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# ST. LOUIS **TIMES**<sup>®</sup> Express

August 15,  
2005

Volume 1 Issue 3

**Dear John Rothbarth,**

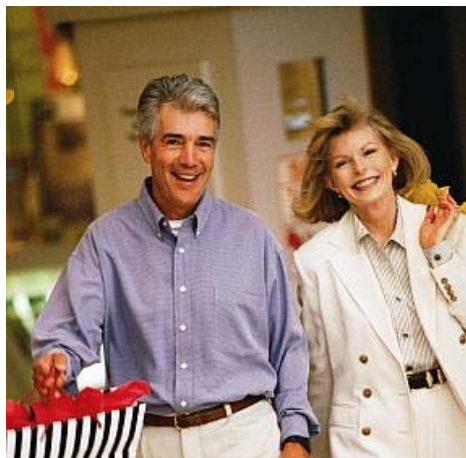
The summer may be coming to an end quicker than we'd like, but our work goes on, regardless of season. Serving the diverse needs of the aging St. Louis community is a task which, at times, places overwhelming demands upon shrinking or limited resources. Honing your skills in preparation for service or product delivery requires each of us to be at our best. You cannot give away what you don't have.

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 / 50+ population.

Publishing, like life, is not a simple exercise of connecting the dots. Between reader and publisher lies content and delivery, of which we share a common responsibility. It's primarily up to each of you to provide the information needed for the Calendar and Employment Sections, and up to us to provide the additional, useful information that can be incorporated into your professional lives.

Therefore, please submit your calendar item(s) and/or job vacancies 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.

## The Marketplace



### **Boomers Baffle the Housing Market**

With the Baby Boomer generation being such a potential boon for retailers and service industries, what kinds of things are being purchased by this demographic? As I mentioned last month, indicators strongly point to lodging, gifts, and activities such as golf, which are things that provide recreation and exercise at the same time. One of the things that *wasn't* mentioned in my previous analysis, however, was housing.

According to a recent *St. Louis Post-Dispatch* article by Tom Kelly: “Just two short years after a comprehensive survey showed that 60 percent of homebuyers over age 50 preferred to pay cash for their next home, more and more of them have showed up at mortgage offices seeking to leverage their most precious of assets.”

Might this point to an increased confidence in savings and an even more significant increase in spending power due to continued employment revenue?

*“Many buyers are empty-nesters who expect a high level of service, spend more on upgrades and are less likely to consider moving to an age-qualified community”*

By saving their cash, most baby boomers seem to want to free their loot up for other purchases such as education for their grandchildren or other investments like second homes or even vacation homes, where the typical buyer is 55 years old and earned around \$71,000 as recently as two years ago. This seems to point back to the increased spending on lodging and assorted leisure activities. By creating this new purchasing power for themselves, boomers aren't just buying a home based on location but lifestyle as well.

Most seem to want to feel a sense of community and a real, authentic living experience, instead of just cookie-cutter housing developments. “Many buyers are empty-nesters who expect a high level of service, spend more on upgrades and are less likely to consider moving to an age-qualified community,” Kelly reports. This is becoming more of a challenge for home builders because those who have lived in a multi-story home for most of their lives are now moving into condominiums, where the quality and space might not be quite as suitable. It can be quite an adjustment for those who are looking to convert to a smaller living space because of all those treasures that have been acquired over the years.

With increased purchasing power, boomers are not only buying more homes and upgrading them as well, but their standard of living allows them to create a steadier stream of revenue for the overall economy. While most advertising campaigns have traditionally been directed toward younger consumers, this trend may very well change in the coming years — that is, if those who control the advertising dollars bring themselves to focus on what is and not what was 30 year ago.

