



Old Dogs, New Tricks: Hiring Older Workers

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GREENSBORO, NC -- U.S. Bureau of Labor Statistics estimates a shortfall of about 10 million workers within the next seven years. Between 2000 and 2010, the number of Americans between the ages of 55 and 64 will jump 47.2 percent, while those aged 25 to 34 will increase only 2.8 percent. The number of workers aged 35 to 45 will actually drop 13.7 percent.

These statistics send two important messages to small-business owners. First, tough competition for qualified workers will rule the workplace, especially as the economy heats up, and second, hiring and retaining older workers can help small businesses fill job vacancies that require skilled, experienced workers.

AARP noted that companies like Whirlpool, Deer & Co., and Volkswagen of America were among the "Best Employers for Workers Over 50" for 2003. Thus, large corporations are already reacting to the older worker labor trends by implementing programs for the retention and recruitment of employees over the age of 50.