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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

Fall is at our doorstep, reminding us once again that everything is on its way to somewhere else. Season changes can serve as familiar checkpoints to review, renew or replace those things that work well for us and those that don't. So take a deep breath, slow down, and take a long look at what's around you. While you may find things that need attention, you just might find other things reminding you to be grateful for what you've accomplished and the mission that holds your passion.

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 metro baby boomer / 60+ population.

In order to add as much value as possible to our subscriber base, please submit your *St. Louis Times Express* calendar item(s) and job vacancies or volunteer opportunities by replying to this e-mail. Your submissions will be included free of charge in the next issue. And, by all means, forward the *St. Louis Times Express* to anyone whom you believe might benefit from reading it.

MARKETPLACE

New Strategies for Older Demos



Auto marketers need to respect their elders, especially since they represent a growing and powerful target demographic with more purchasing power than ever.

One of my favorite Seinfeld episodes is "The Cadillac," in which Jerry travels to Florida and surprises

his parents with the purchase of a Cadillac. Throughout the show we encounter the stereotypical facets of older adult living: 4:30 dinners at Denny's, plaid golf pants, and a Cadillac as the older adult luxury brand. The episode first aired in 1996, and 10 years later most of us still have that outdated stereotype in mind when thinking about older adults and their value in our marketing strategies.

Older adults, who did not participate in the bubble phase of the Internet, have been mostly forgotten as a marketing segment in the second phase of the Internet evolution. This is a major oversight if you consider the 2000 data from the United States Census Bureau: 40 percent of the United States population was 50 or older, and this group holds 75 percent of the nation's financial assets, and the 50- plus group is responsible for 55 percent of all consumer spending.

In addition, the majority of new car purchases are taking place after the first 50 years of your life. By focusing on the highly competitive 18-to-34-year-old market, all industries have lost sight of the promising 50-plus market.

"A recent Nielsen/NetRatings survey found that 27.4 million people age 55 and older purchased a product online in the last six months, an increase of five percent from last year."

According to the Center for Disease Control (CDC), the 65-and-older age group is the fastest growing segment of the U.S. population. Currently, you'll find almost 20 million licensed older adults (65 and older), which is 10 percent of all licensed drivers. And this is just a beginning of an exciting trend: By 2020 more than 40 million older adults will be licensed drivers.

How can automotive advertisers take advantage of this opportunity?

First and foremost, we have to revisit the old marketing wisdom that final brand decisions are made by consumers in their thirties. Just because you drove a Toyota in your thirties does not mean you will drive a Toyota (or Lexus, or what have you) for the rest of your life. Buying preferences are not sealed and buried like a time capsule — they can change or be revised, just as priorities, influencers and tastes change over the years.

A recent Nielsen/NetRatings survey found that 27.4 million people age 55 and older purchased a product online in the last six months, an increase of five percent from last year. Surprisingly, the number of adults (18 to 65) who bought an online product in the last year actually dropped by four percent, to 107.4 million consumers. This makes the 55-plus group the fastest growing segment of online shoppers in the United States.

This leads to my second point: Add the 50-plus segment to your media plan. Yes, they do explore the Internet on a daily basis and, even more importantly, they will respond to contextual advertising and engage with your brand. Studies show that many older adults are not multi-taskers and have no interest in automotive display ads on a travel or food site.

Prospective older adult car buyers are still active and young at heart, and they don't want to be treated as if they were past their prime. At heart, even those above the age of 55 can still like to drive fast, experience tight turns, and stand out from the crowd. You don't give up your dreams when you get older. On the contrary: It's the time when you realize the dreams you put aside due to the realities of kids, mortgages and professional demands.

HEALTHCARE

New Survey Underscores Shortage of Healthcare

Professionals



Shortages of healthcare professionals continue to challenge healthcare organizations throughout the country and a new survey reveals that the increased demand is outpacing the growth in supply of new health care professionals. This problem is intensifying as a result of graying baby

boomers growing use of health care resources across the country, according to Shyrl Johnston, Senior Partner, JWT Employment Communications, citing the findings of the “Metrics Online 2005 Year-End Report.”