-- Jason McKinney

*Jason McKinney is a native of St. Louis and a freelance journalist. He can be reached by email at [jwmckinney79@yahoo.com](mailto:jwmckinney79@yahoo.com).*

## Communication / Advertising Tips

### Tough Love



You can't *make*

people do anything. Even though you may think that your product is the best on the market, and your spouse likes it and your kids do, too, as well as your friends and your neighbors, that doesn't necessarily mean that the average consumer will. To be truly effective in ensuring a sale, you must make a concerted effort to let people know why they should purchase your wares.

Think of it this way, when you're looking for a new job, your resume, portfolio, and references are your ad campaign. In order for people to find you, you have to find them first. With the proliferation of the Internet, that's not as hard as it used to be. But there are still many other ways to get the word out about yourself besides the Internet. Most of the time, the finest way to do that is word-of-mouth. If your neighbor knows somebody who knows somebody, or if you meet someone at the gas station who's looking for someone in your position, then that's usually your best opportunity for an "in."

It's the same thing with advertising for a product or service. Once the word hits the street and the judgment about your wares is in the public forum, then at least half the battle is already won. The key thing is to have a positive commentary going on about your business, not a negative one. One of the keys to this is customer service. During the last couple of issues, I talked about getting the customer to you. Now, I'd like to go over a little about what to do once you get them in the door.

*"People like to be validated and know that their claim is being heard."*

That old saying that "the customer is always right" is definitely a truism even if that customer is obviously a complete bonehead. We've all encountered someone, be it a fellow customer or someone you are dealing with at your place of business, that is just a royal pain. That type of customer — at least 90 percent of the time — will never be satisfied, no matter what you do. The key to handling someone like this is to make the best possible effort that you can because even if he or she isn't satisfied, at least your other customers will see you're doing a heck of a good job in an attempt to placate him or her.

People like to be validated and know that their claim is being heard. Doing this is just as important as any advertising effort because you're fulfilling part of the promise that you initially made. By not only getting them to come into your place of business but serving them in a fair, courteous, generous manner, you're showing them that you appreciate the fact they followed up on your ad and are happy they came in to see you.

A good example that I experienced when I used to be in the condominium-building business goes as follows. One day, a woman came in — we'll call her Carol — and was utterly infuriated that her air conditioner had given out. That was understandable because it was mid-July, and it was an especially hot day, but there was nothing that really could be done because it was Sunday. Carol stood in our sales office and ranted and raved for over an hour, finally realizing that there truly was nothing that could be accomplished at this point. She eventually decided to accept our offer of a motel room for the evening, but it was evident that she still wasn't thrilled about the situation. Fortunately though, there was a prospective buyer who came in while we were dealing with Carol. He later told us that he was so impressed with the way we handled her complaint that his wavering between us or a competitor was over, and he quickly made the decision to go with us.

My colleague and I were both pleasantly surprised by the encounter, mainly because it helped to sweeten the sour situation with Carol. The point is: There will always be Carols, and most of the time they will not be satisfied, no matter what you do. Luckily, for the few Carols out there, there are a lot more who are like the aforementioned gentleman. Those who appreciate good service and realize that when you do the best you can for someone, even if the desired outcome isn't achieved, it still goes a long way towards resolving an unpleasant situation. Keep that in mind the next time you encounter customers whom you would prefer to send packing versus dealing with them and their complaints.

## Continuing Education

### Continuing Education is Changing for the Better



It is often said that the older you are, the harder it is to go back to school. Many healthcare providers know how true that saying is because they are required to go back to school every year for continuing education. This extra training ensures that professionals remain current in their skills. For medical

professionals, this training is offered by a variety of accredited agencies including health professions schools, hospitals, pharmaceutical companies, professional societies, and other certified institutions such as the Employee Education System of the Veterans Affairs Medical Center.

Until relatively recently, these accredited training organizations developed training programs, invited speakers, registered participants, and hosted the programs without much outside guidance. Evaluation of the program was limited to feedback such as to whether the meeting venue was adequate and whether the speakers were knowledgeable and personable. The final step of the process occurred when the names of the registrants were provided to the professional societies that required its members to receive the training. This straightforward process sufficed for decades to ensure that the public was receiving its medical and social services care from individuals who were current in the latest standards of care.

