



School of Continuing Education  
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## NEWS RELEASE

**UWM Conference to Focus on Career Options for Experienced Workers**

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Milwaukee—The University of Wisconsin-Milwaukee School of Continuing Education is hosting the *Staying Ahead of the Boom: Reinventing Yourself for the New Retirement* conference on October 27, 2006 at the UWM-School of Continuing Education in downtown Milwaukee.

Speaking at the conference 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."

With the AARP reporting that 80% of more than 50 million "baby boomers", people currently aged 40-60, are interested in continuing to work beyond traditional retirement years, this conference will focus on strategies for the experienced worker contemplating second career options. Whether that work is within their current career field, or they follow new directions into volunteer, non-profit, or entrepreneurial routes, the experienced workforce will continue to impact the employment landscape.

Also included in the conference will be several tracks aimed at helping the experienced employee find new directions, maximize their skills and highlight their selling points. Those topics include:

***The Mature Workforce: America's Competitive Advantage***

Information on how the experienced workforce will impact the success of companies in a highly competitive world economy.

***Employment Options: Understanding Where You Fit In and Shift Happens...Make Change Work for You***

Two separate workshops that help experienced workers understand how working decreased workload or options like telecommuting, or working from home can keep them active in the corporate environment, but still allow them to enjoy some aspects of retirement.

***Selling Your Age and Experience to an Employer***

This workshop will help experienced workers exploit their skills as an asset to the company. It will also provide information on how to market high levels of experience on a resume and sell themselves a serious candidate in an interview.

***The Essentials of Entrepreneurship and Is A Franchise Right for Me***

These two informative workshops delve into issues of entrepreneurship. Issues covered include financing, liabilities and if it is the right choice for the individual.

The conference will be held at the UWM-School of Continuing Education, 161 W Wisconsin Avenue suite 6000. To register for the conference or to receive a brochure for the *Staying Ahead of the Boom: Reinventing Yourself for the New Retirement* conference, please contact Saad Akbar-Khan at 414-229-3379 or [saad@uwm.edu](mailto:saad@uwm.edu). Information is also available on the UWM Center for Workforce Development website [www.sce-workforce.uwm.edu](http://www.sce-workforce.uwm.edu)