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ST. LOUIS **TIMES**[®] Express

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Dear John Rothbarth,

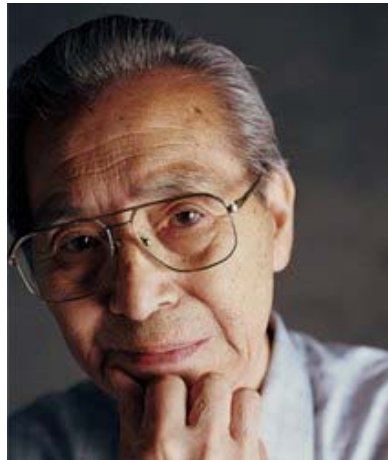
With Thanksgiving around the corner what more incentive do any of us need than to give that little bit extra of ourselves this time of year. It has always been in the giving that we get. So give a big smile or hug to the older (and younger) folks who cross your path as you add to your daily list of things to be grateful for.

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

Study Shows that Boomers Fall into Five Distinct Groups



The Boston-based market research firm of Chadwick Martin Bailey has released the results of a study that could redefine how marketers categorize the baby boomer generation.

Although marketers and advertisers lust over boomers' high purchasing power, they often miss the mark when it comes to segmenting the group and maximizing targeted results. This new research shows that treating the boomer generation as only one or two groups oversimplifies robust differences of individuals in this demographic group.

“For years, companies have been marketing their products to the baby boomer generation as if it were a homogeneous group,” said Chadwick Martin Bailey vice president Mark Doherty. “Our latest research shows that marketers can identify more substantive, actionable and strategic differences by segmenting the generation into five distinct subgroups based on common attitudes, behaviors, and demographics. Using the new segments we’ve identified, we

believe there's a more effective way to target America's most-publicized generation."

In addition to the segments identified below, the study exposed these common misperceptions of the baby boomer generation:

- More than 70 percent of boomers were never actually politically active in the 60's and 70's. For example, only 6 percent claim to have been active participants in historic movements such as civil rights, anti-war and women's rights; and only 15 percent claim to have participated in demonstrations or protests.
- While only one in five boomers consider himself or herself a 'knowledgeable source of information for new technologies,' certain portions of boomer population are much more tech-adept than previously believed. Achievers, for example, own significantly more technology devices than their counterparts, and they consistently rely on technology.

In order to help marketers more accurately engage the diverse boomer market, the survey identified the following five distinct subgroups:

- **Status Seekers:** The largest segment identified, Status Seekers make up 26 percent of Boomers. The group is characterized as materialistic and feels that money is the best measure of success. Individuals enjoy the "finer things in life" and are willing to pay more for brand names. A total of 31 percent of Status Seekers drive a vehicle they feel makes a statement about their personalities and style.
- **Traditionalists:** This group accounts for 23 percent of boomers. Traditionalists are defined by their conservative political, economic, and social views. They have traditional attitudes and belief systems, are known for following the rules, and are smart consumers (interested in value, trust, and variety). A total 45 percent of Traditionalists report that they'll go out of the way to buy American-made products.
- **Blue Collar Skeptics:** Around 18 percent of boomers fall into this group. The Blue Collar Skeptics are just that: skeptics. They are hesitant to trust big businesses and are concerned about the amount of information online. As they fall on the low end of the boomer income bracket, this group is more stressed about time and money than the rest of their generation. A total of 68 percent of Blue Collar Skeptics fear they haven't saved enough money for retirement.
- **Activists:** The most politically and socially active segment, 17 percent, are Activists. They are generally liberal and also donate a significant amount of time and money to charity. Activists are concerned about the environment, are brand-loyal, and are financially smart. Approximately 37 percent of Activists describe themselves as 'green consumers' (i.e. buying hybrid cars, recycling, etc).
- **Achievers:** The minority of boomers, just 16 percent fall into the Achiever category. This group adopts technology early and relies on it heavily. They are focused on success and wealth and are heavily involved in social activities. A total of 24 percent of Achievers claim to be the first among their friends to have new gadgets and devices.

CAREGIVING

Family Caregiving Awards Honor Non-Profits

Representatives from leading non-profit



organizations convened in Washington to honor the 2006 winners of the Family Caregiving Awards to recognize outstanding community agencies that support caregivers providing assistance to older adults.

