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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

While work has begun with the Area Agency on Aging of Southwestern Illinois on the Illinois Edition of the *St. Louis Times RESOURCE GUIDE* - scheduled for publication December 2006 - many on the Missouri side of the Mississippi have voiced their readiness for the Missouri Edition, which is scheduled to hit the stands in about 10 days.

21,500 copies of the *St. Louis Times RESOURCE GUIDE* 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 St. Louis. 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 unequalled 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.

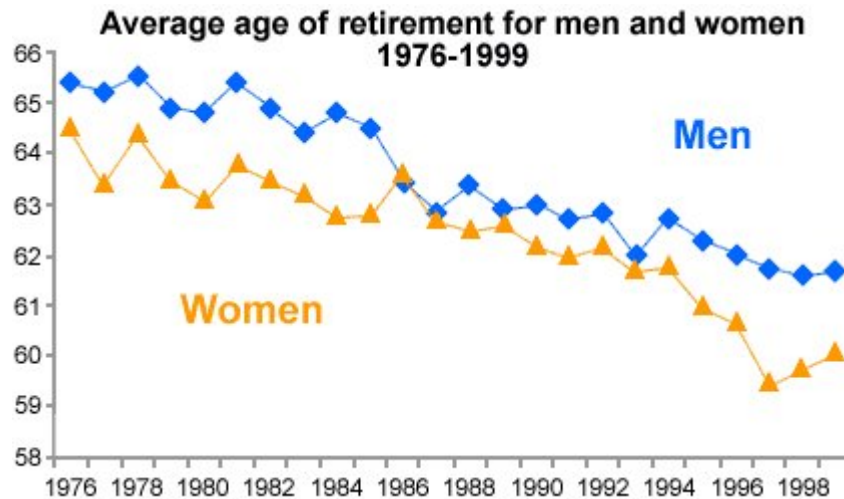
The *St. Louis Times Express* is a free monthly business-to-business e-newsletter published on the 15th of each month for the purpose of enriching the marketing and communication resources of all organizations and individuals who serve the St. Louis baby boomer / 60+ population.

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.

EMPLOYMENT

By Eric Lesser

An Aging Workforce Can Affect a Company's Ability to Compete



Discussions with many business leaders, particularly those in the public sector, aerospace and defense, oil and gas, and chemicals industries have indicated that they are wrestling with issues regarding an aging workforce.

Additionally, at IBM, the global study of more than 300 Chief Human Resources Officers (CHROs) reported over 60 percent of HR professionals operating in mature markets have difficulty identifying and developing the critical employee skills and talents that are vital to remain competitive. This has a particular impact for organizations facing an aging workforce issue.

Many companies are beginning to find it difficult to hire new employees within certain disciplines, as the labor pools for younger workers continue to shrink in many countries. A less visible, but no less dangerous problem is the loss of expertise resulting from mature workers leaving the organization without passing on their knowledge to others. As greater numbers of "knowledge workers" retire, they take with them insights about managing customer relationships, handling critical processes, and a host of other experiences that can cost organizations significant amounts of time, energy and resources to recreate or replace. More often than not, the transfer of this knowledge is often ignored, placing the organization in a position to repeat prior mistakes and expose itself to additional financial and operational risk.

Most importantly, an aging workforce can affect a company's ability to compete. In an increasingly global economy where work can be carried out wherever the talent resides, unless an organization has the skilled workers to compete business will be lost to those organizations that have proactively invested in and developed their people.

In IBM Business Consulting Services, Human Capital Management practice has partnered with IBM's Research division to develop a diagnostic tool aimed at helping companies identify what types of positions are at risk due to changing workforce demographics. Using a variety of analytic techniques to rapidly extract and examine an organization's workforce profile, this diagnostic can help a management team identify key risk areas and model the impact of potential interventions in real time.

Companies that are looking to address the challenges of the aging workforce should focus on six primary strategies:

1. *Redirect recruiting and sourcing.* Companies are quickly facing worker shortages from labor pools where they normally would draw younger

employees. To reach mature workers, companies can conduct over-50 workshops at local job recruitment centers, offer targeted benefits such as unpaid grandparent leave and look externally to identify retired professionals desiring part-time or short-term work.

