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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

This issue is late for good cause. I just returned from St. George, Utah where I was visiting one of my kids and hiking at Zion National Park. I was also riding a motorcycle through the mountains, awed as expected, while refueling my spiritual reserves. I loved every minute of it and was present enough to enjoy it. If you're thinking of going West you might want to stop by and lose yourself, or find yourself, in Southwest Utah.

The *St. Louis Times* **RESOURCE GUIDE** will be published within a couple of weeks. 21,500 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 Patti O'Donnell

Boomer Survey: Debunking The Myth

If you think baby boomers are all alike, think again. This large and complex segment of American society — a population larger than England, Italy, or France — is comprised



of 78 million individuals who differ significantly from one another in their views, values, attitudes, and behaviors.

The BoomerEyes *Boomer Heartbeat* study dispels the myth of homogeneity surrounding boomers and reveals four distinct segments within the broad boomer population. Defined by their attitudes and behaviors versus age, the segments include: Looking for Balance Boomers, Confident & Living Well Boomers, At Ease Boomers, and Overwhelmed Boomers.

These recognizable and actionable segments clearly demonstrate how different boomers are from one another and provide insights into the mindset of this broad group. Here's a snapshot of key lifestyle and psychographic traits of each segment:

Looking for Balance

- Represent 20 percent of all boomers.
- Skewed slightly younger than other segments.
- Active and busy but also feel inundated by all they have to do.
- Most likely to have kids living at home.
- Have average household income.
- Worry about financial security (78 percent), the future (68 percent), job security (43 percent) and financing education for their children (41 percent).
- Most often say they will work for as long as they can (66 percent).
- Devote the most time of any segment to work (74 percent).
- Don't spend as much time with their family as they would like (57 percent).
- Strong advocates of technology. In fact, 77 percent say they are comfortable with technology and 62 percent say new technology plays an important role in their lives.
- Convenience is key (82 percent).
- Nearly all (91 percent) are driven to find ways to do things faster and more efficiently.
- Early adaptors to new products and services — 92 percent say they like to try new things.
- Eating right is important (88 percent). Nearly half (47 percent) have changed their diet for health reasons.
- Say best years are still ahead (50 percent).

Confident & Living Well

- Represent 23 percent of all boomers.
- Skew slightly older than the other segments and are the segment most comfortable with their age.
- Highest income of all segments.
- Most active of the boomers and, most importantly, feel that they are in control of their lives (83 percent).
- Budget money wisely (56 percent) and, as a result, are not concerned about their financial security or worried about job security.
- Not worried about the future (only 10 percent say so).
- Health conscious (59 percent). Only seven percent feel tired and don't

have much energy.

- Travel is one of their favorite pastimes, with 93 percent saying so.
- Ninety-three percent like to try new things.
- Technologically savvy (91 percent comfortable with technology). New technology plays an important role in their lives (77 percent).
- Convenience and searching for ways to do things faster (83 percent each) are important.
- Early adapters — 32 percent like to be the first to purchase a new product or service.
- Family-centric. Devote more time than any other segment to spending time with family (72 percent).
- Believe they are in charge of their own destiny (85 percent).

Overwhelmed

- Represent 22 percent of boomers.
- Index slightly younger than other segments (more likely to be 46-50 years old).
- Lowest income of all segments.
- Only group not happy about where they are today, which makes them different from the other three segments.
- Not comfortable with their age.
- Not in control of their lives. Only eight percent feel they are in control and 45 percent feel alone.
- Worry about financial security (85 percent) and the future (71 percent). Don't feel like they budget wisely.
- Least active segment. Forty percent say they don't lead an active and busy lifestyle.
- Health is a concern. Sixty-five percent are tired and lack energy.
- Don't eat well. Three quarters say they know they should watch what they eat more than they do.
- Less than half (48 percent) exercise once or more a week.
- Not style-conscious — only three percent care about style and trends.
- Low tech and nostalgic. Seventy-six percent are comfortable with things they are familiar with.
- Think best years are behind them (61 percent).
- Less than half think they are in charge of their own destiny (45 percent).

At Ease

- Represent 35 percent of the total boomer population.
- Index slightly higher on the 51-55-year-old age group.
- Have average household income.
- Have average debt and below average retirement savings.
- At peace with themselves, are very well adjusted and have plenty of energy.
- Accept change as part of life. More than half (54 percent) like to try new things.
- Don't worry about the future, job security, or financial security.
- Unlike other segments, not searching for convenient solutions or ways to do things faster.

- Least comfortable with technology (only 30 percent say technology is important).
- Not first to purchase a new product (5 percent) and are not style-driven. Enjoy travel (68 percent). Least likely to work for as long as they can — only 44 percent plan to do so. Engage in exercise and physical activity once or more a week (64 percent). Best years of life are the years they are in now (50 percent).

