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ST. LOUIS **TIMES**[®] Express

November 15, 2005 **Volume 1 Issue 6**

Dear John Rothbarth,

The response to our upcoming *St. Louis Times* RESOURCE GUIDE, which will be published May 1, 2006, and distributed to individuals and entities that serve the needs of older adults, has been terrific. 20,000 copies will be sold through area bookstores and grocery stores in addition to the free copies distributed to Breakthrough Coalition members. Breakthrough Coalition is comprised of a group of organizations, companies, and individuals in the St. Louis area working together to improve the lives of older adults, and the *St. Louis Times* RESOURCE GUIDE represents a unique 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 / 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.

The Marketplace

By Sharon Sultan
Cutler

Understanding Caregiving in 2005 and the Future



The number and variety of eldercare products, services, and programs seem to be rising almost as quickly as the exploding worldwide baby boomer to senior population. The "Age Wave" is now affecting every aspect of modern living. But it also means new opportunities for both entrepreneurs and established businesses to meet the growing number of buyers.

For most business professionals, it is definitely time to review current marketing/promotion campaigns. Decide

what is working, what can be improved, and what can be created to fit your niche.

In the past 20 or so years, most industries have created new professional categories to appeal to whole new, untapped audiences. Just a few include: Certified Senior Advisors, Certified Financial Gerontologists, Senior Move Managers, Senior Real Estate Specialists, Elder Care Attorneys, Geriatric Care Managers, Long Term Care Insurance Specialists, Reverse Mortgage Professionals, Aging in Place Specialists. In record numbers, astute business people are catering to an audience hungry for help.

The “new normal” for consumers in need of eldercare services and products for loved ones may very well cause confusion, angst, and panic. The average caregiver needs to find out:

- What services are available through community, government, and social service agencies?
- How to understand and utilize the vast network of professionals serving seniors, learning what they actually do, how they will help older loved ones and what the costs will be.
- Decide research methods including: referrals, Internet surfing, local senior agencies, reviewing guide books, newspaper, or yellow page ads.
- How to prepare an effective plan of action.
- When will family life return to normalcy?

Marketing your message to caregiving children who may live near or far from family members is vital. Often that is easier said than done, because children may live anywhere in the USA, Canada, Europe, and the rest of the world.

It is in everyone’s best interests to understand the dynamics of caregivers and caregiving. Here is a very brief overview.

Who Are Caregivers?

According to Connie Goldman, editor of, “*The Gifts of Caregiving: Stories of Hardship, Hope, and Healing*,” the term “caregiver” did not enter the dictionary until 1997. The Family Caregiver Alliance defines the term caregiver as anyone who provides assistance to someone else who is in some degree incapacitated and needs help. Statistics compiled by the Family Caregiver Alliance state that the duration of caregiving can last from less than a year to over 40 years. On average, caregivers spend 4.5 years providing care.

Between 7 million and 10 million Americans are long- distance caregivers for older relatives. Locating long- distance support and appropriate care providers is often difficult, frustrating, and stressful. There are many eldercare options available, and in times of crisis, decisions must be made immediately.

Caregiving can be an emotional roller coaster. On the one hand, caring for our loved ones demonstrates our love and commitment. On the other hand, exhaustion, inadequate resources, and continuous caring can lead to burn out, stress and depression.

A Caregiving Population

- More than 50 million people provide care for a chronically ill, disabled, or aged family member or friend during any given year.

- American businesses lose between \$11 billion and \$29 billion each year due to employee need to care for loved ones 50 years of age and older. Source: National Alliance for Caregiving/Met Life Study of Employer Costs for Working Caregivers.
- Both male and female children of aging parents make changes at work in order to accommodate caregiving responsibilities. Both have modified their schedules. Both have come in late and/or leave early and both have altered their work-related travel. Source: Sons at Work, Balancing Employment and Eldercare, MetLife Mature Market Institute.
- By the year 2030, nearly 150 million Americans will have some type of chronic illness, a 50 percent increase since 1995. Source: Partnership for Solutions Harris Survey Johns Hopkins University.
- “We expect that the number of long-distance caregivers will more than double over the next 15 years as the baby boomers and their parent’s age,” said James Firman, Ed.D., president and CEO of The National Coalition on Aging. “To deal with this growing phenomenon, employers, consumers, and government will need to foster better ways of helping the caregiver.”

