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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

As the need for speed escalates in a shrinking world with increasing expectations, professionals who serve the needs of an aging society must continually broaden the scope and depth of their skill base. The field of geriatrics is a noble one that mirrors the challenges of working with any demographic group, yet does so without precedent.

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.

In order to add as much value as possible to our subscriber base please submit your *St. Louis Times Express* 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



Start-Up Explosion on the Horizon with Baby Boomers

The nation is on the brink of an explosion of new business start-ups, which may eclipse the dot.com boom of the late 1990's. This time around, however, the burst in entrepreneurial activity will not be led by 20-somethings but by baby boomers and would-be retirees in their 40's, 50's, 60's and even 70's, who are better educated, healthier, and more tech-savvy than their predecessors.

The boomer-led surge in start-ups could have a profound impact on the economy, both from new job creation and decreased tax burden, as this large, aging population is supported by entrepreneurial income instead of government assistance.

Evidence that the entrepreneurial renaissance may already be on the way can be seen in a quarterly job market survey of 3,000 job seekers which found that

13 percent started their own businesses in the second quarter. That was up from 9.9 percent in the same quarter a year ago and was the highest percentage since the second quarter of 1994, when 14.9 percent of job seekers started businesses.

A large portion of these entrepreneurs – 86.6 percent – were over 40, providing support for the idea that the next wave of start-ups will be dominated by seasoned business veterans. Further support is found in an analysis of unpublished government data, which showed that those 55 to 64 and older represent one of the fastest growing groups of self-employed workers.

Data from the Bureau of Labor Statistics show that the number of Americans 55 to 64 categorized as self-employed in non-agricultural industries has increased 29 percent from 1,434,000 in July, 2000, to 1,846,000 as of July, 2005. The number of self-employed 65 and older has grown 18 percent from 641,000 in 2000 to its current level of 756,000. Meanwhile, the largest number of self-employed workers is represented by late boomers – those 45 to 54 years-old – who make up nearly 2.6 million or 27 percent of the nation's 9.6 million self-employed. All told, the boomer-and-older entrepreneurs now account for 54 percent of self-employed workers, up from 48.5 percent in 2000. While self-employment was expanding among older workers, it was stagnant or falling for almost every other age group. The biggest group of self-employed workers in 2000 was the 35- to 44-year-old cohort, which numbered 2,790,000. Their numbers have fallen 15 percent to 2,359,000. Self-employment has risen by only one percent among 25- to 34-year-olds.

"Boomers are better educated than previous generations who entered their retirement years. As a result, they are more ready, willing and able to take on the intellectual challenges of continued employment."

"It may be a foregone conclusion that many baby boomers, either out of desire or necessity, will work beyond the 'retirement age' of 65. What some employers may not have expected is that a growing number of these baby boomers are abandoning traditional employment for self-employment," noted John A. Challenger, chief executive officer of global outplacement firm Challenger, Gray & Christmas. "This could have negative consequences for employers, some of whom are already starting to experience a shortage of skilled workers."

In a June survey of human resource executives, 40 percent of respondents said that their companies did not meet hiring expectations in the first half of 2005 due to a lack of qualified candidates. "As a result of the shortage, the new wave of senior entrepreneurs may find that their biggest customers are their former employers, who have no choice but to outsource certain functions to those with the most relevant experience," Challenger observed.

So, why the surge in boomer start-ups? Boomers are better educated than previous generations who entered their retirement years. As a result, they are more ready, willing and able to take on the intellectual challenges of continued employment. Thirty percent of the leading edge boomers, aged 55 to 59, have a bachelor's degree or higher. That is up from 25 percent just six years ago in 1999, according to Census Bureau statistics. Overall, our society is becoming more educated. Census data show that in 2004, 85.2 percent of Americans 25 and older completed four years of high school or more. In 1974, the high school completion rate was just 61.2 percent. Furthermore, 27.7 percent of the

25-plus population has gone on to complete four years of college or more, up from 13.3 percent in 1974.

Aging boomers as well as those who are now in their 60's and 70's have also shown a propensity to continue their education. The latest available statistics from the Department of Education show that the number of Americans between the ages of 45 and 69 enrolled in adult education classes increased 23 percent from 22.6 million in 1995 to 27.9 million in 1999.

“With the oldest boomers scheduled to reach the early retirement age of 62 in 2008, many are saying that they plan to stay in the workforce. As a result, we will continue to see adult education enrollment grow as these aging workers and entrepreneurs attempt to keep up with changing developments in technology, business management and other areas,” said Challenger.

