

*“I like people and see the best in them.”*

**J. MARK BAIADA**

**BELOW:** Mark's love of parties and celebrations began in his childhood home.



**T**he history of BAYADA Home Health Care begins with the history of its founder, Joseph Mark Baiada. The son of an Italian father and immigrant Serbian mother, and the eldest of six brothers, Mark grew up in a close-knit family who shared a solid foundation of caring, love, and respect for others.

Mark's parents, Laurence (Larry), a former Naval officer, and Anne, a former Navy WAVE, fostered a can-do attitude, independent thinking, and a strong work ethic in their six sons. They also cultivated the softer side, emphasizing the importance of humility, sensitivity, and loyalty to family. Discipline could be strict, but laughter also echoed through the family's big blue house in Delanco, New Jersey, a small town across the river from Philadelphia. Mark had the additional guidance of his tough yet lovable Italian grandmother, Caterina Baiada, who lived with the family. Like all the Baiadas, she had plenty of energy and a good sense of humor. An extended family of aunts, uncles, and cousins gathered regularly for holiday feasts and birthday parties, to celebrate the arrival of babies and to mourn the passing of loved ones as well.