Nearly 170 non-profit agencies competed for six national 2006 Family Caregiving Awards — sponsored by the National Alliance for Caregiving — which included categories for caregiver support, caregiver education, and technology. These agencies help family caregivers by providing support, education and other resources in the ongoing effort to assist vulnerable older adults to remain either in their own homes, or with family, as research shows that vast majority of Americans prefer to remain in their own homes as they age.

“We were thrilled to learn about so many fine programs around the country that have found innovative and effective ways of supporting the efforts of the family caregivers,” said Gail Gibson Hunt, President & CEO of the National Alliance for Caregiving. “There are thousands of non-profit agencies across the United States that provide these sorts of services, and we hope that other non-profits will be inspired by these programs, by seeing the possibilities and taking on the challenge of improving the level of support to caregivers.”

This year’s award winners:

- **Eldercare Partners** in West St. Paul, Minnesota, was recognized in the category of Caregiver Support, for Eldercare Partners’ caregiver services. This coalition of service agencies in Minnesota provides individual coaching and counseling for families.
- **Mountain Empire Older Citizens**, Big Stone Gap, Virginia, was recognized in the category of Caregiver Support for Family Support Services. This single agency in Appalachia has pulled together an extensive array of services for their broadly dispersed clients.
- **The University of Wisconsin-Extension** in Madison, Wisconsin, was recognized in the category of Caregiver Education for strengthening the delivery of family caregiver education through partnership. This statewide network of 75 organizations in Wisconsin works toward a common goal of supporting caregivers.
- **The Stroke of Hope Club**, North Palm Beach, Florida, was recognized in the category of Caregiver Education for its caregiver manual. This all-volunteer organization in Florida committed to enhancing the lives of stroke “victors” and their caregivers.
- **The Family Caregiver Alliance**, San Francisco, was recognized in the category of Technology, for its support of caregivers through the use of the latest technology. This organization is the nation’s oldest caregiver organization and uses technology in all of its efforts to get help to those in need.
- **The Alzheimer’s Association of Los Angeles**, Riverside, and San Bernardino Counties, was recognized in the category of Caregiver Education for its Asian American Dementia Care Network. This southern California chapter of the nationally recognized Alzheimer’s Association targets and serves families of multiple Asian cultures. This organization was also honored with a special “MetLife Foundation Excellence in Alzheimer’s Caregiver Support Award,” for its commitment to improving the lives of those with Alzheimer’s disease and their caregivers.

Non-profit honorees were awarded \$25,000 to continue and enhance their

support for caregivers. Applicants were asked to demonstrate how they are innovative, effective, replicable, based upon research and responsive to diverse populations. Applicants were then judged by a panel of experts, who selected six programs to be honored.

Two programs were also given honorable mention awards: the **Mid-Missouri Chapter of the Alzheimer's Association**, located in Columbia, a support group in Missouri for male caregivers of women with Alzheimer's disease, and **Area Agency on Aging 1-B**, in Southfield, Michigan, an overnight respite program that allows families to leave their loved ones in a secure and caring environment.

"Family members provide much of the day-to-day care needed by older adults who are frail, impaired or in poor health," said Sibyl Jacobson, president, MetLife Foundation. "We recognize these programs for the enormous contribution they make to family caregiving."

Family caregiving is the underpinning of the country's healthcare system, with the value of family caregiving to society estimated at \$306 billion per year—more than the value of home care and nursing care combined. Experts anticipate that family caregiving will continue to grow in the decades ahead. Currently, there are over 44.4 million family caregivers in the United States. Nearly 60 percent of caregivers work and nearly 40 percent of caregivers have children under the age of 18. Managing the competing priorities of work and family, in addition to the caregiving responsibility, is stressful, costly, and draining, and can exact a heavy toll, resulting in caregiver stress, burnout, and other health problems.

HEALTH INDUSTRY SURVEY

Effects of the Brain Drain on Health Care



Some baby boomers are nearing retirement, which has caused concern over the potential for workforce shortages, particularly in the health care industry.