Communication / Advertising Tips



Baby Boomers — Marketing to the ‘Me’ Generation

Unless you've been in a dimly lit cavern for the past several decades, you know that “baby boomers” is the collective name given to the 76 million people born in the United States between the end of World War II and 1964. Often described as the largest, most knowledgeable, and most fiscally influential demographic group in American history, their motto could very well be: Where does a 750-pound gorilla sit? Anywhere it wants!

Dubbed the “Me Generation” for their nonstop quest for self-gratification, many boomers pride themselves on their counterculture values, for having led movements for social rights and environmental awareness. However,

marketers should take note:

- **The cultural rift opened by the Vietnam War** between boomers who answered the call and those who avoided military service, or thought service dishonorable, has never completely closed.
- **Significant medical and scientific breakthroughs** beginning in the 1940's have allowed boomers to be the first Americans to take responsibility for being healthy, not just avoiding disease; to be fit, in shape, and to live longer...in effect, taking charge of their lives in ways earlier generations could never imagine.
- **Boomers value simplicity and like being in control.** They view maintaining fitness and good health as manifestations of their ability to affect everything going on around them. For many, for example, the most dreaded aspect of a serious illness is as much being unable to think clearly or exercise as much as they want, as it is losing the ability to earn income.
- **Women may have first come into their own in this country as**

a result of World War II, but it was the demographic clout of fiercely independent baby boomer women, combined with their widespread entry into the workplace, that has led to their increasingly controlling the purse strings of American households and businesses.

- **Out of necessity or otherwise, many boomers of both the popular genders will continue working well past retirement age.** In truth, if all the boomers who begin turning 65 in 2011 retire on schedule, the effect on national productivity, not to mention the financial markets, will be enormous. As a result, policies that encourage boomers to remain in the labor force will be a necessity, but you can bet boomers will find a way to make it all seem trendy (just as they did when they invented the youth culture of the '60's).

Baby boomers' financial obligations will also be long-lived, and so, even now, staying on top of their long-term financial security is (or should be) a very high priority. Because of their economic clout, boomers will always be an attractive marketplace. Marketers have focused their efforts on boomers for decades. "One of the surest ways to make sure a product prospers is to wait until baby boomers enter that stage of their lives," said Brad Edmondson, senior writer for American Demographics magazine.

Still, according to a report published by the Investment Company Institute: "Baby boomers have done less financial planning for their future than did the previous generation." Nevertheless, boomers are confident they can keep earning income later in life, either by postponing retirement, launching new careers, or starting homegrown businesses. This generation never has wanted to be like their parents, and will always be young in their minds.

Your message to this generation should be: It's never too late, but the sooner you start, the more you can do.

- - Bill Willard

Bill Willard has been writing high-impact marketing and sales training for over 30 years. He can be reached by email at w.willard3@knology.net.

Multi-Generational Relationships

Families for the 21st Century: A Multi-Generational Affair



Earlier this year a New York Times article included a front-page photograph of a nine-year-old Louisiana boy at a basketball game with his cheering section — his eight grandparents.

Although few children today have seen all of their biological grandparents divorce and remarry, the March 20 article, headlined "Ask Them (All 8 of Them) About Their Grandson," cited Merrill Silverstein of the Andrus Gerontology Center at the University of Southern California, who noted that almost half of American families have at least one set of grandparents who have been divorced, compared with one-fifth of families only 20 years ago.

However, the addition of three decades to average life expectancy since 1900 is cause for optimism due to the increasing availability of extended intergenerational kin — grandparents, great-grandparents, uncles and aunts — as a resource for children as they grow up and move into young adulthood.

“Today’s marvelous network of multi-generational exchange is one of those quiet things that nobody recognizes or talks about very much,” Vern L. Bengtson, also of the Andrus Gerontology Center, told Aging Today. He advanced a new hypothesis, “which goes beyond our previous preoccupation with the nuclear or two-generation family structure,” in his lecture in 2000 to the National Council on Family Relations when the group honored him with the Ernest W. Burgess Award, named for one of the pioneers of family sociology.

While conceding that his view “differs from contemporary wisdom about the most pressing problems of American families today,” Bengtson proffered his new conceptualization: “My hypothesis is that multigenerational family bonds are important, more so than family research has acknowledged to date.”

Bengtson argued that demographic changes over the 20th century “have important implications for families in the 21st century, particularly with regard to the latent network of family support across generations.” Multi-generational relationships, he said, are increasingly diverse in structure and functions within American society. In addition, Bengtson said, “Because the increase in marital instability and divorce have weakened so many nuclear families, these multi-generational bonds will not only enhance but, in some cases, replace some of the nuclear family functions which have been the focus of so much recent debate.”

