

screening, and Mark was scheduled to meet with PCA officials on Wednesday, November 3, to bid for a major contract. It would be the biggest presentation of his life.

The night before the presentation, while ironing Mark's shirts and watching television coverage of the election of President Jimmy Carter, Peggy went into labor. Mark called Marty to let her know that she would have to handle the presentation. "I was in a panic. A dead panic," Marty remembers. "Then I thought, 'Well, I've got to go do this.' And somehow, I did it."

In fact, she won the contract for RN Home Health Care—a contract that is still active in BAYADA Home Health Care's fortieth year. Marty speculates on her success: "I think it was a combination of me being so young and scared, and the PCA people being so impressed that this young businessman, Mark, would fork over this opportunity and choose to be with his family." What's more, because the contract had to be rebid every year, Mark attended the 1977 meeting with a photo of his one-year-old son, David, to proudly show the committee.

## Two landmarks

David Baiada was born the same day RN Home Health Care landed its first PCA contract, a landmark in the company's history. That's the same David who, 38 years later, is the Chief Operating Officer of Home Health, Hospice, and Quality at BAYADA. In a term paper titled "My Roots," written for his 10th grade social studies class at Moorestown Friends School in New Jersey, David summarized the history of his father's business and happily added that his birth "could possibly be the reason that my dad got the contract!" David's teacher noted "Great story!" and gave him an A. 🌸

told her that she would have to make the presentation. He drove my mom to Jefferson Hospital and, since my mom wasn't in labor yet, went to the office and worked from 1-6am getting the presentation notes together for his assistant. He spent the day at the hospital and the people at the presentation thought that it was great that a man put his family before his work and could possibly be the reason that my dad got the contract! *Great story!*

Many other things have changed since 1976. At the time, minimum wage was \$2.35. My dad was just getting his business off of the ground and he deserved his hard earned success. His average day was very trying. He would wake up at 6:30 am to a very low temperature in order to save money. After having a breakfast of *Totakereal* he would walk to the bus stop and catch bus #9 and get dropped off at Market St. and walk to his First office at 1601 Walnut St. in Philadelphia. His office was in the Medical Arts building and he had a black desk and his files were kept very neat (another thing that has changed). He would leave the office between five and seven without ever eating lunch. He walked home from his bus stop, ate a simple dinner, and then continued his work until about midnight.

Over all, as a result of me being born, of course, my father thinks that 1976 was a very exciting year.

David's high school term paper described his dad's daily routine.