Understand your caregivers and their needs, and make the “new normal” profitable for both you and your clients.

Communication / Advertising Tips

By JoAnn R. Hines

10 Tips for Packaging That Sells Products to Boomers

Boomers are a prime and growing target audience. Does your product speak to them? Does your product’s packaging compel them to buy it? If not, you are missing a very important market segment.

According to Rick Adler, founder of The Senior Network: “Simply based on population growth trends, if a product is marketed to the 50-plus audience and maintains its market share, it should increase in sales by 35 to 50 percent in the next 20 years. Conversely, a brand targeted at the zero to 50 age groups will be flat in sales.”

These 10 tips are adapted from *Design Your Packaging For The Ultimate Target Audience – Boomers*:



1. Don’t associate boomers or those over 50 with being old. Boomers view themselves as younger than they are (typically by 20 years). Whether you use the word “boomer,” “over 50,” or “aging,” this group doesn’t want to be referred to as old, so try to avoid using the word “senior.” Use words that aren’t considered negative. Gone are the days of over 50 being considered close to the end of life. You’re not old; You are in the prime of your life.

2. Make it easy to use. Emphasize convenience or ease-of-use. Boomers are busy people — making their lives easier or more simplified is important. They like to spend time on activities like cooking. They just don’t want to spend a lot

of time getting things together to do it.

3. Make it easy to read. How important is the label's readability? Of those surveyed, 70 percent said very important, 8 percent said somewhat important, and 4 percent said not important at all. "We aren't illiterates. Just make sure we can see what we're buying." The size of type and the readability of packaging was the number one packaging issue cited by those over 50. Even with glasses, many times the product labels are difficult to read. Make no mistake, boomers will be reading it to make an informed decision.

4. Keep the product secure. By product security, I mean that there is no evidence of tampering or indication that the product has been opened in any way. This is going to be a huge issue in the future. After the 9/11 attacks, food security has become paramount.

5. Create relevance. Use role models or visuals that represent the audience. Having a 20- year-old touting the latest benefits means nothing. Conversely, having a 50+ year old speaking to her daughter or granddaughter creates relevance.

6. Don't use celebrity endorsement. Do celebrity endorsements influence your purchasing decision? The answer: 2 percent "yes" while a whopping 98 percent said "no." Wow! Think of all the wasted money. Do endorsements from a senior organization such as AARP influence your purchasing decision? Now that's a different story: 14 percent said "no" and 86 percent said "yes." So the bottom line is don't use celebrities. Think of all the money you will save. Do use AARP and similar organizations to tout the product.

7. Make it easy to open. Does ease of opening influence your decision? Split fairly evenly: 48 percent said "yes" and 52 percent said "no." Ease of opening was considered a problem after they tried to open the package. Unfortunately, many of the reasons a package is difficult to open is because of external influences, tamper evident, theft, counterfeiting, and product integrity.

8. Keep it simple. The same features that make packages kid-friendly should make it easier for many adults to utilize. What they want you to know about the package: Make it easy to handle. Use color-coding to differentiate products in a family of products.

9. Use language that connects with boomers. In most cases, they are educated, literate, and informed. Communicate with them as such. Hip-hop and other "in" style messages create a negative image, rather than a positive one.

10. Forget about age. Does age matter? How important is the designation that the product is for those older than 50? Of those surveyed, 14 percent said it's very important, while 16 percent said it's somewhat important, but over half, some 60 percent, said that isn't important at all. So don't categorize the product as one created for those over 50. However you reach out and connect with boomers through product packaging, it's important to visualize this market as vital, active people. Eliminate the old stereotypes that we grew up with of people over the age of 50. Create significance by using images of people who realize they have the best years of their lives ahead of them.

US: Decline in Life Expectancy?

Obesity Could Shorten American Life Expectancy

A team of researchers led by University of Illinois at Chicago professor S. Jay Olshansky is predicting a decline in life expectancy in the United States later this century.