Examples are abundant, he said, in past research showing that grandparents provide many unacknowledged functions in contemporary families. Often they provide important role models in the socialization of grandchildren, are a source of economic support to younger-generation family members, contribute to cross-generational solidarity and family continuity over time, and represent “a bedrock of stability for teenage moms raising infants,” he said.

“The older generation has a greater psychosocial investment, or stake, in their joint relationship than does the younger generation, and this influences their perceptions and evaluations of their common intergenerational relationships.”

Families, of course, have their conflicts, and Bengtson noted negative consequences of longevity’s gift of “longer years of shared lives” across generations. Many people face extended years of caregiving for dependent elders. Also, longevity might bring protracted family conflicts. Bengtson recalled an 84-year-old mother who referred to what she called her lifelong, lousy parent-child relationship.

Overall, though, data collected over three decades have consistently yielded high levels of emotional bonds between generations. Bengtson stressed that not only are the average solidarity scores a remarkably stable result over the decades, but also a generational bias is shown by greater expressions of devotion by older generations for those following them. He explained: “The older generation has a greater psychosocial investment, or stake, in their joint relationship than does the younger generation, and this influences their

perceptions and evaluations of their common intergenerational relationships.”

Despite changes in family structure and socioeconomic context, analysis showed that intergenerational influences on youths' achievement orientations remain strong. In fact, Bengtson noted, even though Generation Xers whose parents divorced “were slightly less advantaged in terms of achievement orientations than Generation Xers who came from nondivorced families,” both groups tallied higher scores on these outcome measures than their boomer parents did at the same age, Bengtson said. Family structure was not a factor.

But “we need more data on the ethnic and racial diversity of American family forms. We need to examine multigenerational influences across and within special populations, such as minority families and first- and second-generation immigrants. For example, considerable evidence shows that for many African Americans, extended kin relationships are more salient than they are for white families.”

Moreover, he said, “We need to focus on policy implications of the growing importance of multi- generational bonds. What can be done to strengthen multi-generational family supports? Grandparent visitation rights have recently been challenged in the U.S. Supreme Court. What does this mean in light of other court decisions to place more responsibility on grandparents as court-mandated guardians of grandchildren?”

Although more data must be collected to answer these emerging, difficult questions, 63-year-old Bengtson has his priorities in order and wants to make sure he allocates enough time to “take care of my grandchild.”

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.

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.parnurses.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.

Employment & Volunteer Opportunities



Missouri geriatric social workers. Please help! There is an urgent need for social workers with experience in working with geriatrics and Alzheimer's patients to assist with assessment of Gulf Coast residents. This is a volunteer position for up to oneweek 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.

Memory Care Home Solutions (MCHS) seeks a part-time Community Relations Director to educate senior care professionals and family members about the innovative training for families caring for someone with dementia that MCHS provides. MCHS is a non-profit organization that seeks to serve the St. Louis family caregiver community at training venues throughout the City and County. The Community Relations Director would have the following responsibilities: Marketing the training program to the broader health service community; recruiting caregivers at senior centers and volunteer meetings; educating referral base professionals in individual and group meetings and touring the multiple training venues with prospective trainees and professionals. Ideally, the candidate has experience in the senior health care services. The individual has excellent writing skills, has a working knowledge of data base programs, word processing, power point and is comfortable with public speaking. This is a three-day a week position. If interested please send/fax/email your resume to: Lisa Baron at Memory Care Home Solutions, 3470 Hampton Avenue, Suite 201, St. Louis, MO 63139; 314-353-1035 Fax; lbaron@memorycarehs.org.

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.

The Estate Planning and Elder Law Firm of **Purcell & Amen** has an immediate opening in their Sunset Hills office. The position requires knowledge of Vendor Medicaid and requires the ability to work in a team environment. The individual must possess outstanding organizational and customer service skills. Marketing experience is a plus. Further responsibilities will include involvement with asset protection planning and the preparation and submission of Medicaid applications. If you are interested in applying for this full-time position, please send a cover letter and your resume to: DPurcell@YourEstateMatters.com.

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@standrewsl.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.

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.

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.

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.

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.

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.

Home Helpers is currently seeking a full time Director of Marketing. The person in this position is responsible for spearheading the marketing efforts for the company. Anyone interested should send their resume to Barth Holohan at 200 S. Hanley Road, Suite 509, St. Louis, MO 63105, fax to 314-863- 9918, or email to Barth@HomeHelpersCare.com.

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

St. Louis Times FUNFEST

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

We are celebrating our 10th year anniversary, and we have a terrific, cost-effective advertising promotion designed to fit any sized budget, with ads starting at just \$50/month! When it comes to reaching the St. Louis baby boomer / 50+ audience, no one does it better! For more information about the *St. Louis Times*, 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
phone: 636-225-2442
web: <http://www.stlouistimes.com>

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