BoomerEyes, a specialized research division of C&R Research, conducted the comprehensive *Boomer Heartbeat* study to provide a deeper understanding and an up-to-date analysis of the Boomer population. The online BoomerEyes survey features a total of 1,100 interviews completed in August 2005.

COMMUNICATION / ADVERTISING TIPS

By Carol Orsborn and
Mary Brown

Web Design for the 50+ Market



The 50+ market is among the fastest growing segment of web users, so it's important that websites be designed with them in mind. While most of the basic print principles apply, businesses should also pay attention to these essential points:

Page Content - Users scan your page before they read it, so your text must be succinct. Keep page length short and in a format that's easy to scan. Place the most important information on the first screen, and stick to one or two screens of text for the home and menu pages. If the document is long, provide a summary at the top of the page. Keep page design clear, logical, and simple. Label each page with the site name.

Layout - Use standard page design, symbols, icons, and menu options throughout the site. Use the same set of navigation buttons in the same place on each page of the site. Label each page in the same location with the name of the website consistently displayed. All pages should be titled with descriptive titles. All pages should have the same alignment of information, both vertically and horizontally. It is recommended that there be a wide margin (1-1/2" plus) on the right side of the page to allow for various screen sizes. All body text should be double-spaced. Left-hand alignment is optimal with center alignment acceptable for titles. Large areas of white space and small blocks of text increase site readability and usability. Don't use coding that limits users ability to adjust or change font, sizes, or colors, as many may need to do so.

Language - Use the active voice. Use simple language wherever possible and provide an online glossary of technical terms.

Scrolling - It is essential that the website be formatted so that all of the contents of the home page can be viewed without having to scroll downward. The 50+ users generally will not think to scroll down on the home page; therefore, some of the information at the bottom of the page may be

overlooked. Once within the actual website, they find scrolling to be acceptable.

Text Design - The principles of good print design apply to web print design, too. Keep text size to at least 12 points by default, and provide a button to increase text size on the site. Keep to the most basic and common fonts, and use sans serif typefaces. Commonly used sans serif fonts include Arial, Helvetica, and Verdana. Avoid all-capital letters in text. Present body text in upper and lower case letters, and use boldface for emphasis. Use all- capital letters and italics in headlines only. Underlining should only be used for hyperlinks.

Shading/Colors - Use colors with maximum contrast. Use bright and bold colors, avoid fluorescents, and avoid yellow text. Avoid yellow and blue and green in close proximity — these colors are difficult for aging eyes to discriminate. There should be high contrast between text and background colors. Avoid distracting backgrounds and embossed logos. Use dark type or graphics against a light background, or white lettering on a black or dark-colored background. Avoid patterned backgrounds. A very light gray background is recommended to reduce glare.

Navigation - This is the most important element in web usability. Design your navigation to provide an explicit step-by-step procedure whenever possible to ensure that people understand what follows next. Consider using clearly worded buttons such as “Previous Page” and “Next Page” to allow the user to review or move forward. Provide a site map to show how the site is organized and where different pages and information can be found. Incorporated text within each icon, if possible, and use large buttons that do not require precise mouse movements for activation.

Links - Use hyperlinks to avoid lengthy pages that require too much scrolling. Position important links higher on the page and clearly indicate internal and external site links. Carefully label links, but with no more than 10 to 2 words describing what information exists at the site link. Make all links and buttons large and easy for users to point and click. Remember the three-click rule: Users will often exit a site if it takes more than three clicks to get the information they need. Change the link’s color after the user visits it. Make a clear distinction between text used for linking and text used for headings. Be consistent with that distinction throughout the site.

Menus - Keep menus and links static. Moving elements are difficult to read and to target. Instead of pull-down menus, use drop-down menus that stay open when clicked once.

Search Capability - The search capability is an important feature in web design. Most middle- aged and older adults prefer searching to browsing. Keep the searching box distinct from the browsing area. Repeat the user’s query with the search results and have results visible without the need to scroll.

Consistency - Using a consistent format throughout the entire site is essential to alleviating confusion within this target group. Users are confused when they are surfing a website and find a section that does not use the same format as the rest of the site. Frequent website redesigns should be avoided for the same reason.

Graphics - Purposeless animation and audio can be annoying. If animation or audio is important to the subject, provide alternative text for those users with older technology or other limitations. Use text- related images only and avoid

home pages that consist entirely of graphical elements. Don't use flashing or blinking graphics or pop-up windows and try to avoid ad banners. Use short segments to reduce download time on older computers.

Security/Safety Fears - There is a real fear among the 50+ regarding internet security. They are less willing to disclose their personal information online; thus, they are less apt to register on a site to make online purchases.

