‘Looking Beyond The Shipyard Part II’
Boomer Power Breakout Session

Marie Cappello – REDC

November 29, 2006

- Remain vibrant – continue to contribute
- New England Council of older workers

10 Year Window

- We are in trouble if we don’t mobilize the 55-75 year olds
- Employer education component
- Older workers – stable employment – not moving around
- Diversity of the workforce for employers for a better result
- Older and younger workers in mentoring teams
- Fear of cost of health insurance
- Supplement health insurance needs only
- Break the barrier with employers hiring retirees
- Technology disconnect – learn computers
- Has to work – mostly women making ends meet
- Boredom – lots to offer – limited basis

RESOURCES

- SBA/SCORE
- Seniors excel in literacy services volunteering
- Americorps/Vista
- Volunteer on local planning and administrative boards

COMMUNITY HOUSING

ACTION STEPS

- Outreach to seniors – where are they?
- Outreach to businesses
- Educate
- Success Stories
- Validation
- Best practices
- Educational institutions
- Workforce development centers
- Adult Ed

Chambers as:

- Venue to get message out about retiree workers
- Get them involved as a resource – rotary, etc.
- Public schools as a resource

Volunteerism

- Getting retirees to volunteer on local boards or run for office
- Have to work
- Want to serve community
- New solutions
- Encourage seniors to mobilize
- Think tank ways
- You have wisdom and talent –how to you want to use it?
- Avoid cliques…..

AARP

- Goal is to work more locally – 'bottom up'
- Recognize our demographics will not change – use what we have
- Medical savings accounts
- Match skills to suggested activity

ANGEL INVESTORS

- Research populations
- **find out from them what they want
- Education – statewide volunteer center
- How do they access it
- Local campaign – need to comment
- Coming in 6 months 211 central dbase info
- United Way personal contact

LIFE COACH POSITIONS

- Mentoring and links to HR
- SCORE – focus on small business
- Executive Service Corps – for non-profits
- Semi – retirees – and flexible

LABELS – "Experienced contributor"

Looking for position – interested in it – respected workers / elders

MARKETING TO CORPORATIONS

- On 50 years and over – they cannot find a job

MATCHMAKER SERVICE

- Companies – inventory what they need
- Identify the objectives – issues employers have to hiring older worker – stigma – will not stay long

ACTION ITEM

Develop talking points to combat common objections
New age workers
Identify workforce needs
80+ cohort largest group – 55 yrs can help best

INVENT NEW LANGUAGE

Wisdom
New labels (positive)
Government regulations and mandates
Research what requirements needed
Churches – survey what people need