As analysts make their predictions for the future, Compdata Surveys reviewed salary trends over the last few years for four positions: radiology director, licensed physical therapist, staff pharmacist, and registered nurse. According to the compensation data annual survey of more

than 5,300 employers, salaries have grown rapidly for radiology directors, licensed physical therapists, and staff pharmacists over the last three years in the United States, while registered nurses have seen increases in supplemental pay and benefits.

"Many employers are worried about 'the brain drain' they could experience as baby boomers leave the workforce to retire," said Amy Kaminski, manager of marketing programs for Compdata Surveys. "Health care is one industry where the demand for some positions is already great. The way organizations choose to compensate their employees in this competitive market will affect how they attract and retain employees."

Some employers have had difficulty hiring sufficient numbers of radiology technologists and technicians. Because of this, it's not surprising salaries have risen over the last three years for these positions, as well as those requiring more experience. For example, radiology directors currently make \$88,569 on average across the country. Up by 4.28 percent from 2005, this position should continue to see growth as baby boomers near retirement.

In 2006, Compdata Surveys found pharmacists earn \$92,741 on average nationally. This number is up by 7.7 percent from 2005 when pharmacists made \$86,114 and up 14.1 percent from 2004 when wages averaged \$81,278. As demand grows, pharmacists could expect to see salaries rise even higher.

The same is true for licensed physical therapists, who have seen a rise in salary as well. In 2004, licensed physical therapists could expect to make an average of \$57,304 nationally. Now, in 2006, they are earning \$62,636 annually. Their salaries have increased by 9.3 percent in the last three years.

Accounting for 2.4 million jobs in the United States, the U.S. Department of Labor reported registered nurses could create the second largest number of new jobs among all occupations. Since 2004, the base pay for registered nurses has stayed around \$51,000. However, more hospitals are offering better rates for sign-on bonuses, on-call, call back and shift differentials. Even as health insurance rates rise, some are offering benefits to part-time employees as incentives.

Compensation Data 2006 contains data on 532 job titles ranging from entry-level to top executives. Information was collected on more than 6.3 million employees across the country. The results provide a comprehensive summary of pay data, benefits information and pay practices with an effective date of March 1, 2006. For further information about the compensation and benefits surveys, contact Lane Lyons at (800) 300-9570.

ALZHEIMER'S DISEASE

100 Year Anniversary of Alzheimer's Disease



On the eve of the 100th anniversary of the discovery of Alzheimer's disease, medical researchers are in a sprint to map and sequence the genes susceptible to Alzheimer's, leading to more aggressive therapeutic interventions to slow, stop, or even reverse the effects of the disease. It's a race that must be won in the next few years if we are to save up to 16 million baby boomers from the devastation of the disease, said Dr. Rudolph Tanzi, lead researcher for the Cure Alzheimer's Fund.

"As baby boomers move into the age of highest risk, our nation will have more people growing older and more people living longer and a burgeoning public health crisis," noted Dr. Tanzi, professor of neurology at Harvard Medical School and director of Genetic and Aging Research at Massachusetts General Hospital. "Fortunately, we are on the cusp of a rare 'science moment,' when intensive research could yield a breakthrough for an Alzheimer's cure."

Research into the human genome, as well as new gene identification technology, has helped to isolate specific genes that contribute to the risk for

Alzheimer's. In addition, massive amounts of data collected from families afflicted with late-onset Alzheimer's have provided new clues about how to combat the debilitating disease, which robs the elderly of memory and cognitive skills.

"This is an auspicious time for accelerating Alzheimer's disease research — in this 100th year since the recognition of the disease by Dr. Alois Alzheimer on November 6, 1906," Dr. Tanzi declared. "We see the light, we know several things. We know what we need to know.... we just need the money to get the tools to stop this disease."

Into this breach has stepped Cure Alzheimer's Fund, a unique venture capital approach to philanthropy that is investing money in Alzheimer's research without the promise of making a profit. At a time when the federal government has slashed \$7 million from its budget for Alzheimer's research and education, the Cure Alzheimer's Fund has raised more than \$3 million, plowing all of it directly into research.