2. *Retain valued employees through alternative work arrangements.* While some companies are recruiting aging workers, others are developing alternative work arrangements, such as part-time schedules. Companies should also explore, when appropriate, the use of telecommuting as a way of retaining mature workers.
3. *Preserve critical knowledge.* One approach elicits employees' experiential, or tacit, knowledge through detailed interviewing or documentation, explicitly capturing and storing these insights. Mentoring arrangements and communities of practice can also encourage mature workers to pass knowledge down to the next generation.
4. *Provide opportunities for workers to continually update skills.* Executives are recognizing the need to refresh the skills of workers whose formal training may have ended years, if not decades, earlier. Companies are seeking to actively transfer informal skills that have not been taught and that are necessary in the working environment.
5. *Facilitate the coexistence of multiple generations.* Often overlooked as a facet of diversity, the viewpoints of different age groups can present significant barriers. Organizations must balance the needs, interests and work styles of all. By pairing senior managers with junior employees, each can mentor the other in different areas.
6. *Help mature workers effectively use technology in the workplace.* A common misperception is that older workers have more difficulty learning and adopting new technologies. While multiple studies have shown otherwise, accessibility requirements and strategies for application rollout and training are needed to support all potential user groups, including mature workers.

Eric Lesser is an Associate Partner in IBM's Institute for Business Value. He is responsible for research and thought leadership for IBM Business Consulting Services' Human Capital Management Practice. He is based in Cambridge, Massachusetts.

COMMUNICATION / ADVERTISING TIPS

Print Design For the 50+ Market

Good print design facilitates good reading. You only get your point across if consumers can read the materials. Below are some basic print design features designed to improve readability.

- **Declining Near Vision** - Around age 50, most people have difficulty focusing sharply on near objects, such as reading material and computer screens. Many people wear bifocals or reading glasses to accommodate for this change. Slightly increase text size.
- **Glare** - Because of normal changes in the lens of the eye, glare makes it difficult to read print materials. Avoid high-gloss paper.
- **Light/Dark Contrast** - As people age, the ability to discern text without adequate light-dark contrast on the page declines. Use high



color contrast between text and background.

- **Color Perception** - At about age 75, yellowing in the lens of the eye leads to changes in color perception. White paper or background will take on a yellow tint and cool colors such as blues, greens, and violets become somewhat distorted. Avoid highlighting in yellow and avoid juxtaposing blue and green.
- **Type Style** - Simple type styles are most effective. Choose fonts based on their legibility, and avoid using several types of fonts mixed together. Also, too much contrast in stroke thickness can detract from legibility. Avoid type that is bizarre, complicated, decorative, or cursive — and those that are very bold or exceptionally light.
- **Fonts** - Serif typeface may help the eye move from word to word more easily on the printed page. Businesses may choose to use serif fonts simply because their customers are more accustomed to them. Some suggested font families are: Garamond, Helvetica, and Times New Roman.
- **Type Sizes** - As a general rule, bigger font is better. The size will depend somewhat on the type of font, with narrower font types requiring larger point size. As a general rule, 10- point type is acceptable, but a 12-point to 14-point type for body text is preferable. Use a 14-point to 18-point for titles. Footnotes and smaller font text shouldn't be smaller than 8 points.
- **Type Weights** - The suggested ideal text type is regular weight or medium for body text, bold for titles. Avoid light typefaces, especially with smaller sized type.
- **Capital Letters** - Use upper and lowercase letters for titles and body text. Lowercase letters are easier to read than all capital letters, so avoid continuous text in all capital letters.
- **Italic Type** - Avoid using italic type except for emphasis. If it's used heavily, it may impede reading speed. Save italics to "punch up" your major points!
- **Line Length** - The eye can most comfortably read a line of 8 to 15 words (about 50- 75 characters per line) or between 5 and 6 inches long for a one-column format. For a two-column format, an optimal column width is 2 to 3 inches wide. Provide enough of a margin between columns to clearly separate the two — a suggested space of 3/8-inch to a half-inch between columns.
- **Line Spacing** - The amount of spacing, or "leading," between lines of text should be at least one or two points greater than the body text size. A minimum of 25-30 percent over point type size is recommended for readability in text copy.
- **Justification** - Justification of body text — where each line comes to the same length — may be desirable because older adults may have become accustomed to it and sometimes find "ragged right" to be objectionable and amateurish.
- **Ghosted Images** - Avoid patterned or shadowed images as background under text. Text should not be placed over photos, art, or images.

