



ABOVE AND LEFT: Haitian children helped by Marian B. and other BAYADA Registered Nurse volunteers, who provided more than 1,000 days of coverage in Haiti starting in 2010.

BELOW: Mark impersonated Santa not just on calls to young Wes Trice (shown with his mom, Laurel), but in company skits.

Nurses provided more than 1,000 days of coverage. They shared their experiences and photos with colleagues via a special portal on the company website.

Volunteering for long periods can be financially tough. To ease the burden, BAYADA colleagues pitched in. “People from across the company donated vacation days into a bank that we used for the nurses. And many donated money to a fund to cover the nurses’ time,” says Bonnie Carr Long, retired Manager of Special Projects. “So there were lots of ways for all employees to participate by assuring financial support to these selfless volunteers. These were heartwarming, satisfying campaigns.”

Mark as “Phone Santa”

One particular memory from the 1990s still resonates with Laurel Trice and her son, Wesley, who was a preschooler then. As Christmas approached, Laurel casually mentioned to Mark that Wesley was starting to question the idea of Santa Claus. How could Santa know what Wesley wanted for Christmas? And how could the elves make all those toys?

“So Mark came up with the idea of leaving a message on our answering machine at home, while Wes was at day care,” recalls Laurel, who is an RN and Director of Clinical Operations of Adult Assistive Care in Burlington, New Jersey. “Every day when we got home, Wes would run to the phone and hit the button for messages and we’d listen to them together. On that day, Wes hit the button and heard ‘Ho, ho, ho! Merry Christmas, Wes! I heard that you want new GI Joes and Transformers

for Christmas. Well, my elves are working on that right now and they will be there for you on Christmas morning!’

If you could have seen the look on my son’s face to hear Santa!”

Laurel adds that the story simply illustrates how Mark has an immense effect on people, both big and small. Better yet, she notes that Wesley grew up to work for BAYADA. An early graduate of the company’s Associate Leadership Development Program, he started an office in Boston, left to earn his MBA degree, and returned to work as a Director with Mark on new initiatives. 

