

“When you work here, the Baiadas become everybody’s family. The support of the Baiada family is never-ending.”

GINNY GOTIDES, who started in 1982 and is a retired Division Director



ABOVE: Aided by Grandpop Larry Baiada, Janice shows off the lacy First Communion dress that two employees gently encouraged her to choose.

Work, family, and the future

Life was beyond busy for Mark as the primary caretaker of two growing children and the leader of a demanding business, yet he remained unruffled. His work family often stepped in to help. BAYADA’s ingrained philosophies of “all-hands-on-deck” and “family first” embraced the kids without fuss. David and Janice often spent late afternoons at the office. They’d stuff payroll envelopes and sometimes play in the supply closet among the reams of paper and pens.

Many employees treated the Baiada kids like their own, cheering for their sports achievements and helping them blow out candles on birthday cakes. One of Janice’s favorite memories is when long-time employees Rita Rollo and Margaret Malloy took her shopping for her First Holy Communion dress. She tentatively zeroed in on a very ornate, over-the-top style covered in lace—a far cry from the simpler styles she was accustomed to when shopping with her dad—and was thrilled when Rita and Margaret praised her choice. Thinking of that “girly” dress still prompts a wide smile from Janice: “Oh, that dress! You wouldn’t believe it. There was definitely a lot going on with that dress!” She laughs, “I just loved it!”

David enjoyed plenty of encouragement and love, too. He remembers that when he was about five years old, he wanted to sell pumpkins. He tried growing some in the backyard, but they withered from lack of sunlight. So his parents drove him to a farmer’s market to buy some. David resold them to BAYADA employees who happily paid his slightly marked-up price and didn’t care that the pumpkins