

[<Back](#) [Print](#)

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

October 15,  
2005

Volume 1 Issue 5

**Dear John Rothbarth,**

The fall and fourth quarter are here as many of us busily finalize our plans for 2006. At the *St. Louis Times* we're thrilled to announce that 20,000 copies of our new, upcoming *St. Louis Times* RESOURCE GUIDE will be published May 1, 2006, and distributed to individuals and entities that serve the needs of older adults. In addition, we plan to sell copies of the *St. Louis Times* RESOURCE GUIDE through area bookstores and grocery stores. Endorsed by Breakthrough Coalition, which is comprised of a group of organizations, companies, and individuals in the St. Louis area working together to improve the lives of older adults, the *St. Louis Times* RESOURCE GUIDE represents a terrific new marketing opportunity. For advertising or additional information call John Rothbarth at 636-225-2442.

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 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.

## The Marketplace



### **Seven Things You Might Not Know about Boomer Women (But Should)**

Baby boomers (technically, those whose ages were between 40 and 58 by the end of 2004) make up, at almost 80 million, the largest generational demographic today. And, among boomers, women not only outnumber men but also influence as much as 80 percent of household purchase decisions, from food and finance to travel and technology.

In other words, baby boomer women are the greatest market opportunity today. Investing in better understanding, these women will undoubtedly provide companies with greater

advantage in the marketplace of the future.

Many marketers have yet to grasp that the younger consumer markets (Gen X and Y) spend less than their parents and grandparents. The advertising industry has been slow to update stereotypes of aging and women.

In reality, baby boomer women are a savvy, complex group of consumers, leading multifaceted lives and looking for answers as they experience multiple life stage transitions. And they don't think of themselves as "older," but as young-at-heart (with a few wrinkles).

The following insights and recommendations shed light on how to better connect with her reality and harness the purchasing power of this influential segment.

- **50 is the new 30.** Marketing to the "aging" boomer woman is tricky, because she cringes at being viewed as "mature" or "senior." She's not going to relate to the waif Vogue model, but she also doesn't connect with the stereotypical cardigan-wearing grandma, either. Focus your brand messaging on youthful attitudes, embracing your age, wisdom from experience, emotional relevance, vitality, and inner beauty.
- **Boomer women want it all.** The apparel industry recognizes that while many boomer women are trading down and simplifying their lives, they still want to look and feel their best — and that means looking stylish and youthful. A boomer woman's apparel says a lot about her attitude as she ages more gracefully than any previous generation. She is demanding style without sacrificing comfort and fit.
- **Women are the primary purchasers of consumer electronics.** The stereotype of the single 30-year-old male consumer-electronics nerd is no longer viable. Women play an increasing role in consumer-electronic purchases. In the United States, they spend more than \$55 billion on consumer electronics annually, out of a \$96 billion total. Yet boomer women feel largely ignored when it comes to product design, advertising messages and sales help in understanding products and services. Make it clear and easy for the boomer woman to understand how your products help her or her family members manage their multitasking lives and connect with others. Keep it simple; make buttons and labels intuitive, easy to use and readable.
- **Boomer travelers search for enrichment and rejuvenation.** Travel is not just about sitting on a beautiful beach; it serves as much more for the boomer woman. Travel is her way of reconnecting with herself, her loved ones and the world at large, which explains why baby boomer women spend more per trip on travel than any other age group. Market to her key concerns and understand the amenities she is looking for in a trip. Her needs will differ, depending on whose suitcase she is helping to pack.
- **Boomer woman entrepreneurs reinvent careers.** Many women in their 40's are reaching the peak of their careers and earning potential. And "retiring" older boomers often don't stop working; they might instead be finally starting that consultancy they've always wanted to start. The number of woman-owned businesses is growing at twice the rate of all U.S. firms. When asked about their motivation in starting their own businesses, 45 percent of woman business owners indicate the desire for independence as the primary motivator.
- **Boomer women are smart web surfers.** Not only is the discretionary income of baby boomer women greater than ever before, they also make up the most consumer-educated group surfing the Internet. In 2004, women aged 35-54 represented the highest

proportion of web surfers, compared with male boomers and all other demographics. For this multi-tasking maven, the web is not a toy. It's a tool, available 24/7 to take advantage of those unpredictable free moments. This savvy cyber-woman rewards those who make her daily balancing act a little easier.