"The only return that the founders of this fund expect is a cure, a chance to make life better for those families who have been stricken by this disease," said Jeffrey L. Morby, chairman of the board of the Cure Alzheimer's Fund. "We have personal stakes in wiping out this disease, and we are happy to underwrite the administration of the fund so any contributions from others go directly to research."

Although Alzheimer's was identified more than 100 years ago, it was largely ignored for years as families dealt with the disease along with public ignorance and personal shame. It wasn't until the 1970's that researchers began to focus on the disease, opening the way for drugs that could treat the symptoms.

Then, in 1983, President Ronald Reagan launched a national campaign to fight Alzheimer's, including declaring November as National Alzheimer's Disease Awareness Month. "The emotional, financial, and social consequences of Alzheimer's disease are so devastating that it deserves special attention," Reagan said. "Right now, research is the only hope for victims and families."

With Reagan's own diagnosis as one who had the disease in 1994, a new impetus was created to find a cure. However, in recent years, the federal drive has lost its urgency, despite the inevitable explosion of baby boomer victims in the near future. For the founders of the Cure Alzheimer's Fund, however, the time is right for "disciplined funding of targeted research," Morby said.

"With the stakes this high, we do not believe we can do 'business as usual,'" Morby said. "We must use our own resources and those entrusted to us by our families and friends to move this research along much faster than it would without us and to keep the focus on the goal of slowing, stopping or even reversing the effects of the disease by 2016."

Dr. Tanzi points out that known Alzheimer's disease genes account for only 30 percent of genetic activity of the disease. "We need to know all the genes, all the variables," he said. "The only thing that is holding us up is money."

More than 425 individuals and organizations have contributed to the Cure Alzheimer's Fund, which has allowed Dr. Tanzi to put together an international team of experts dedicated to finding treatments and eventually a cure. "Someday in the future we hope to have a test for Alzheimer's," he said. "By 2050, people won't wait for the disease; they'll fight first."

“Finding a treatment that could delay onset by five years could reduce the number of individuals with Alzheimer’s disease by nearly 50 percent after 50 years,” Dr. Tanzi said. “Every day counts.”

Calendar & Entertainment Highlights



Saturday, November 18, 2006: St. Louis Imperial Swing Club Election Dance at the Knights of Columbus Fatima Hall, 1214 Teson Road, off Howdershell, Hazelwood MO. DJ - Larry Wheelis Workshop (HAVANA) taught by Myra Grimmel. Doors open - 6:45pm, workshop at 7:00pm. Dancing until 11:00pm. Members & Sister Clubs \$5 - Non- members - \$8 Hotline - 314-423-1933 or

SLIDC.COM.

- **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 fkavitz@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.

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@artsci.wustl.edu.
- **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.
- **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.
- The **St. Louis County Dept. of Human Services** still has a number of families that need to be adopted - to provide assistance with clothing, food, utility bills, etc. A great project for work units, businesses, organizations, your own family, etc. Please check out the Internet link below to see a description of the project and the families needing adoption: <http://www.stlouisco.com/dhs/adoptafamilyproject/>.
- **Affordable in-home medication preparation services:** Registered Nurse available to provide regular in-home visits to prepare medications, order and pick-up refills and send updates on vital signs and problems noted to the physician at an affordable rate. Call Lorraine at 314- 313-0834.
- **Bi-Lingual International Assistant Services** is seeking an 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. We are also looking to fill a Coordinator position which requires a Bachelor degree. Interested candidates should send resume to: Bi-Lingual International Assistant Services, 8390 Delmar Blvd., Suite 210, St. Louis, MO 63124. 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.
- 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.
- 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.

- **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.
- **Alpha Care, Inc.** is seeking a full time marketing/community relations director. The position requires a individual who has marketing and /or community relations experience in the home health care. We require a self motivated individual with computer skills in Microsoft Office. Candidate should have good organizational skills, a self starter, a

team player and a creative mind. Alpha Care, Inc. has thirty years of operations in St. Louis with an excellent reputation. Compensation is competitive and an excellent benefits package which includes health insurance and liberal earned time policy. For additional information call Gary Olshansky at 314-993- 2273 to set up an interview.

- **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.

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 finish 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

John Rothbarth /
Publisher
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Since 1994 the *St. Louis Times* has been publishing media products and providing Events for the 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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