However, as medical care has become more complicated and people have become more sophisticated about their medical options, continuing education for healthcare professionals has become more regulated. This greater

regulation has led to more documentation. As a result, getting certification for continuing education in healthcare is now more complicated and time consuming than it used to be. Therefore, teachers, as well as participants, are finding it harder to go back to school.

*"...continuing education providers are now being asked to develop mechanisms to show that either learning took place as a result of the educational program or that the participants already knew the information."*

Teachers of continuing education must now to be more accountable for the training they provide. Not only do they report who was registered to receive training, but they must also certify their teaching qualifications, get pre-approval of their training material, certify that the information is being provided in as unbiased a manner as possible, and document that participants were actually present for all of the training that was given. All of these changes are meant to ensure that participants receive accurate and unbiased information from qualified teachers. It does not, however, ensure that learning has taken place.

We are all familiar with students who sit in the back of the room and read the newspaper or answer their cell phones during a lecture. It is not obvious whether these people are too busy providing patient care to learn how to do a better job, or if they are smarter than everyone else and, in fact, should be the ones giving the lecture. However, accreditation agencies want to know which it is. Therefore, continuing education providers are now being asked to develop mechanisms to show that either learning took place as a result of the educational program or that the participants already knew the information. Therefore, you will be seeing changes in program evaluation over the next few years whenever you attend a continuing education program.

One major change will be more complicated program evaluations that are designed to show active participation and learning. The days of throwing away the evaluation form are just about over. Of course, as annoying as it may be to take a few minutes to fill out an evaluation, it beats having to pass a test. If done properly, learning can be assessed without actually asking someone to put his/her name on a test that actually needs to be graded. Expect to see new software, new evaluation tools, and more staff who will assist you in performing all of the new evaluation tasks that you will be seeing.

So the next time you attend a continuing education program and you do NOT see a faculty disclosure form or you are NOT asked to sign in or out of the event, be sure to ask why. And if you are asked to fill out an assessment that will tell the program developers whether they actually taught you something, do take the time to do it. That way you can ensure that you're properly trained and properly credited for your educational endeavors, and it will also ensure that your next continuing education program will be even better.

-- Nina Tumosa, PhD

*Nina Tumosa, PhD, is the Health Education Officer for the Geriatric Research, Education, and Clinical Center at the Veterans Affairs Medical Center in St. Louis and a Professor of Internal Medicine at Saint Louis University. She is also the Executive Director of the Gateway Geriatric Education Center which provides continuing education programs in geriatrics to healthcare providers in more than 20 medical professions. Nina Tumosa can be reached by e-mail*

at [tumosan@slu.edu](mailto:tumosan@slu.edu).

## Calendar Highlights



**Thursday, September 22, 2005: Nursing Issues in Dementia Care: For Nurses and Health Care Professionals in All Settings.** 8:00 am registration, 8:30am - 4pm. Tuition is \$75 for registrations before 9/16/05, \$85 for late registrations. One-day conference sponsored by the Alzheimer's Association - St. Louis and Mid-Missouri

chapters and Quality Improvement Programs of Missouri (QIPMO) hosted by Lutheran Senior Services at Laclede Groves, 723 S Laclede Station Rd, Webster Groves. This one-day conference will prepare nurses and health care professionals in all settings to effectively provide person centered care to person's with dementia. Topics include: communication and behavior assessment, pain assessment and management, use and misuse of psychotropic medications, safety, and current research trends in the field of dementia. For more information and or registration, please contact the Alzheimer's Association at 314-432-3422.