“The nursing shortage has received much attention for some time. However, the shortage extends beyond nurses into other categories of healthcare professionals,” said Ms. Johnston.

“Employers who will be most successful are those who have innovative recruitment and retention programs and remain focused on developing a retention culture.”

“The shortage of healthcare professionals is strongly reflected by the number of days it takes to fill open positions. There are simply not enough candidates in the current market place to fill the open positions in many hospitals and healthcare facilities across the country.” said Cathy Allman, National Association for Health Care Recruiters Executive Director

JWT Employment Communications, one of the world’s leading recruitment marketing and internal communications agencies, partnered with the National Association for Health Care Recruiters (NAHCR) to develop the Metrics Online Program.

Metrics Online, is a national database, developed by JWT Employment Communications, that aggregates the data submitted by human resources professionals to provide national benchmarks for vacancy, turnover, cost per hire, days to fill and days to start. These benchmarks show national trends for the healthcare workforce and are used as guidelines to determine staffing, budgetary, and workforce retention plans at health care facilities.

Key findings of the NAHCR/JWT Employment Communications Metrics Online Report include:

- Based on full time equivalent positions (FTE) the overall vacancy rate for nurses is 10.1% and 20.8% for occupational therapists and 10.3% for speech therapists.
- The vacancy rate for rehabilitation professionals is high: 20.8% for occupational therapists and 10.3% for speech therapists on an FTE basis.
- The turnover rate among nurses is high at 11.3% and even higher among critical care nurses.
- The turnover rate for occupational therapists is 21.8%.
- Nearly 55% of all open rehabilitation positions took 60 to 90-plus days to fill, including 75% of physical therapist positions, 71% of respiratory

professional and almost 68% of occupational therapists.

- More than 30% of open nursing positions required 60 to 90-plus days to fill.

“The continued nursing shortage results from tougher educational standards and the failure of the educational system to expand its capacity to train nurses. Last year 30,000 qualified candidates were turned away by four-year colleges because of a shortage of seats. Even larger numbers of qualified candidates were turned away by two-year nursing academic programs because of a shortage of instructors,” said Ms. Johnston of JWT Employment Communications, who directed the Metrics Online research. “Healthcare providers must continue to aggressively address the challenges presented by the shortages of all healthcare professionals.”

“Employers who will be most successful are those who have innovative recruitment and retention programs and remain focused on developing a retention culture,” added Ms. Johnston.

She warned “the demographic phenomenon of aging baby boomers has begun placing unprecedented demands on the U.S. healthcare system, encompassing acute, chronic and rehabilitative resources.”

Cathy Allman added, “In order to meet the country’s healthcare needs we must continue to engage young students’ interest in a career in healthcare and provide an educational track for them to enter college programs and pursue healthcare careers. Educational systems, government and private sector must also provide scholarship opportunities for healthcare educators, and funding for faculty and labs for health care students. And healthcare organizations must be diligent to make sure they are serving the needs of their employees with competitive compensation and benefits. Employers need to create and maintain positive work environments that allow employees to feel valuable and have input in their practice on clinical, professional and other issues.”

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



Saturday, September 16, 2006: ST LOUIS IMPERIALSWING DANCE CLUB Invites you to our anniversary dance "Blast from the Past." Tributes to our past in music & dance at the Knights of Columbus, Fatima Hall, 1214 Teson, Hazelwood, MO.

