



School of Continuing Education
Marketing

NEWS RELEASE

For Immediate Release
UW-Milwaukee Mature Worker's Conference
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Issued by: Justin A. Smith
Smithj@uwm.edu or 414-227-3153

Milwaukee—The University of Wisconsin-Milwaukee School of Continuing Education is hosting the *Staying Ahead of the Boom: Employer Strategies for Managing the New Retirement* and the *Staying Ahead of the Boom: Reinventing Yourself for the New Retirement* conference on October 26 and 27, 2006 at the UWM-School of Continuing Education in downtown Milwaukee. The two-day conference will focus on the need for employers to adapt to experienced worker's attitudes about continuing to work beyond traditional retirement age and it will highlight strategies that experienced workers can use to increase their value in the workplace.

Day-One of the Conference Focuses on Employers

The keynote speaker will be Carleen MacKay. MacKay is co-author of the book *Boom or Bust: New Career Strategies in a New America*. MacKay is highly regarded in the workforce development and human resources field. Her book and presentations focus on the aging American worker and what employers must do to benefit from the potential willingness of experienced workers to keep working beyond traditional retirement age.

This part of the conference will offer several seminars highlighting management strategies that allow employers to implement strategies to attract and retain experienced workers. The break-out sessions stress the importance of options such as consulting, flexible working hours, part-time scheduling and many more ideas to entice the experienced worker to continue working with the company. There will also be several tracks discussing other important issues in workforce development for experienced workers such as conflict management, compensation issues and managing inter-generational work places.

Day-Two of the Conference Focuses on Employees

The keynote for day-two will be noted author Ellen Freudenheim. Freudenheim's book *Looking Forward: An Optimist's Guide to Retirement* includes chapters about the health benefits of staying active in activities such as volunteering and working with children. Freudenheim emphasizes the need to stay busy even into retirement years. She says, "The notion that you retreat after you retire is giving way to the idea that retirement is a new active chapter in an active life."

The second day of the conference will focus on strategies for those experienced workers contemplating second career options. Experienced workers are invited to explore new directions into volunteer, non-profit, educational or entrepreneurial career routes. Also included in day-two of the conference will be several tracks aimed at helping the experienced employee explore many issues around such topics such as pensions, health insurance, continued education and for-profit and non-profit employment alternatives.

Who Should Attend

Anyone thinking about alternative career options for retirement should attend this conference. Management and human resource professionals should attend the keynote sessions on day-one of this conference. Professionals from a wide range of industry fields that are enjoying the prime of their careers will benefit from day-two. There will be information concerning health care, insurance, legal, financial, leisure-time and semi-retirement products and services.

For more information on how to become a sponsor or exhibitor, or to register officials from your company for the *Staying Ahead of the Boom* series conference, please contact Saad Akbar Khan at 414-227-3379 or Saad@uwm.edu or direct your web browser to <http://www.sce-workforce.uwm.edu>.