**Friday, September 30, 2005: 9am-4:30pm 2nd Annual Missouri Geriatric Training Series, "Cultural Diversity in Geriatric Social Work: A Dynamic Challenge for Today"** at the Sheraton Westport Hotel-Lakeside Chalet. Dr. Rachel Spector, a nationally recognized expert on cultural competence and author of the textbook, *Cultural Diversity in Health and Illness*, will be the keynote presenter. Practitioner panels of local experts will discuss best practices aimed at providing culturally sensitive care to older adults and ways to build community networks with diverse and underserved older adults. Sponsored by NASW-Missouri Chapter. 6.0 contact hours. Registration information available by contacting NASW at 573-635-6728 or [chapter@nasw-mo.org](mailto:chapter@nasw-mo.org).

**Friday - Sunday, September 30 – October 2, 2005:** The 2005 Planning Committee and members of the parish nurse community extend warm greetings and invite you to participate as a sponsor or exhibitor at *Parish Nursing: At the Crossroads*, the 19th Annual Westberg Parish Nurse Symposium in St. Louis. The Westberg Parish Nurse Symposium is the largest annual event focusing on the education and care of parish nursing professionals. In 2005, more than 500 parish nurses, health ministry, professionals, educators, and health care administrators are expected to meet in St. Louis for three days of learning, fellowship, sharing, and personal nurturing. Rev. Deborah Patterson, Executive Director, International Parish Nurse Resource Center & Deaconess Parish Nurse Ministries, LLC. For more information, contact Sonya Hollenbeck, MAC Meetings and Events, 801 North Second Street, Suite 302, or call 314-421-2005, ext. 333, or go to [www.parishnurses.org](http://www.parishnurses.org) on the web.

**Friday/Saturday, October 7 – 8, 2005: The 5th Leonard Berg Symposium** at the Eric P. Newman Education Center on the campus of

Washington University School of Medicine. This 2-day conference will review current and emerging findings concerning: (1) Risk factors for Alzheimer's disease (AD) identified in pre-clinical and early clinical stages; (2) Genetic markers for AD development and progression; (3) Preclinical detection of AD through the use of antecedent biomarkers & related neuroimaging techniques. Sponsored by the Alzheimer's Disease Research Center, Washington University.

**Tuesday, October 18, 2005:** *Strategies that work: Responding to Early Stage and Undiagnosed Dementias.* 7:30am registration, 8am - 4pm program. JC Penney Auditorium on the University of Missouri- St. Louis (UMSL) campus. Tuition is \$65 This conference is designed for social service providers with applied, practical strategies, and resources to assess, support, and intervene in situations involving community dwelling persons with dementia during the pre-diagnosis and early phases of living with dementing illnesses. Co-sponsored by the Alzheimer's Association St. Louis Chapter, St. Louis University's School of Social Work, and UMSL's Gerontology program. Please contact the St. Louis chapter of the Alzheimer's Association at 314-432- 3422 for more information or registration.

**Thursday, November 3, 2005:** *For Pete's Sake* - A Play by DaNine K. Ward. For Pete's Sake tells the story of Pete, a middle-aged African American gentleman and recent Postal Service retiree with a passion for Scrabble, as he faces the reality of memory loss. Join us for this special dramatic reading performed by actors from the St. Louis Black Repertory Company. Walk with Pete, his family, and friends, on a journey of realization, spirited acceptance, and hope. This performance can be seen at the Touhill Performing Arts Center on the campus of UM-St. Louis. Presented by Washington University Alzheimer's Disease Research Center, Alzheimer's Association - St. Louis Chapter, St. Louis Black repertory Company, Delta Sigma Theta Sorority – St. Louis Alumnae Chapter and Mound City Medical form. For more information and/or to register for this free event: Call 314-432-3422 or 1-800-980- 9080.

**Tuesday, November 15, 2005:** 10am – Noon *Research Update.* Join us in National AD Awareness Month for an update covering the latest news and breakthroughs in research and treatment. Learn about exciting research taking place in St. Louis, and hear from some of these local experts. Lunch will be provided during the presentation, and seating is limited. This event will be held at the Alzheimer's Association chapter office at 9374 Olive Blvd. Space is limited. To register, call Jennifer Phillips, Volunteer Coordinator, at (314) 801-0414.