That prediction, which is based on the dramatic rise in obesity, especially among young people and minorities, is from a special report appearing in the March 17 issue in the *New England Journal of Medicine*.

The study determines that obesity currently reduces life expectancy by approximately four to nine months. "The magnitude of that effect may sound trivial to some, but, in fact, it's greater than the negative effect of all accidental mortality, such as car accidents, suicides, and homicides combined," said Olshansky, professor of epidemiology in the UIC School of Public Health.

The researchers also predict that the rapid rise in obesity among children and teenagers in the past 30 years will have life-shortening effects in the future — perhaps enough to offset any improvements in longevity from anticipated advances in biomedical technology.

Researchers also believe the life-shortening effect of obesity could rise so rapidly in the United States — from two to five years in the next 50 years — that it may eventually exceed the current life-shortening effects of cancer or ischemic heart disease.

The findings are contrary to what some scientists predict about human life expectancy, which assumes that past increases will continue indefinitely. Most forecasts of life expectancy are based on historical trends, but the authors conclude that such estimates fail to consider the obesity epidemic.

Olshansky and colleagues argue that current extrapolation models used to predict life expectancy do not take into consideration the health status of people currently alive. Longevity predictions are crucial for health policy and for economic policy as well. "One of the consequences of our prediction is that Social Security does not appear to be in nearly as bad a shape as we think," Olshansky said. "The obese may be inadvertently 'saving' Social Security, but the obese themselves and the health care system that cares for them will pay a very heavy price in terms of higher death rates and escalating health care costs."

To estimate the current impact of obesity on life expectancy, the researchers calculated how much longer people would live if obesity did not exist. To do this, they used recently published health statistics and assumed that everyone who is currently obese acquired the body mass index of people who have the lowest risk of death. By calculating years-of-life-lost due to obesity and combining that with estimates of the prevalence of obesity in younger generations, the authors were able to illustrate that in the coming decades the risk of death from obesity-related causes is about to rise. The hardest hit will be minorities, because of limited access to health care and because they have experienced the most rapid increases in obesity in recent years, according to the authors.

It is well documented that obesity is associated with an increased risk of diabetes, heart disease, cancer, and other complications. Obesity and being overweight are the second leading cause of preventable death in the United States. And the largest increases in obesity have occurred among children and minorities.

Body weight is affected by many genetic, psychological, and environmental factors that influence diet or physical activity levels, says Dr. David Ludwig, associate professor and director of the Obesity Program at Children's Hospital Boston and a co-author of the study. For children in particular, fast food, sugar-sweetened beverages and other high-calorie/low-quality junk foods are major contributors to obesity. "These adverse changes in diet have been driven by a multi-billion dollar marketing campaign by the food industry aimed at young children," said Ludwig. "Cutbacks in funding for regular, mandatory PE classes, and limited insurance reimbursement for obesity prevention and treatment are also contributory."

The researchers predict that unless effective interventions are developed to reduce obesity, children today may live less healthy and shorter lives than their parents. "In addition to the enormous economic costs of obesity, the personal toll is incalculable," Ludwig said. "The rapidly escalating prevalence of childhood obesity and its most feared complication, Type 2 diabetes, raises the prospect of heart attack becoming a common condition of young adulthood."

The authors expect that this study will raise awareness of the importance of increased funding for obesity research and treatment, especially in children. They also point out that new investment into the Social Security system, while at the same time under-funding obesity prevention and treatment, is not sound economic or public health policy.

Calendar & Entertainment Highlights



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.

Wednesday, November 16, 2005: 2:00pm in the Clayton High School Auditorium. Direct from successful performances of The Timeless Songs of Cole Porter, *Tim Schall* once again takes you back to the heyday of American Popular Song with *GEORGE GERSHWIN: A MUSICAL PORTRAIT*. Relive the optimism of Gershwin's 1920's Tin Pan Alley classics. Be romanced by the songs of his 1930's movie musicals written for Fred Astaire and Ginger Rogers. Treat yourself to an afternoon of glorious Gershwin. Schall, a recent graduate of The Cabaret Conference at Yale University, delivers another performance of

“elegant cabaret style” - (KDHX Radio St. Louis). As the song says, Gershwin is “here to stay!” Ticket prices are \$14/adults, \$13/seniors and \$12/groups. Tickets available at the door. For more information call 314-721-4634.