- **Boomer women have unique financial needs.** As boomer women start to realize that they will most likely outlive their husbands (on average by 6-9 years), live 19 years into retirement and possibly be managing a double inheritance (from parents and husband), they will likely want help with financial planning. The boomer woman's priorities will be driven by what's personally important: children, grandchildren, health, and philanthropy. Advisors who guide not just by logic and discipline but also by shaping solutions with her underlying emotional needs and priorities in mind will be most successful in helping her reach her financial goals.

## Communication / Advertising Tips

By Wendy Maynard

### Improve Your Success Rate in Online Marketing to Older Adults

If you're marketing to an older audience, don't discount the value of a website. People over 50 account for more than 50 percent of discretionary spending in the United States, and they go online to buy.

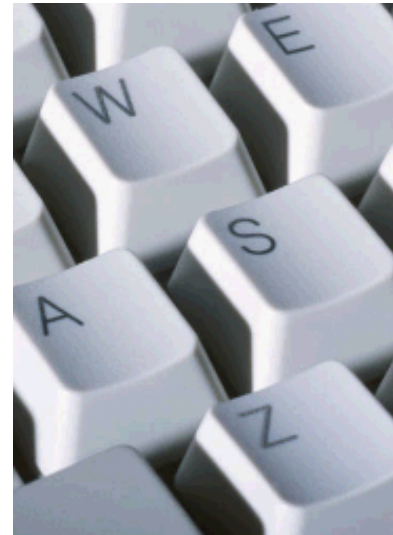
According to recent Pew surveys, the number of online older adults jumped by 47 percent between 2000 and 2004. There are about 8 million "silver surfers" (22 percent of Americans) who are age 65 or older using the Internet. About 58 percent of Americans ages 50 to 64 say they surf the net.

Of wired older adults, 69 percent go online on a typical day, compared with only 56 percent of all Internet users. Silver surfers report using the Internet to stay in touch with family and friends, using e-mail or sending online greeting cards. Older adults report several other key reasons for using the Internet, including:

- To stay current with news and events
- To look up health or medical information
- To research products or services to purchase offline
- To make online shopping purchases
- To research and/or check on stocks or investments

"Wired seniors are often as enthusiastic as younger users in the major activities that define online life such as e-mail and the use of search engines to answer a specific question," says Susannah Fox, director of research for Pew/Internet. "They are as likely as younger users to go online on a typical day. Communication and information searches attract wired seniors, and there has been sharp growth in the number doing key Internet activities such as health searches, e-shopping, and online banking."

As people age, they are more likely to have usability issues. For example, more



older adults have myopia, cataracts, fine motor disabilities, and short-term memory decreases. Therefore, if your company is targeting this demographic, it's important to take specific steps to modify your website appropriately. Don't make it difficult for your older adult visitors to find what they need on your website. Here are few guidelines to make your website more user friendly for older adults:

**Use larger type, less content:** Changes in vision can make is more difficult to read a computer screen. Reduce the amount of text on each web page and use a medium-sized default font. Provide a way for older viewers to increase the text size. This will make it easier to read for individuals who do not see as well.

**Make it easy to read:** Use a sans-serif font that is not condensed. Avoid novelty and cursive typeface. Double space body text.

**Design with high contrast:** Avoid reversed type and patterned backgrounds. Use dark text on light backgrounds.

**Keep terminology simple:** According to recent studies by Fidelity and AARP, many older Internet users aren't familiar with commonly used web terms. Things younger Internet users know well are a new language to older users. Avoid web jargon. Examples include: "URL," "link," "messageboard," "emoticon," and "IM."

**Be very clear:** Use action-word links. Because older users tend to be more cautious in what they do on the Internet, use link terminology that clearly explains what happens when a user clicks on the link. Explain things concisely, but thoroughly.

**Make links straightforward:** Use an obvious method of displaying links such as blue, underlined words. Make these consistent throughout your website. Give users a larger target area to click on to accommodate for users who may have fine motor coordination difficulties such as tremors.

**Keep your site design simple and stable:** If your site caters to older adults and you want to change your site, make changes slowly over time. The more success older adults have with your site and the easier it is for them to use, the more confidence and loyalty they will develop. Keep your navigation toolbar in the same place throughout your website.

**Test your site:** Before launching your site, have older adults try out your website to evaluate its accessibility, readability, and ease of use. More and more older adults are surfing the online world. The spending habits and income of this demographic makes them a desirable target audience. If your company wants to catch this wave, offer a website that makes it easy for your users. Create a comfortable online environment for your online older visitors, and your business will reap the rewards.

