



**Jeannie Krause-Taylor, MSW, LCSW, C-ASWCM
President,
Pathways for Aging**

"Mirror, Mirror on the Wall..."

frequently becomes strained and challenged when new demands are placed on both of them, as their roles begin to reverse, and the balance of power shifts.

Women often tell the story of the varying expectations of mother toward their daughters vs. sons. Take Mary for example. She handles most of the details of her mother's care. Mary launders her mother's clothing each week, is called by the nursing facility regarding any concerns, collaborates with the doctor, etc. Mary's brother takes mom out to lunch every week or so. Mom then praises her son, George, to Mary. Mary, meanwhile, receives little acknowledgement for her efforts and feels mom "expects" her to take care of everything while having few expectations of George. Over time, Mary's resentment increasingly grows, and her relationship with her mother has become strained.

As professional caregivers, we frequently hear similar stories from our client families. We coach daughters on how to improve their relationships with their mother and reduce unnecessary stress by improving their "Girl Talk;" changing old patterns and learning new ways to talk without stirring up those old feelings and battles.

As Mother's Day approaches, don't just buy her a card and worry about what gift to give or restaurant to take her to; take a

few moments to reflect on your relationship. How do you honestly rate it? Is it the best it can be? Do you positively or negatively anticipate getting together? Are your topics of discussion primarily task-oriented, or relational? If you think your relationship could benefit from a little "sweetening up", we invite you to attend one of our 90-minute programs to gain insight and practical communication skills. Make this year's Mother's Day one of positive, nurturing and relationship-building communications.

...I am my mother after all!" This is the tip of the iceberg when describing the mother-daughter relationship—the most complex relationship in a family. Women are the primary caregivers, communicators, and cement that bind a family together. **Why is this relationship so emotionally charged?** Because women have invested so much into their mother-daughter bond! There is history which can range from great love and respect—to a mix of resentment, guilt, anger, and harboring of old resentments. The relationship

"Recipes to Sweeten Your Mother-Daughter Bond"

- Ferguson** Sat. Apr 28, 10-11:30am
- Belleville** Thur. May 10 1:00pm
- St. Charles** Thur. May 3, 3:00-4:00pm
- Chesterfield** Tues. May 8, 6:30-8:00pm
- Creve Coeur** Wed. May 9, 6:30-8:00pm
- For More Information**
- ContactUs@PathwaysForAging.com**
- Visit www.pathwaysforaging.com**



**PATHWAYS
for AGING**

Helping Older Adults & Their Families THRIVE!

PathwaysForAging.com

745 Craig Road, Suite 212
St. Louis, MO 63141

Tel: (314) 395-7560

How Do We Know That Our Advertising in the Women's Journals Works?

Our Advertisers Tell Us it Does!



"Advertising in the St. Louis Women's Journal has provided a steady increase of calls to my office at Anthem Blue Cross and Blue Shield. The audience is smart and sophisticated and understands the value of what Anthem, and I, as a Corporate Field Agent has to offer.

**Kathy Beaven,
Anthem Blue Cross and Blue Shield**



"We have used full page articles about our business for the past several years and we have had a great response. That response was not limited to St. Charles County, as women around the metro area are reading this journal online and learning about our business from other women networking with each other. This is a great medium if you have a message for women."

**Frank Nuber,
Medicine Shoppe Pharmacy**



"The Women's Journals have provided our community with a cost-effective way to share our message with the women of the greater St. Louis area. Many of your readers have come and discovered for themselves that Cape Girardeau is indeed a wonderful getaway less than 2 hours away. The Journals' readers have shared their experience with others. Those are the type of results that have led us to commit to advertising in the Journals again in the coming year."

Chuck Martin, Executive Director, Cape Girardeau Convention and Visitors Bureau

"I had read issues of the St. Louis Women's Journal before and knew it was a smart, positive, and well put together publication. BUT, a funny thing happened while I was reaching out to St. Louis women--3 out of my first 8 calls were from men! Admittedly, a woman gave them the article to read, but it just proves my theory--inform a woman--inform the world! I am SO pleased with my Women's Journals advertising and article results."

Karen P. Duich, Housing/Marketing Coordinator, Village North Retirement Community

Don't Miss Out on Another Issue!

(314)803-6777



www.Womens-Journals.com

