



**FOR IMMEDIATE RELEASE**

**DCEDC SPONSORS PROGRAM ON RECRUITING AND RETAINING OLDER WORKERS**

Monday, March 16, 2009

Door County, WI - The Door County Economic Development Corporation's Workforce Taskforce – a coalition of 30 area human resource managers, business owners and other concerned organizations and individuals – is pleased to present a seminar for all Door County employers on strategies and tactics for recruiting and retaining older workers. Dr. Joan Sosalla, a research expert in the topic of so-called “Third-age” workers and former Executive Director of the UW-Stevens Point Continuing Education Department, will be the featured speaker. The program will be held on Thursday, April 2<sup>nd</sup>, 7:30-9am in the Sturgeon Bay City Hall community meeting room (421 Michigan Street – first floor).

“Our local businesses must continue to look towards a positive future, even though we are currently in some rough economic times,” said DCEDC Economic Development Manager Sam Perlman. “Door County is facing a rapidly ageing population and many of the retirees that contribute to our net population growth bring significant human capital to the peninsula – capital our businesses will need to exploit if they are to continue to grow and thrive. This program will give them ideas and strategies to leverage that capital.”

Joan Sosalla has spent several years researching the topic of how to engage the older worker not only from the employers' perspective, but also from the individual perspective. While Executive Director of UW-Stevens Point Continuing Education Department, she received three research grants and implemented several initiatives for older workers with the North Central Wisconsin Workforce Development Board. She continues to serve as a consultant to the NCWWDB. While at UW-SP, she led the effort that created the first conference on the evolving trend of older workers continuing to be employed. She has also consulted with UW-Eau Claire, UW-Stout and UW-River Falls Continuing Education programs. She also consults with businesses by assisting management in planning how to capitalize on the Third Ager in their specific businesses.

Dr. Sosalla will discuss the following topics in her presentation:

- what are the trends for employing older workers;
- what do older workers look for in the workplace;
- what are businesses doing to attract and retain older workers.

This free program is open to any and all Door County business owners and employers. An RSVP is not required but appreciated: [janet@doorcountybusiness.com](mailto:janet@doorcountybusiness.com) or 920-743-3113 x200.

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Celebrating our 20<sup>th</sup> anniversary throughout 2009, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.