## White House Conference on Aging

### Agenda Taking Shape for White House Conference



The 2005 White House Conference on Aging will be held December 11-14, in Washington, D.C. These conferences occur every ten years to make aging policy recommendations to the

President and Congress and to assist the public and private sectors in promoting dignity, health, independence, and economic security of current and future generations of older persons.

A draft agenda for the White House Conference on Aging has been released. It focuses on six areas: retirement planning, working in later life, livable communities for older Americans, health and long-term care, social involvement, and the change in the marketplace for seniors.

Mini-conferences have been held across the country to help develop the agenda for the meeting.

Here are excerpts from the agenda-planning document with some of the ideas being considered for each subject area. This was originally prepared in May and updated in August.

1. **Planning along the Lifespan.** “A cornerstone of a successful retirement is planning for that event during a lifetime. It is essential to save for retirement starting at an early age when the miracle of compounding provides optimum leverage. We want to be sure we have the right incentives and the right financial education to provide workers with tools to plan for retirement. But, merely accumulating savings does not guarantee a secure retirement. Managing those assets through longer and longer lifespans is a key component. Americans must plan and prepare for the risk of having assets depleted because of a long-term care episode. Moreover, retirees must be on guard against becoming victims of financial fraud and exploitation. Financial literacy is the essential component to enable Americans to plan for and guard against these risks.”
2. **The Workplace of the Future.** “For as many decades as we can remember, there has been a younger workforce on the heels of those planning to retire. With declining birthrates, those demographics will change dramatically and will have a tremendous impact on the workplace of the future. In addition, Americans are living longer which means they will need more assets for longer retirements or work longer so that retirement assets last a lifetime. Because the workforce is shrinking, older workers will be valuable members of the job bank of the future, and older workers will need the income that working longer will provide in order to fund their retirements.”
3. **Our Community.** “An important issue of livable communities for older Americans is the possibility for and desirability of aging in place. In order for this to happen, there have to be available social and health services for people as they pass through the different phases of aging. Resources not only have to be in place but information describing them must be readily obtainable by service clients. A secondary effect of baby boomer parents moving from cities to suburbs after World War II has been to make it more difficult for them and their children to remain in lifetime homes as they age. The suburban spread of the elder population makes it harder to deliver services and harder for residents to get to services especially as they become unable to drive. Some relatively obvious suggested solutions to the problem are better coordination between health and aging networks, improved information management systems, and finding ways to keep older drivers on the road longer, safely.”
4. **Health and Long Term Living.** “Americans are living longer. That ever increasing life span, combined with the significant increase in the population reaching age 65, as the baby boomers age, will be major factors in shaping health care policy for the next 10 years and beyond. The whole spectrum of health care, physical and mental health will be

impacted by these two factors. The importance of prevention, including personal responsibility for life style choices and adherence to preventive care protocols, are more important than ever as we strive to decrease or eliminate the negative impact of preventable illnesses. When acute or chronic illnesses do occur, the issue of access to appropriate medical and mental health services will also need to address issues of coordination of care across multiple settings and continuity of care over time. Living longer while afflicted with chronic illnesses will also require attention to choices that maximize function, quality of life, and independence in the living environment of choice for the individual. Research, particularly more focused on issues associated with aging, and the widespread dissemination and adoption of the information that the research reveals, will be a major contributor to the quality of health care.”

5. **Civic and Social Engagement.** “Social engagement is crucial to the physical and psychological well-being of elderly citizens. Being engaged in such activity is important for older persons in maintaining physical vigor and for getting the type of social interaction and mental stimulation necessary to continue living a full, robust life. It is just as importantly a way in which senior citizens can contribute to their communities. There are a wide range of available activities that may be helpful individually, to other citizens and more generally, to sustain the quality of civic life. There are opportunities for volunteers in hospitals, schools, and museums and with religious and service organizations, as well as in many other non- institutional settings. Key questions to be addressed regarding baby boomers as they age are, what will be their level of participation in volunteerism and, what types of activities will attract them.”
6. **Marketplace.** “There are an increasing number of new products and operational practices that intend to help the elderly cope with life circumstances that have become difficult. They include personal mobility and communication devices, housing and vehicle design, and pharmaceutical advances. Some of these are beginning to be marketed and others are in development. But some with potentially dramatic impacts on older persons, and the rest of the population, are completely unknown. For example, at the 1981 White House Conference, would it have been predicted that by 2005, travel agencies, libraries, and stockbrokers would be on the brink of obsolescence? Or, would it have been predicted that the Internet would exist and be as pervasive as it is?”