MEDICARE PART D

Medicare Part D Is Changing Where Older Adults Shop

Medicare Part D

With well over 30 million older adults, age 65 and older, signing up for prescription insurance through

Medicare Part D, the subsequent changes in shopping behaviors are significantly impacting what's in the shopping basket as well as where older adults are choosing to shop. While the verdict is still out on whether the plan is a good or bad thing, changes are in store for retailers, particularly supermarkets, as well as for consumer packaged goods manufacturers as older adults explore their new options.

To assess the impact of these developments, a new study from the Healthcare Solutions Group at Information Resources, Inc., a leading global provider of enterprise market information solutions for the consumer packaged goods, retail and healthcare industries, finds that older adults' drug-spending change is also benefiting many manufacturers and retailers, while resulting in lost revenue for others. The study was released at the National Association of Chain Drug Stores Marketplace Conference being held in San Diego, June 24-27.

The study finds that older adults have shifted both prescription and non-prescription healthcare purchases away from the grocery channel to drug stores, supercenters, and mail order.

"The impact of Medicare Part D goes well beyond the fundamental goal of ensuring that older adults can obtain the prescriptions they need at a reasonable cost," said IRI Healthcare Solutions Group Executive Vice President Stephen Johnson. "This program has literally changed where older adults shop and what they buy with respect to food, non-food and prescription purchases. It is absolutely critical that CPG and healthcare manufacturers and retailers understand these changes as well as quickly reflect them in marketing, merchandising and distribution strategies. Marketers and retailers simply cannot afford to lose share or miss out on growth opportunities within this rapidly evolving segment."

The study finds that older adults have shifted both prescription and non-prescription healthcare purchases away from the grocery channel to drug stores, supercenters, and mail order. In fact, during the four-month period following the January 1 Medicare Part D start date, grocers lost 2.2 share points in prescription transactions and 1.1 dollar share points in non-prescription healthcare categories. This is a serious blow to grocers, who had recently made headway in the ongoing share battle with supercenters.

Based upon an analysis of channel preferences among "insured" versus "uninsured" older adults before Medicare Part D took effect, the study concludes that share shifting to mail order and drug stores was to be expected once older adults gained prescription insurance. The supercenter gain and grocery loss, however, were unexpected. Aggressive outreach to older adults by supercenters made the difference. Time will tell if these newly insured consumers will continue with their current shopping patterns or gravitate towards the behavior of their previously insured counterparts and reduce their spending at supercenters.

Older adults are not only changing where they shop, but also what they buy. A number of healthcare and CPG categories have experienced sizable increases in dollars spent per household among older adults relative to the general population. For instance, older adults have significantly increased spending across a number of healthcare necessities, such as home health care kits, with an increase of 36 percent; foot care, a 13 percent increase; and first aid treatments, a 7 percent increase as well as more discretionary purchases, such as eye cosmetics, which had a 25 percent increase. Several food and beverage

categories are also benefiting, including strong older adult categories such as frozen pot pies, a 12 percent increase, as well as less-developed older adult categories such as sports drinks, up 31 percent, and beer, up 11 percent.

“As four million older adults have yet to enroll in a prescription plan, and millions more will be eligible this fall, retailer Medicare Part D outreach programs should be continued and enhanced, if necessary,” added Johnson. “Manufacturers should explore targeted marketing opportunities now to reach out to older adults as they are deciding how to allocate newly-found funds.”