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 atwalker@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!
- **Tuesday, September 26, 2006:** 1:00- 2:00pm: *Medical Ethics and Frankenstein's Monster*. Dr. Ira Kodner, MD, Solon and Bette Gershman Professor of Surgery and Director, Center for the Study of Ethics and Human Values, WUSTL, Chief Medical Consultant for KMOV-TV will be the guest speaker. Two hundred years ago, Mary Shelley's novel Frankenstein portrayed a dark fantasy - a man who succeeds in creating life. Dr. Kodner will address issues raised by stem cell research, care for the underserved and underinsured of our country, and the destructive power of prejudice and forced isolation. Class held at the Jewish Community Center, #2 Millstone Campus Drive in Creve Coeur. To learn more or sign up, please contact Fran Kravitz at the JCC at 314-442-3150 or by e-mail at fkravitz@jccstl.org.
- **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, October 11, 2006:** 1:00- 2:00pm - *Beauty or a Beast: New Anti- Aging/Cosmetic Procedures* by Dr. Gregory Branham, Washington University School of Medicine. Hear from an independent physician the latest information about anti-aging procedures such as lipodissolve, laser hair removal, mini-face lifts etc. Are they safe? Do they work? Class held at the Jewish Community Center, #2 Millstone Campus Drive in Creve Coeur. To learn more or sign up, please contact Fran Kravitz at the JCC at 314-442-3150 or by e-mail at fkravitz@jccstl.org.
- **Monday, October 16, 2006:** 11:00am - 12:00pm - *Memory Strategies—Specific Tips To Improve Memory*. Dr Emily LaBarge, Washington University School of Medicine. Learn steps you can take and strategies that you can use to not only help you remember but improve memory as well. Class held at the Jewish Community Center, #2 Millstone Campus Drive in Creve Coeur. To learn more or sign up, please contact Fran Kravitz at the JCC at 314-442-3150 or by e-mail at fkravitz@jccstl.org.
- **Thursday, October 26, 2006:** 11:00am - 12:00pm - *What To Do In A Pandemic*. Dr. Steve Lawrence, MD, Washington University School of Medicine, Associate Director for Emergency Response Planning for the Midwest Regional Center of Excellence for Biodefense and Emerging Infectious Disease Research. While we don't like to think about it, experts feel that it is a matter of time until the world experiences a pandemic whether it be from bird flu or some other yet to emerge virus. Learn what expert Dr. Steve Lawrence has to say about strategies and steps to help keep you and your loved ones be safe in a pandemic. Class held at the Jewish Community Center, #2 Millstone Campus Drive in Creve Coeur. To learn more or sign up, please contact Fran Kravitz at the JCC at 314-442-3150 or by e-mail at fkravitz@jccstl.org.
- **Tuesday, October 24, 2006:** 6:30 – 8 p.m. *Understanding Other Dementias* . With over 60 separate dementia-causing diseases identified, learn specifics and characteristics of additional dementias including vascular dementia, Lewy body dementia, Huntington's dementia and Pick's dementia. Learn supportive approaches to helping families cope with and manage non-Alzheimer dementias. 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, November 1, 2006:** Registration: 12:30, Program: 1 – 4 p.m. *Basic Dementia Care* - 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.
- **Saturday, November 12, 2006:** St. Andrew's Resources for Seniors is proud to present its annual *Ageless-Remarkable St. Louisans Event*, which each year recognizes an awe- inspiring group of St. Louis elders, at the Chase Park Plaza's Khorrasan Ballroom. Tickets cost \$100 per person. Proceeds from the event will be utilized by St. Andrew's Charitable Fund to help provide housing and supportive services to low-income and at-risk seniors in the St. Louis area.
- **Tuesday, November 14, 2006:** *Annual Research Update* 6:00pm –

9:30 pm at the Frontenac Hilton. Join us during National AD Awareness Month for an update covering the latest news in research and treatment. The event will also feature a reception and photography exhibit by people with dementia. Featured topics of the night include: Early detection featuring John Morris, MD (Washington University); covering biomarkers, beta- amyloid, tau, and the Pittsburg compound; Treatment featuring George Grossberg, MD (Saint Louis University); covering drug cocktails, and next generations of treatment; Dementia risk reduction featuring Eric Larson, MD, MPH (University of Washington) covering exercise, brain health, and nutrition; How do we make it happen featuring staff from the Alzheimer's Association - St. Louis Chapter; covering advocacy, funding, and research participation.