RETIREMENT

By Robert Powell

Baby Boomer Women Have Tougher Road to Retirement



Baby boomer women must and should take retirement-planning matters into their own hands and not wait on government or business to solve the looming problems that await three-quarters of the 40 million women born between 1946 and 1964.

"Baby boomer women are in trouble," says Paul Hodge, director of Harvard Generations

Policy Program and editor of the just-published study, *Baby Boomer Women: Secure Futures or Not?* "Unlike any other time in our nation's history, unless there are dramatic policy shifts, in terms of absolute numbers, baby boomer women, most particularly minority women, will find their elder years to be a 'never ending' struggle."

According to Hodge, this study is the first to detail how bad off baby boomer women really are and what needs to happen to solve their problems. A look at the findings:

Change Gender-Biased Retirement Policies - For starters, policymakers have long ignored the needs of women and have largely ignored the plight of women approaching retirement who don't have enough resources to fund their golden years. "Most retirement policies, government and private, are gender-biased toward white males," Hodge says. "This needs to change quickly. If we don't deal with [these policies], we have a ton of minority women living below the poverty line with no safety nets in place."

Social Security and pension plans are designed to work well for people with stable career employment, he notes. But women typically don't have stable careers. So, under current Social Security rules, he says women are "punished" for being out of the labor market — for taking care of children, providing care to elderly parents, and the like. Social Security credits are based on wages posted to a person's Social Security record. No wages equals no credits. In the European Union, however, Hodge says women are not penalized for being out of the labor market.

"It's not a hair-brained idea" to give Social Security credits to American women who are out of the labor force, he says. In addition, Anna Rappaport, president of a consulting firm bearing her name and a contributor to the study, writes that U.S. policymakers should reduce barriers to "phased retirement" to improve the financial and retirement futures of aging boomer women.

Work Sooner, Work Longer - Hodge also says many boomer women will have to work longer, well into their 60's and beyond, to make up for shortfalls in income during retirement. "Given the enormous gains in health and life expectancies, working longer is the only logical way for many women boomers to acquire much needed income," Hodge says.

The need to work longer is a result of several factors: Half of working women don't have access to pension or other retirement plans and most working women don't necessarily earn enough to save enough to fund their retirement years — those working full-time earn only 76 percent of what men earn. About 50 percent of boomer women are working and will work in low-paying jobs.

Fewer Supports - Baby boomer women are more likely to be divorced or never married. And that too will create the need for women to either keep or start working. Unfortunately, Hodge says boomer women, even though they have greater education and stronger labor-force participation than previous generations, won't receive as much from the retirement-income system as their predecessors.

Of course, not all baby boomer women will be able to work longer. Other studies suggest half and then some of Americans age 50 and older suffer setbacks of some type that prevent them from working. "The fate of boomer women could be worse than their predecessors, as the boomer women spend more, acquire more debt and are less likely to have traditional pensions, spousal benefits or retiree health coverage," says Hodge.

Hodge also says boomer women and those who follow them should establish their own earnings records as early in their careers as possible.

Don't Depend on Home Equity - Baby boomer women who plan on converting their equity in their homes into income in retirement could be in for a rude awakening if/when housing values level off or decline. "For boomer women, how financially secure they are likely to be as they age will be greatly influenced by their present and future housing choices," Hodge says.

Fix Health Care - Hodge also says the U.S. health-care system is failing to meet the needs of aging boomer women, especially those in the lower socio-economic groups and among racial/ethnic minorities. For one, women will likely have to pay for their retirement health benefits. And since they earn less while they are working, they won't be able to save for those expenses. And since they won't have enough income in retirement, they may not be able to pay for those expenses during retirement, he says. "From 2020 to 2030, when older boomer women will be 64 to 74, they are projected to face an income shortfall of at least \$400 billion dollars," Hodge says.

Calendar & Entertainment Highlights



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.

Saturday, September 16, 2006: 11:00am - 9:00pm. *Assistive Technology Consumer Fair (Products and Services for Persons with Disabilities)* in the America's Center – Convention Center Downtown St. Louis. If interested in having a booth, please contact Carla Walker at cwalker@paraquad.org or 314-725-6676. A 10'x10' booth – Corporate \$350, Non-Profit - \$50 This event is for anyone interest in assistive technology including: AT Users, family members, therapists, physicians, educators, clinicians, and disability groups. Vendors will include: Healthcare organizations, independent living centers, wheelchairs, and products for the deaf/hard of hearing. There will also be assist dogs and much more!

Wednesday Nights Swing - Basic I - 6:00pm; Basic II - 6:30pm; Basic III - 7:15pm. Open Dancing at 8:00pm. **Thursday Nights West Coast Swing** - Basic - 6:30pm; Intermediate/Advanced - 7:15 pm. Open dancing at 8:00pm. St Louis Imperial Swing Dance Club offers weekly swing dance lessons at the SPORTS CAFE, 12322 Natural Bridge Road, St Louis, MO 63044. \$5.00 per lesson, no partner needed. Hotline - 314-423-1933. Website: www.slidc.com.

