



## IN MEMORIAM

### ANN MITTASCH

DIRECTOR EMERITUS, WELLIFE NETWORK



It is with deep sorrow that we report the passing of **Ann Mittasch**, Director Emeritus of WellLife Network, formerly PSCH. Ms. Mittasch served with distinction on our Board from 1997 to 2007. In her honor in 2011, PSCH dedicated a residence in South Richmond Hill, New York for individuals with developmental disabilities. Today, the **Ann Mittasch Residence** is home to 25 frail, elderly individuals with developmental disabilities and serves as a day habilitation program to some 27 participants.

A resident of Old Westbury, New York, Ms. Mittasch was a successful business woman and entrepreneur for more than 60 years. Through her founding company, The Care Group, Inc., Ann's lifelong work in the national home health care industry has profoundly impacted the healthcare needs of thousands of individuals. As a result, her presence on the PSCH Board brought great recognition to the Agency and throughout the healthcare community.



Ann Mittasch with her son Randy Mittasch at the naming dedication of the Ann Mittasch Residence.

#### A Born Entrepreneur

Ms. Mittasch's entrepreneurship abilities blossomed in the late 1950's when she founded the Great Neck Employment Agency and expanded into the home health care arena by establishing Superior Care, Inc. As President of Superior Care, Inc., she expanded to 36 offices nationwide and managed over \$35 million in revenue. After the sale of Superior Care, Inc., Ms. Mittasch saw that the future of home health care was in specialization. She then established, The Care Group, where her strong belief in providing quality services came to fruition. She also valued the investment in people, and believed that, **"If you have the ability to find talent, that's half the battle."**

As the AIDS crisis was growing in America, Ann realized that this was a patient population that required specialized care to address not only the patient's medical needs, but also their psychosocial needs. Her Care Group pioneered the availability of nursing home health care for AIDS patients at a time when virtually no one wanted to care of this population.

Response to the Alliance Against AIDS Program in New York City spurred the expansion of The Care Group that went public. Ms. Mittasch presided over two public companies, one of which was the first female-led company from Long Island to be listed on the American and the New York Stock Exchanges.

#### Blending A Career with Family Life

Ms. Mittasch successfully managed the role of mother and executive. Married to the late Rudolph Mittasch, she leaves behind three children Randolph, Donna and Richard and five beloved grandchildren – Adam, Matteo, Danny, Ryan and Emma.

When asked what advice she would have for today's aspiring business women, she responded, **"First, you must search for the inner talents you have and find out what truly satisfies your needs. Then, get the proper college training. Let your accomplishments help to build your self-confidence. And, above all, don't be afraid to change the focus of your efforts if you find they do not mesh with your needs."**

That is the mantra Ann Mittasch lived by over the years, with superior results – **a pioneer who provided the way for the success and respect women are now achieving in today's business world. ■**