Thursday, 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.

Saturday, November 19, 2005: *St Louis Imperial Dance Club THANKSGIVING DANCE* and election of 2006 Board at K of C Fatima Hall, 1214 Tesson Road off Howdershell. Doors open at 6:45pm, free workshop at 7:00pm and dancing from 7:30pm - 11:00pm. Cost is \$5.00 for members and \$8.00 for non-members. For more info, call 314-423-1933 or visit us at slidc.com.

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.

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



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.
- **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.
- **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.
- **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.
- 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.

- **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.
- **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.
- There is an urgent need for “relational volunteers” usually 50 years and older to “befriend” a lonely nursing home resident. The purpose of **The Senior 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 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. We look for a relational volunteer to make minimally a one-year commitment to their new friend.
- **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 or call 601-497-7584. This relief effort is being coordinated by the Alzheimer's Association and the Area Agency on Aging of the Gulf Coast.

- **Odyssey Healthcare** seeks a Patient Care Manager (PCM). Ideal candidate would have a minimum of 5 years of supervisory experience with at least 1 year in hospice as an RN. Good assessment skills required, home health or hospice background preferred. Please contact Joe Miller at 314-991- 6693.
- The **Saint Louis County Department of Human Services County Older Resident Programs (CORP)** needs volunteers to assist older adults with a variety of services, including transportation to doctors, grocery shopping and respite (relief time for caregivers). Retired professionals are needed to provide free income tax assistance, non-litigation legal consultations and notarize documents. Administrative volunteers are needed to set up income tax appointments and assist in CORP's Legal Services and Home Care and Repair offices. CORP volunteer positions are located throughout St. Louis County. Training and mileage reimbursements are offered, as well as flexible hours and short-term commitments for some positions. CORP services are available free of charge to St. Louis County residents, 60 years and older, who live independently in the community. For information regarding CORP volunteer opportunities and/or services, please call 314/615-4516, TTY 314/615-4425, or email esherman@stlouisco.com.
- **Mid-East Area Agency on Aging** seeks Job Developer/Computer Lab Assistant. Description: Works with program service area participants and employers to develop unsubsidized placements for participant in the Senior Community Service Employment Program (Title V). Coordinates computer labs and class scheduling. Assists program coordinator with preparing lesson materials for Title V computer classes as needed. Acts as assistant to Title V coordinator and assists with that person's duties as assigned. The Senior Community Service Employment Program (Title V), provides training for subsidized, limited-term employment for people 55 and over. Participants must meet income guidelines and live in St. Louis, Jefferson, Franklin or St. Charles counties. MEAAA administers this program. Requirements: Education and Experience: High School education. Knowledge, Abilities, and Skills: General filing, filing personnel files, copying and typing as needed. Ability to effectively interact with agency personnel, computer lab students and the general public. Basic computer skills, excellent telephone etiquette, organizational and people skills required. Hours: 24 per week. Contact: Sharon Clark Posley, Title V Coordinator, 636-207-0847, ext 117.
- **Autumn View Gardens – Ellisville** has an immediate position for a full time Director of Nursing (RN or LPN) for our Assisted Living Community. Qualified applicants should have a minimum of two years experience in geriatric nursing and proven management abilities to carry out the goals, policies, and procedures of the organization. Excellent salary and benefit package as well as a wonderful working environment. If interested in this position please send resume to Cathy Krege at 16219 Autumn View Terrace Drive, Ellisville MO 63011 or fax to 636-458- 0189.

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

John Rothbarth /
Publisher
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
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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.

The **St. Louis Times 2006 Media Kit** is complete, with a terrific, cost-effective advertising promotion 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 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.

Contact Information

email: express@stlouistimes.com
phone: 636-225-2442
web: <http://www.stlouistimes.com>

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