DONATIONS NEEDED

Bi-Lingual International Assistant Services is a not-for-profit organization that provides quality counseling, case management, social services and referrals in a linguistically accessible and culturally sensitive way to foreign-born elderly and individuals with disabilities. Masters'-level social workers and counselors speak English, Bosnian, Russian, and Spanish. Bi-Lingual International Assistant Services also offers site visits by clinical professionals and bilingual psychiatrists to homebound individuals who are foreign-born. If you can provide any of the following please call Julia Ostropolsky at 314-812-9320:

- A decent small refrigerator for staff.
- Three smaller office desks with chairs.
- One fancier desk and one very large desk.
- Sofa and an arm chair for therapy.
- Nice coffee table and shelves.
- Four computers and a scanner.
- A professional size copier.
- Telephones.
- A nice lamp for the therapy room.
- A large window size picture for an office with no windows.

Calendar & Entertainment Highlights

Thursday, July 27, 2006: 6:00pm - 8:00pm. *“Understanding Memory Loss”* - This FREE program reviews memory loss, dementia and Alzheimer’s disease and includes information on latest research, treatment and diagnosis. Presented by the Alzheimer’s Association, St. Louis Chapter, at Heritage Park, 1200 McCutchen, Rolla, 65401. Call 800-980-9080 to register or visit www.alzstl.org for more information.

Tuesday, August 1, 2006: *Basic Dementia Care*. Registration: 8:30 a.m. Program: 9 – Noon Learn the skills and information necessary to help people care for a person with dementia. The class covers a review of AD and other dementias, communication, behaviors, activities of daily living, and working with families. Offered by the Alzheimer's Association Education Institute, the \$25 tuition fee is waived for active association volunteers. Class will be held at our chapter office in Olivette; registration is required. To learn more or to sign up, please contact Jennifer Phillips by phone at 314-801-0414 or by email at jennifer.phillips@alzstl.org.

Wednesday, August 23, 2006: 11:30am – 2:00pm. *Genetics and AD: Understanding Individual Risk*. Learn how genetic factors may cause a person to develop Alzheimer's disease, and ways to assess your individual risk for developing AD based on family history. Course will be held at Central Reform Congregation, 5120 Waterman Ave., St. Louis, MO 63108. Cost is \$10 to cover cost of lunch, with the fee waived for current association volunteers. Registration is required as space is limited; call 800-980-9080 by August 18, 2006.

Saturday, September 16, 2006: *Alzheimer's Association Memory Walk* Volunteers needed for either St. Louis, at Tower Grove Park, or on **Saturday, September 23, 2006** (in several locations) Southeast Missouri, Capaha Park, Cape Girardeau, St. Charles County, Laurel Park, St. Peters, Franklin County, Rennick Riverfront Park, Washington, Illinois, Collinsville Area Recreation District, Collinsville. To learn more or to sign up, please contact Jennifer Phillips by phone at 314-801-0414 or by email at jennifer.phillips@alzstl.org.

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!

Thursday, September 28, 2006: 6 – 7:30pm. *Living Life with Memory Loss: Perspective on and Services for Early Stage Memory Loss*. Join us for an overview and panel discussion on services for people with early stage dementia, as well as suggestions on coping, activities, and life changes. Hear from experts in the field of aging and first-hand testimonials of individuals living with the changes of memory loss. Class will be held at our chapter office in Olivette; registration is required. To learn more or to sign up, please contact Jennifer Phillips by phone at 314-801-0414 or by email at jennifer.phillips@alzstl.org.

Thursday, September 28, 2006: Time TBA. *David Shenk*, author of the acclaimed book *"The Forgetting: Alzheimer's: Portrait of an Epidemic"* will be coming to Southeast Missouri on Thursday, September 28 for a caregiving conference sponsored by Southeast Hospital and SEMO University. More details will be forthcoming, but please make your calendar for this outstanding educational opportunity in Southeast Missouri. To learn more or to sign up, please contact Jennifer Phillips by phone at 314-801-0414 or by email at jennifer.phillips@alzstl.org.

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



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** provides 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 August 12 and August 19. For more information call Sandy at 314-727-9202 or send email to: singerinstitute@yahoo.com. 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.
- **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.
- **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.

- 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.

- 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.

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

Catch Kittie Moller of FANFARE at September FUNFEST



Kittie 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

John Rothbarth /
Publisher
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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* offers terrific, cost- effective advertising and promotional opportunities 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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