



Sherry Baker & 55PlusPros  
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A couple of years ago my mother, a devout follower of CBC Radio, called me (I am her chronically underemployed daughter) to tell me she had been listening to a programme about a woman in BC who had a website for job seekers over the age of 55. Although I was still a year shy of that magic age of discounted motel rates and drugstore specials, I registered on the site. Since that time, 55PlusPros has attracted over two thousand 'mature' job seekers. Unfortunately however, few employers have chosen to tap into this pool rich in talent, experience and wisdom.

Recently, I spoke with Sherry Baker, sole proprietor of 55PlusPros. She is an energetic, savvy septuagenarian who took over the business three years ago. Like many of her age and stage in life, she has reinvented herself several times. She obtained a degree in Home Economics in 1960, degrees in Education and Business Administration in her mid-forties and then bravely returned to academia in her early fifties to obtain a Master's degree in Applied Behavioural Science. She has always been a proactive member in her community; has served as a councilwoman in Chilliwack, BC; has raised and launched three children; sits on a variety of boards and committees; and works as a group facilitator with various community and non-profit organizations. Most recently, she took to the stage performing in a local production of "Simple Diagnosis".

Our conversation soon revealed Ms. Baker as a woman on the go and a force to be reckoned with. We began talking about her 55PlusPros website and some of the challenges she has faced. We discussed the pros and cons of hiring and working with 'mature' employees ... is the workplace ready for us? Who are these people who, instead of working on their golf swings, are working on their resumes? How can we assure potential employers that we are willing, able and really quite useful to have around?

Ms. Baker was already in the process of overhauling her website and set up when we began our discussions. To attract more employers, she has decided to waive the fee they previously had to pay in order to cruise the talent pool. Instead, Ms. Baker will rely on independent advertising to support the site. She is also adding more content to the site and setting up links to articles and other resources that are of interest to registrants.

Ms. Baker very generously offered to give me a small corner on her website which will provide a direct link to articles I plan to write about the plight and pleasure of looking for work in the current marketplace and how we, as older contributors, must polish ourselves up a bit. This new page on my website is dedicated to the 'over 55' set. I hope you will read my articles and share your comments, thoughts and personal experiences.

Please visit Ms. Baker's site: [www.55pluspros.ca](http://www.55pluspros.ca) to learn more about the timely and well-conceived services she provides.