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

## Employment Opportunities



**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](http://www.slarc.org). Resumes can be sent to [vamsinger@slarc.org](mailto:vamsinger@slarc.org) or faxed to 314-569- 0778. Please put "HR-Times" on all correspondence.

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

**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.

**Alzheimer's Home Solutions (AHS)** is a not-for-profit corporation that seeks a Program Coordinator to direct and teach our innovative caregiver-training program for the family caregivers of those with dementia and memory impairment to serve as a national model. The Model Training Program, funded by The Missouri Foundation for Health, offers nine hours over twelve weeks of interactive training in a home-based environment that includes a kitchen, bathroom and bedroom. If you are interested in applying for this full-time position, please send a cover letter and your resume to: Lisa Baron, President, Alzheimer's Home Solutions, 3470 Hampton Ave., Suite 201, St. Louis 63139 or fax to 314-353-1035.

**St. Andrew's At-Home Services** is looking to add a Program Manager to our team. Qualifications include a degree in marketing, communications, business, or related field, and previous home care experience. Must possess ability to work in a team environment and have organizational and time management skills. Please send cover letter and resume to Toni Vaughn: St. Andrew's At-Home Services, 6633 Delmar, St. Louis 63130 or send email to [tvaughn@standrews1.com](mailto:tvaughn@standrews1.com).

**The National MS Society**, Gateway Area Chapter, seeks a Care Manager (full-time) to become a vital member of the Programs Department. Responsible for implementing and managing our new in-home care management program for individuals with MS; administer baseline and long-term outcome assessments; and provide case management support at chapter-affiliated MS Centers. Bachelor's degree in related field with 3-5 years practical experience in hospital social work or case management (prefer Master's degree in social work, human services, or related field). Knowledge of community resources is essential. Strong oral and written communication skills and proficiency in Word & Excel, preferred. Competitive benefits. Salary: mid-\$30's. EOE M/F/D/V. Send resume to Program Director, 1867 Lackland Hill Parkway, St. Louis 63146, fax to (314) 781-1440 or [info@gatewaymssociety.org](mailto:info@gatewaymssociety.org).

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 1 (800) AGE-6060.

**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](mailto:amiceli@financialfreedom.com).

**Homewatch Caregivers** is looking for experienced home health aids and a full-time staffing coordinator, as it is opening new offices in St. Charles and Farmington. For more information call 314-645-0900 or contact by e-mail at [homewatchcaregivers@yahoo.com](mailto:homewatchcaregivers@yahoo.com).

**Alzheimer's Home Solutions (AHS)** is a not- for-profit corporation that seeks a Administrative and Marketing Assistant to assist with answering phones, processing intake, and directing follow-up. The professional would also have marketing responsibilities including networking, community presentations and face-to-face meetings. If you are interested in applying for this full-time position, please send a cover letter and your resume to: Lisa Baron, President, Alzheimer's Home Solutions, 3470 Hampton Ave., Suite 201, St. Louis 63139 or fax to 314-353-1035.

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

## **St. Louis Times FUNFEST**

John Rothbarth /  
Publisher  
[john@stlouistimes.com](mailto:john@stlouistimes.com)



**October 5, 2005** - Please join us at Harrah's Casino for the next *St. Louis Times* FUNFEST from 9am - 1:30pm where our average attendance for 2005 has been 700 people per event. Free and open to the public with live entertainment by *ELVIS* (Steve Davis), a karaoke contest, exhibitor booths, health screenings, free doughnuts and popcorn, and lots and lots of prizes!

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

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

***St. Louis Times***

John Rothbarth /  
Publisher  
john@stlouistimes.com



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

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

him an email.

**Contact Information**

email: [express@stlouistimes.com](mailto:express@stlouistimes.com)  
phone: 636-225-2442  
web: <http://www.stlouistimes.com>

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