



2011- A CALL TO ACTION!  
JANUARY 2, 2011

Wake up! Sit up! It's time to get more proactive and vocal about marketing our mature assets to employers around the country. It's time to let them know just what they are missing!

There are 2000+ jobseekers registered on Sherry Baker's website, 55PlusPros, and less than a dozen employers. Why is that? It is because we have not yet succeeded in letting potential employers know how fabulous, capable, reliable and tireless we are.

Most employers find workers on general jobsites that represent all kinds of potential employees, so why would they want to limit themselves to only those over 55? You tell me!

In previous columns I have listed a number of qualities that distinguish us from younger workers, but it's not been enough. It hasn't got every corporation and enterprise in the region sufficiently excited to register on the site and tap this ability-rich talent pool.

Can we be sure they even know we exist?

Do they know we're serious about working—not just looking for ways to fill our (not-so) 'golden' years?

We must do more – plenty more. As older jobseekers, we comprise a growing proportion of the population that still needs to work in order to live. It's not just 'something to do' for many of us. We're serious about this.

I'm asking everyone who reads this posting to send me a reason to hire an older person. Send me one reason, or send me 20, but send me something!

Why are you, 55 and over, a good catch? Because, if *you* aren't sure, how can we convince anyone else?

Once I have gathered a list of your assets, I plan to post them on this website in a graphically attractive format that you will be able to print directly off your computer. If every one of us hands out, delivers, or e-mails a minimum of 3 copies of it to businesses—large or small—within our immediate communities; that's

6000+ new people who will come to know who we are and what we are capable of.

As a jobseeker, it costs you nothing to register on 55PlusPros, so here's an opportunity for each and every one of us to show our mettle and pitch in.