

## Business Beat

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### SENIOR WORKERS UNTAPPED RESOURCE IN JOB MARKET

One of the fastest growing demographic groups in the unemployment market are those workers over the age of 50 who are seeking work because they've been downsized or they've returned to work after taking an early retirement.

Doug Webb, area general manager for Prime50 Employment Services, said "older workers are a vast untapped resource and their numbers are growing."

Established two years ago, Prime50 is a Canada-wide web-based employment service for workers over 50 and companies seeking to employ them.

Job seekers can post free resumes on the site where they can be browsed by potential employers and employers, for an annual fee, can post job notices on the same site.

"We have executive level job-seekers, former assembly line workers, skilled, unskilled, men, women, you name it," said Webb.

A workshop for job seekers over 50 will be held Nov. 30 from 1 p.m. to 5 p.m. in the community room of the Zehr's store at Lauzon Parkway and Tecumseh Road East.

Topics to be discussed include job search strategies, self-employment options, interview strategies, resume writing and networking.

Cost of the seminar is \$80.25, payable in advance. Prime50 can be accessed at [www.prime50.com](http://www.prime50.com) or by calling 735-1924.