## Calendar & Entertainment Highlights



### **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.

**Friday, October 21, 2005:** *Medicare Part D Prescription Drug Benefit*  
Open to the public, attend a free breakfast seminar on Medicare Part D. Discover how Part D can help manage rising prescription drug costs, learn what decisions to make and when, and find out about extra help available for people with limited income. Hosted by Mound City Medical Forum and UnitedHealth Group at The Salad Bowl, 3949 Lindell Boulevard. Breakfast starts at 8:15 a.m. and the program runs from 9-10 a.m. RSVPs are appreciated. To reserve your seat please call 636- 530-1235 extension 221. To arrange for free transportation, please call 314-664-5024.

**Friday, October 21 or November 17, 2005:** *Train the Trainer: Building Creative Caregivers.* 8:30am registration, 9am – 3:30pm program. Alzheimer's Association Chapter Office- 9374 Olive Blvd. Tuition \$150 (includes manual, lunch, and continuing education for nurses and nursing home administrators). The Train the Trainer program is an award winning course designed to teach trainers about key principles to becoming a dementia expert. Trainer can then educate staff on compassionate and quality dementia care. Each participant will receive a user-friendly dementia- training manual with modules that include different topics teaching practical and necessary skills, lesson plans, objectives, educational materials and handouts, and interactive exercises, games and visuals. For more information or to register please call the Alzheimer's Association Education Institute at 314-432-3422 or toll free at 800-980-9080.

**Thursday, October 27, 2005:** 9 - 11:30am *New Medicare Rx Benefit: Program, Plans, and Rollout.* The Medicare Modernization Act (MMA) is the most far-reaching change to the Medicare program since its inception. The Alzheimer's Association is honored to have Leslie Fried, a national expert on the Medicare prescription drug benefit share her insight and wisdom. Learn from Leslie about the program, the plans that will be offered in the bi- state region, and what individuals with dementia and other complex medical conditions should know. A panel of experts will tackle your questions and discuss available community resources. This program is designed for professionals and volunteers that work with Medicare recipients. At Edward Jones - 12555 Manchester Road (Across from West County Mall at Manchester and 270). Please RSVP to Jennifer Phillips at 314-801-0414 or at [jennifer.phillips@alzstl.org](mailto:jennifer.phillips@alzstl.org). Funding for this event is provided in part by the Metropolitan St. Louis Access to Benefits Coalition through the Area Agency on Aging of Southwestern Illinois.

**Saturday, October 29, 2005:** *St Louis Imperial Dance Club HALLOWEEN DANCE* at St Ann Community Center, #One Community Center Dr., St. Ann, MO. Doors open at 7:30pm, dancing at 8:00pm. Costume contest – Prizes & Surprises. Food Catered by Pasta House, beer, soda & coffee provided by the club. Cost is \$15.00 per person. DJ's: Larry Wheelis & Larry Eaglin. For more info, call 314-423-1933 or visit us at [slidc.com](http://slidc.com).

**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.

**Saturday, April 8, 2006: 9:45am. *The Spirit of St. Louis Marathon presents the Mature Mile.*** The Spirit of St. Louis Marathon Family Fitness Weekend has fitness events for people of all ages and abilities. Saturday's events all take place in beautiful Forest Park and include the nationally recognized Read, Right, & Run Marathon for elementary and middle school students, a 5k run, children's fun runs, and the second annual Mature Mile. The Mature Mile is more than just a one day event. It challenges people 60 and over to train for and walk one mile. Participants receive a training schedule based on their current fitness level that will have them ready for the big day. Cardiovascular exercises such as walking are vital in living a long and healthy life. Those fitness enthusiasts for whom one mile is not enough of a challenge are encouraged to participate in either the 5k, the marathon, or the half-marathon, the latter two of which start and finish in downtown St. Louis on Sunday, April 9. For more information call 314-727-0800 or visit [www.stlouismarathon.com](http://www.stlouismarathon.com).

**Wednesday, November 9, 2005: 9:30am- 12:00pm *"New Leash on Life"*** Did you know that pets provide joy, companionship, unconditional love, and may even help you stay healthy and fit! Join us for this free event as we explore the many ways that pets enrich our lives! Hosted by the Humane Society of Missouri & OASIS at the Humane Society of Missouri, 1201 Macklind Avenue, St. Louis. Please RSVP to Sarah Wildt at 314-951-1568. Coffee and donuts will be provided! Participants can also enter a raffle to win a wonderful coffee table book!

