



BOARD PROFILE Rose Stertz

Member since 2025 representing Hamilton County. She serves on the board's Community and Government Relations and Program Planning committees.

Stertz previously served as chair of the Hamilton County ESP Advisory Council and is a Delhi Township Trustee. She attended the then College of Mount St. Joseph where she earned a bachelor's degree in business with a concentration in Human Resources. Stertz serves on the Bereavement Committee at St. Dominic Church where she helps families plan their loved one's funeral mass, and is past president of the Hamilton County Board of Health Advisory Committee. Stertz and her husband own two area LaRosa's restaurants. They have two children and five grandchildren.

What interested you in serving on Council on Aging's Board of Trustees?

I had served on the Hamilton County ESP Advisory Board and had termed out. I was pleased to be asked to serve on the Board of Trustees because COA had become a passion of mine. I had watched my mother age and had assisted her in working through the system. I was impressed with the organization and services available to her. I wanted to be part of an organization of this caliber.

Looking ahead, what do you see as the biggest challenge(s) facing Council on Aging and older adults in our community?

I believe funding and workforce will be our two challenges for the future. As our older adults' budgets are stagnant and cost of living increases, their needs are greater.



Today, more and more older adults want to live independently in their own homes; they don't want to move in with family or into a community environment. This presents a variety of issues that need to be met and most funding sources are not keeping up with the demand.

This increased demand will also strain the workforce available to support the needs of older adults and caregivers – from home care workers and nursing facility staff to social workers and other licensed professionals.

What excites you most about COA's future and how do you see yourself contributing to it?

I am amazed at the innovative ideas and services COA has initiated or participated in to meet today's needs. Examples include home52 Transportation, AddnAide, PACE of Cincinnati, the farmer's market program and more. I want to be part of new initiatives to meet our clients' needs under the leadership of Suzanne Burke.

Thinking about your time on COA's board, what COA moment are you most proud of?

I am most proud of the home52 transportation program that was first discussed while I was serving on the Hamilton County ESP Advisory Council. What a benefit for our clients and older adults in our region who cannot utilize local public transportation options or ride share services.

Which COA value speaks most to you? Why?

It's hard to pick just one. COA staff demonstrate all of the organization's values through their work. But, I truly believe integrity has served COA well and has built trust in COA in the community and the aging services field.

What's the most important lesson you learned from an older adult in your life?

Every day doesn't have to contain some grand event. Find passion and purpose in small things and routine tasks. When you wake up in the morning, make your bed. If that is the only thing you do all day, it's an accomplishment. Relax and be kind to yourself and others.

Tell us about one of your role models or someone/thing that inspires you.

I had an aunt who faced everything with optimism. She didn't stress the small stuff and approached hard situations with an open mind to find a 'silver lining' to start resolving the issue. You can't control every situation, but you can choose how you respond to them.

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