and their own, knowing what we know about the incidence of depression in those providing care. As we explore the presence of depressive symptoms, changes in eating, sleeping, activity habits, loss or gain in weight, and feelings of hopelessness that persist for weeks, we want to encourage them to see their doctors for a stress/wellness checkups.

We know there are many anti-depressants on the market that go a long way in relieving symptoms of depression, especially when combined with some form of talk therapy. Making it "okay" to tend to one's own health needs is paramount to ensuring that the nation's more than 25 million caregivers -- including the nearly 15 million who express their self-assessed depression -- remain functional and engaged with the world outside of the caregiving bubble. At the phenomenal growth rate of 9,000 new caregivers every day, we are positioning ourselves for an enormous opportunity to support those caring for a family member. If not, we are headed for a virtual train wreck.

One way to approach caregivers who have not taken steps to ensure their own health is being maintained properly is to employ a questionnaire technique that is commonly used in coaching practices. A two-tiered question survey can raise the issue of self-care simply by asking the caregivers to rate themselves between 1 and 10 (with 1 being not at all, 10 being magnificently) in the following areas:

- How well am I taking care of myself?
- How committed am I to maintaining my health?
- How ready am I to use the resources available to me?

If caregivers could be asked these three questions -- by a friend, by their social workers, by their physicians, by the healthcare professional working with their loved ones -- a light bulb would go on when they see how they rate themselves as self-caregivers. The issue of not having the time to get to the doctor because of caregiving responsibilities is a red flag. No caregiver can sustain the quality of attention he or she provides without keeping his or her own engine running smoothly.

Helping support caregivers in being accountable to themselves through an easy coaching paradigm can go a long way to turning on the light, as our caregivers attempt to thread the self-care needle.

-- Sylvia Nissenboim

*Sylvia Nissenboim is a licensed clinical social worker. She is the director of four adult care and enrichment centers for the American Red Cross and also operates a personal and professional coaching firm, LifeWork Transitions (www.lifeworktransitions.net), specializing in caregiving concerns, adult day care management, and other aging services such as virtual coaching and family caregiving support groups. She co-authored *The Positive Interactions Program*, is a national speaker, and is the immediate past president of the Missouri Adult Day Care Association. She also sits on the Missouri Governor's Advisory Council on Aging. Sylvia Nissenboim can be reached by email at sylvia@lifeworktransition.com.*

Calendar Highlights

June 18, 2005: 8:30am registration, 9:00am - 11:00am *Understanding Options and Making Choices -- Long Term Care in Missouri*, May Education Center at DePaul Hospital, 12303 DePaul Drive, St. Louis 63044. Family Support Council and the Missouri Coalition for Quality Care present a free workshop for individuals making long-term care decisions and for agency staff working with seniors and people with disabilities. Features a panel of professionals to answer your questions about home health care, adult day care, and veterans' services. You may register online at www.fscouncil.org or call Family Support Council at 314-534-6015.

June 21, 2005: Two sessions -- 10am or 1:30pm. *Medicare Part D* - By Diana Brady of CLAIM, Missouri's free Medicare Counseling & Assistance Program. Presented by Lutheran Senior Services Home Health, at Lutheran Senior Services at Laclede Groves, 723 S. Laclede Station Road, St. Louis 63119. Refreshments provided. Please RSVP to Lea Ann Coates (indicate which session you'll be attending) at 314-446-2519 by Friday, June 17.

June 23, 2005: 4pm - 6pm *Cape Albeon's 5-Year Anniversary* Networking Opportunity. Hosted by St. Andrews's At-Home Services & Cape Albeon, 3300 Lake Bend Drive, St. Louis 63088. Bring business cards to share with valuable community resource representatives. Relax by networking with new and exciting people while enjoying fabulous food and drinks as well as amazing attendance prizes! RSVP to Cape Albeon at 636-861-3200.

June 24, 2005: 8am - 5pm *2nd Annual Regional CME Meeting* - Providing Quality Dementia Care: The Critical Role of the Primary Care Clinician, at the Eric P. Newman Education Center on the campus of Washington University School of Medicine. Presented by six National Institute on Aging Alzheimer's Disease Centers. For more information contact Tom Meuser at 314-286-2882 or meuser@abraxas.wustl.edu.

October 7 - 8, 2005: *The 5th Leonard Berg Symposium* at the Eric P. Newman Education Center on the campus of Washington University School of Medicine. This two-day conference will review current and emerging findings concerning: (1) Risk factors for Alzheimer's disease (AD) identified in pre-clinical and early clinical stages; (2) Genetic markers for AD development and progression; (3) Pre-clinical detection of AD through the use of antecedent biomarkers & related neuroimaging techniques. Sponsored by the Alzheimer's Disease Research Center, Washington University.

