


1980. “Knowing the difference you can make in someone’s life is kind of contagious, and that’s why I’ve stayed.”

Marty Soroka knows a thing or two about longtime employees. At the company since 1978, a loyal, honest, cherished employee herself, she rattles off examples of office and field employees who have been with BAYADA for decades. One aide, she notes, worked with the same client throughout her 20-year history (the client stayed with the company for 30 years). Another aide was hired at age 65 and worked steadily until age 85. Currently, at least 25 aides on her workforce are over age 65 with at least two aides still covering shifts in their 80s—with energy, compassion, and a keen understanding of what her elderly clients are thinking and feeling.

Another reason for long-term loyalty? The bonds among coworkers just get stronger with every passing year. “I think anybody who’s spent any time working at BAYADA or with Mark knows that connection,” adds Marty, who is Division Director of the Personal Care Assistant Office in Philadelphia. “The support we need on a daily basis from peers—like when you’re having a bad day or you just need help—it’s always there. It’s our atmosphere, and it all comes from what Mark started back in 1975.” 

The 25-Year Club in Chronological Order

<i>Members</i>	<i>Start Date</i>	<i>Current Title</i>
Mark Baiada	January 1975	President/Founder
Martha Soroka	January 1978	Division Director
Marion Fiero	November 1979	Division Director
Sherri Pillet	March 1980	Division Director
Kathaleen Reavy	September 1980	Division Director
Carole McMahon	October 1980	Division Director
Linda Siessel	October 1980	Chief Operating Officer, HCS
Joanne Wilson	February 1982	Director
Maryann Kinsley	April 1982	Office Manager
Ginny Gotides	May 1982	Division Director (Retired)
Thomas Mylet	August 1982	Regional Director
Maureen Wright	June 1983	Area Director
Ginger McCulloch	August 1983	Clinical Manager
Cheryl Seiler	October 1983	Administrative Assistant
Colleen Thomas	February 1984	Area Director
Judy Reinke	April 1984	Administrative Coordinator
Rita Rollo	September 1984	Administrative Assistant
Anne Johnson	November 1984	Division Director
Patricia Vattilana	December 1984	Medicare Case Manager
Mary DeScioli	February 1986	Recruiter
Carol Elliott	October 1986	Help Desk Analyst
Patricia Watson	March 1987	Division Director
Anna Anderson	November 1987	Client Services Manager
Grace Dugan	June 1988	Associate Director
Clare Gallagher	January 1989	Clinical Support Associate (Retired)
Ann Baiada	February 1989	Director
Ellen Wiest	November 1989	Clinical Manager
Ann Miller	January 1990	Clinical Educator
Linda Thomas	January 1990	Client Services Manager