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

Employment & Volunteer Opportunities



Full time position with **Lutheran Senior Services Private Duty**. Primary responsibilities include developing and implementing the marketing plan for Private Duty with a strong emphasis on the hiring and training of new employees. Other responsibilities include: developing referral relationships, educating the community regarding services, identifying new service opportunities, and other duties as outlined in the Private Duty job description. The qualifications for the position include a Bachelor's degree in a related field, prior experience in marketing and/or home health preferred, good communication skills, the ability to work with a variety of staff, and the desire to help older adults live life to the fullest. Competitive salary and excellent benefits. Lutheran Senior Services is an Equal Opportunity Employer. To apply send resume and cover letter to: Marcia Eckrich,

Administrator of In-Home Services, C/o Lutheran Senior Services, 723 S. Laclede Station Road, St. Louis, MO 63119. Fax: 314-963-3570. Email: meckrich@lssmo.org.

- Social Service Coordinator - Full-time, direct service position at the **Gladys & Henry Crown Center for Senior Living** working with older adults. Responsibilities include: case management, information and referral, advocacy, supportive counseling, and related services in an independent living facility. Qualified candidates should possess MSW degree with relevant experience, excellent communication skills, ability to work with a diverse group of older adults, families, community professionals, lay leaders, and a multi disciplinary staff team. Outstanding organizational skills required. Competitive salary and benefits, excellent work environment. To apply send resume and salary requirements to: Florence Schachter, MSW, Director of Social Services, Crown Center for Senior Living, 8350 Delcrest Drive, University City, MO 63124. Fax: 314-991-8419. Email: fschachter@crowncenterstl.org.
- Full time position with **Lutheran Senior Services Outreach Social Services** working with older adults 60 years and older and adults 50 years and older with a disability living in St. Louis city, St. Louis county, St. Charles county, and Jefferson county. Primary responsibilities include geriatric care management, in-home assessments of needs, information and referral, presenting educational seminars, and participating in community meetings. The qualifications for the position include a Bachelor's or Master's degree in Social Work or an equivalent, good communication skills, ability to understand older adults and work with them, knowledge of community resources, and a desire to help older adults live life to the fullest. Competitive salary and excellent benefits. To apply send resume and cover letter to: Carol Melka, MSW, LCSW, Director of Outreach Services, Lutheran Senior Services, 723 South Laclede Station Road, St. Louis, MO 63119. Fax: 314-446-2520. Email: cmelka@lssmo.org.
- **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.
- Are you 55 years of age? Can you volunteer at least a few hours every week? Enjoy working with others to solve community problems? If you said yes to any of these questions you are a good candidate to become an RSVP volunteer in the **RSVP Program of Cardinal Ritter Senior Services**. RSVP is a nationwide volunteer program that invites adults age 55 and over to use their life experience and skills to answer the call of their neighbor in need. RSVP volunteer's tutor and mentor children, counsel small business, assist at health clinics and teach other seniors to use the Internet. Others distribute food to the homeless or volunteer at a variety of one-time community events. They want to keep active in ways that make a difference for those in need. Last year this nationwide program tutored more than 100,000 kindergarten through 12th grade students. The volunteers also distributed nearly 40 million pounds of food, feeding over 2.5 million people and provided health

care services to more than 5 million individuals. Cardinal Ritter Senior Services has administered this program locally since 1971 and has 150 sites in which people can volunteer. For more information on how you can make a difference in someone's life please contact Amy Klosterman at 314- 918-2294.

- **Financial Freedom Senior Funding Corporation**, a subsidiary of IndyMac Bank, F.S.B., is looking to add Reverse Mortgage Specialists. As a Reverse Mortgage Specialist, you will be responsible for the business development and loan production within an exclusive marketing territory. Your daily activities will include meeting with seniors to advise them on how our financial products may meet their financial needs, building a professional referral network, administering your territory's marketing program, making group presentations to financial professionals and senior groups, and following-up on leads both self-generated and company provided. You will report directly to the Regional Manager, Alice Miceli. Requires a B.A. or B.S. degree in business/finance/marketing or equivalent experience. Must have excellent written communication and interpersonal skills, computer proficiency, and experience with contact management software. A highly professional appearance is a must. Send resumes to amiceli@financialfreedom.com.
- 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.
- **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.
- **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.

- **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 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.
- **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. For more information call **Friendship Village of West County**, 636-733-0159. Can also respond by faxing resume to 636- 733-0181.
- **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.

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



Xattie Moller

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, bingo, 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

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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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