November 3, 2005: *For Pete's Sake* -- A Play by DaNine K. Ward. For Pete's Sake tells the story of Pete, a middle-aged African American gentleman and recent Postal Service retiree with a passion for Scrabble, as he faces the reality of memory loss. Join us for this special dramatic reading performed by actors from the St. Louis Black Repertory Company. Walk with Pete and his family and friends on a journey of realization, spirited acceptance, and hope. This performance can be seen at the Touhill Performing Arts Center on the campus of UM-St. Louis. Presented by Washington University Alzheimer's Disease Research Center, Alzheimer's Association - St. Louis Chapter, St. Louis Black repertory Company, Delta Sigma Theta Sorority - St. Louis Alumnae Chapter and Mound City Medical Forum. For more information and/or to register for this free event: Call 314-432-3422 / 800- 980-9080.

To submit calendar items for future issues of the *St. Louis Times Express* please send by email to express@stlouistimes.com.

Employment Opportunities

The National MS Society, Gateway Area Chapter, seeks a full-time Care Manager 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; administering baseline and long-term outcome assessments; and providing 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.

Alzheimer's Home Solutions (AHS) is a not- for-profit corporation that seeks a Administrative and Marketing Assistant to assist with answering phones, processing intake, and directing follow-up. The professional would also have marketing responsibilities including networking, community presentations and face-to-face meetings. If you are interested in applying for this full-time position, please send a cover letter and your resume to: Lisa Baron, President, Alzheimer's Home Solutions, 3470 Hampton Ave., Suite 201, St. Louis 63139 or fax to 314-353-1011.

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 at (636) 207-0847 or toll-free at (800) AGE-6060.

St. Andrew's At-Home Services are looking to add a Program Manager to its 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@standrews1.com.

Homewatch Caregivers are looking for experienced home health aids and a full-time staffing coordinator, as Homewatch is opening new offices in St. Charles and Farmington. For more information, call 314-645-0900 or contact by email at homewatchcaregivers@yahoo.com.

American Red Cross, St. Louis Chapter, needs to hire a part-time (20 hours per week) Registered Nurse (RN) immediately for St. Louis City Adult Care & Enrichment Center, with a starting salary range of \$10.97/hour to \$17.44/hour. This position implements the planned program activities for the St. Louis City Adult Care & Enrichment participants and assists the Center Manager in the medical management of the participants. CPR certification required within three months of hire date. Minimum one-year hospital, nursing home, or daycare experience with older adults preferred. If you have the necessary qualifications and are interested in being considered for this position, submit a resume and cover letter and salary history to American Red Cross, St. Louis Area Chapter, Human Resources, 10195 Corporate Square, St. Louis 63132.

Alzheimer's Home Solutions (AHS) is a not- for-profit corporation that seeks a Program Coordinator to direct and teach the innovative caregiver-training program for the family caregivers of those with dementia and memory impairment (to serve as a national model). The Model Training Program, funded by The Missouri Foundation for Health, offers nine hours over twelve weeks of interactive training in a home-based environment that includes a kitchen, bathroom, and bedroom. The Program Coordinator is responsible for marketing and educating referral sources about our unique service. If you are

interested in applying for this full-time position, please send a cover letter and your resume to: Lisa Baron, President, Alzheimer's Home Solutions, 3470 Hampton Ave., Suite 201, St. Louis 63139 or fax to 314-353-1011.

St. Andrew's At-Home Services is looking to add an Eldercare Specialist to its geriatric care manager team. Qualifications include: MSW (required), experience in the aging industry preferred, and an energetic attitude. Ability to thrive in a team atmosphere, with a goal-orientated personality. Send cover letter and resume to: Toni Vaughn, St. Andrew's At-Home Services, 6633 Delmar, St. Louis 63130 or fax to 314-726-2773 or email to tvaughn@standrews1.com.

To submit employment opportunities for future issues of the *St. Louis Times Express* please send by email to express@stlouistimes.com.

St. Louis Times FUNFEST

John Rothbarth /
Publisher
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August 3, 2005 - Please join us at Harrah's Casino for the next *St. Louis Times* FUNFEST from 9am - 1:30pm where our average attendance for 2005 has been 700 people per event. Free and open to the public with live entertainment by *FANFARE*, a karaoke contest, exhibitor booths, health screenings, free doughnuts and popcorn, and lots and lots of prizes!

The 2005 *St. Louis Times* FUNFEST Schedule of Events and Themes

- February 2, 2005 - Valentine's Day - IL Cuartello Con Uno
- April 6, 2005 - Country Western - Fanfare
- June 1, 2005 - 50s-60s Rock 'n Roll - Elvis (Steve Davis)
- August 3, 2005 - Hawaiian Luau - Fanfare
- October 5, 2005 - Halloween - Elvis (Steve Davis)
- December 7, 2005 - Holiday/Christmas - Carousel

St. Louis Times

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With a circulation of 30,000 copies distributed to over 600 locations, our readers voluntarily pick up between 94%-99% of every issue each month, one of our industry's highest readership rates.

We are celebrating our 10th year anniversary, and we have a terrific, cost-effective advertising promotion designed to fit any sized budget, with ads starting at just \$50/month! When it comes to reaching the St. Louis baby boomer / 50+ audience, no one does it better! For more information about the *St. Louis Times* or our *St. Louis Times* FUNFEST Events, call John Rothbarth at 636-225- 2442 or send him an email.

Contact Information

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