- **Wednesday, December 6, 2006:** 1:00pm - 2:00pm *Positive Psychology and Aging—Learn To love Growing Old*. Dr. Mark McDaniel, Washington University. People are living longer now so why not enjoy it! Dr. McDaniel will discuss tips and strategies to help you get more from your “the golden years”! Class held at the Jewish Community Center, #2 Millstone Campus Drive in Creve Coeur. To learn more or sign up, please contact Fran Kravitz at the JCC at 314-442-3150 or by e-mail at fkraivitz@jccstl.org.
- Wednesday, December 13, 2006: *Alcohol and Drug Abuse in Older Adults* from 1:00pm - 3:00 pm. Join Alzheimer's Association staff for an additional skill building opportunity on the topic of Alcohol and Drug Abuse in Older Adults. Featured speakers are: Janet Popelka, National Council on Alcoholism and Drug Abuse, Sandy Townsend, Preferred Family Care, and Hedva Levy, Pharmacologist with HBL Pharma Consulting. Opportunity is limited to first 10 interested volunteers. Please contact Carol White at 314-432- 3422 to register.

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



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 University** 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@arts.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 November 4 & 11, 2006 at the County office in University City from 8:30-12:00 both mornings. 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).
- **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.
- **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.
- **The Jewish Federation of St. Louis**, the central community-building, planning and fundraising agency for the St. Louis Jewish community seeks a top-notch Volunteer Coordinator. This position is responsible for the recruitment and integration of volunteers into the federally funded Naturally Occurring Retirement Communities (NORC) project. The mission of the NORC project is helping the elderly to live independently, with dignity and security. This challenging position offers a competitive salary and an excellent benefit package. Please send resume and cover letter to: Human Resources - Jewish Federation of St. Louis, 12 Millstone Campus Drive, St. Louis, MO 63146. E-mail: gfallert@jfedstl.org Fax: 314-432- 1277.
- **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.
- **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.

Affordable in-home medication preparation services: Registered Nurse available to provide regular in-home visits to prepare medications, order and pick-up refills at an affordable rate. Call Lorraine at 314-313-0834.

The **Jewish Community Center Adult Day Services** has two Activity Assistant positions available. One full-time with excellent benefits and one part-time with flexible scheduling. Experience in working with older adults is preferred. Please email your resume to jweissman@jccstl.org.

Trail Watch Volunteers Make a Difference - An area-wide orientation training session will be offered to prospective Trail Watch volunteers on Wednesday, August 23rd at Queeny Park in the Greensfelder Recreation Center, 550 Weidman Rd. 63011. Taught by St. Louis County Park Rangers, the training class will take place from 7 to 9 pm. There will also be another Training Session on Thursday, September 21st at the Visitors Center in Jefferson Barracks Park, 345 North Rd. 63125 For more information or to register, call 314-638- 2100 or email khartzke@stlouisco.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 Lynn Rose Terry Live at December FUNFEST



Please join us this year as we enter our seventh year of hosting *St. Louis Times* FUNFEST Events. They run from

9am - 1:30pm and have an average attendance of 700 people per event. Free and open to the public, each *St. Louis Times* FUNFEST Event offers live entertainment, bingo, line dancing, exhibitor booths, health screenings, free doughnuts and popcorn, and lots and lots of prizes! for information on how you can participate, please call John Rothbarth at 636-225-2442.

The 2006 *St. Louis Times* FUNFEST Schedule of Events, Themes and Locations

- March 1, 2006 - Country Western - Harrah's Casino
- June 7, 2006 - Hawaiian Luau - Orlando Gardens (South)
- September 6, 2006 - 50s-60s Rock 'n Roll - Florissant Community Center
- December 6, 2006 - Holiday/Christmas - Missouri History Museum

St. Louis Times

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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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