**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 and entertainment items for future issues of the *St. Louis Times Express*, please send all requests by email to [express@stlouistimes.com](mailto:express@stlouistimes.com).**

## Employment & Volunteer Opportunities

- **Bi-Lingual International Assistant Services** seeks social worker (MSW/LCSW) for 30-40 hours/week, who is willing to deliver services to elderly and frail adults in the City and County of St. Louis. This opportunity requires the ability to work independently, great work



ethics and flexibility to

provide services to various ethnic minorities, access to transportation, counseling and case management skills and knowledge of resources within the community. Specialization in gerontology or a mental health field is a plus. Please, come and join our team. To schedule an interview, contact Julia Ostropolsky, e-mail [juliaostropolsky@cs.com](mailto:juliaostropolsky@cs.com).

- There is an urgent need for “relational volunteers” usually 50 years and older to “befriend” a lonely nursing home resident. The purpose of **The Singer Institute’s Community Connections Program** is to address the needs of senior populations, particularly those who are socially isolate and institutionalized, as well as those seniors who are living independently and still have much to give but nobody to give to. The program training is free of charge to the volunteers. In almost all cases the quality of life is improved for all concerned. The next training is Saturday, November 12 and 19, 2005 from 8:30am – 1:30pm at 5401 S. Kingshighway at the Kingshighway Baptist Church. For more information call Stephen at 314-727-9202 or email [suzsanne@prodigy.net](mailto:suzsanne@prodigy.net). We look for a relational volunteer to make minimally a one-year commitment to their new friend. Note: the community connections program is in the process of changing its name to The Senior Connections Program.
- **RN with over 15 years of nursing experience**, a BS in Nursing and a M.Ed. is available for part-time evening or weekend job opportunities. If interested please contact Lorraine at 314-313-0834.
- Beautiful senior living community seeking an RN for **Assistant Director of Nursing (ADON)** with excellent leadership and communication skills for our 120 bed skilled nursing facility. Responsibilities include supervision and direction of professional staff in resident care, restorative nursing and quality assurance programs. We offer an excellent salary and benefit package. Please send resume to: HR Director, Friendship Village of West County, 15201 Olive Boulevard, Chesterfield, MO 63017. (636) 733-0145 – fax; (636) 733-0157 – phone. EOE.
- **Missouri geriatric social workers**. Please help! There is an urgent need for social workers with experience in working with geriatrics and Alzheimer’s patients to assist with assessment of Gulf Coast residents. This is a volunteer position for up to one week with food and shelter provided. There is anticipated to be a need for these volunteers for up to eight weeks. Please contact Barbara Dobrosky directly at [barbara.dobrosky@alz.org](mailto:barbara.dobrosky@alz.org) or call 601-497-7584. This relief effort is being coordinated by the Alzheimer’s Association and the Area Agency on Aging of the Gulf Coast.
- **Odyssey Healthcare** seeks a Patient Care Manager (PCM). Ideal candidate would have a minimum of 5 years of supervisory experience with at least 1 year in hospice as an RN. Good assessment skills required, home health or hospice background preferred. Please contact Joe Miller at 314-991- 6693.
- The **Saint Louis County Department of Human Services County Older Resident Programs (CORP)** needs volunteers to assist older adults with a variety of services, including transportation to doctors, grocery shopping and respite (relief time for caregivers). Retired professionals are needed to provide free income tax assistance, non-litigation legal consultations and notarize documents. Administrative volunteers are needed to set up income tax appointments and assist in CORP’s Legal Services and Home Care and Repair offices. CORP volunteer positions are located throughout St. Louis County. Training and mileage reimbursements are offered, as well as flexible hours and short-term commitments for some positions. CORP services are available free of charge to St. Louis County residents,

60 years and older, who live independently in the community. For information regarding CORP volunteer opportunities and/or services, please call 314/615-4516, TTY 314/615-4425, or email [esherman@stlouisco.com](mailto: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.
- 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](mailto: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@standrews1.com](mailto:tvaughn@standrews1.com).
- **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](mailto:lbaron@memorycarehs.org).

- **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).
- 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](mailto: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](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.

- 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.
- **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).
- **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](mailto:Barth@HomeHelpersCare.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](mailto:express@stlouistimes.com).**

## ***St. Louis Times FUNFEST***

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



**December 7, 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 *LYNN ROSE TERRY*, 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>

**Join our mailing list!**

Join

[Forward email](#)

### **SafeUnsubscribe®**

This email was sent to [express@stlouistimes.com](mailto:express@stlouistimes.com) by [express@stlouistimes.com](mailto:express@stlouistimes.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



St. Louis Times | P.O. Box 456 | Valley Park | MO | 63088