

# FIFTY-plus LIFESTYLE+

## Working: Prime50.com Over 50 wanted

BY JOHN HUMPHREY  
Special to The Star

Despite the fact that they are generally valued for their knowledge, experience, loyalty and dependability, the perception is that employees 50 and older are not as likely as younger workers to keep current on new developments in their field.

This belief can act as a roadblock to older workers looking to change jobs or get back into the workforce in 2005. However, by utilizing modern technology, an employment agency is attempting to help older workers keep those weekly or bi-weekly paycheques coming in.

Prime50 is hoping to serve as a catalyst for change in the workplace by dispelling the myths and false perceptions of the 50-and-over age group. The only known service of its kind, Prime 50 utilizes its website at [prime50.com](http://prime50.com) to create employment opportunities for the 50-and-over age group in addition to providing them with a variety of career services that will give them the tools to enhance their marketability in finding a job.

Prime 50 area general manager Doug Webb joined the company last fall because its objectives were similar to those of his own.

"I decided to join because I could certainly relate to and empathize with both the goals of the company and the people they serve," relates Webb. "I had to close my own wholesale business a year and a half ago, and I was out looking for a job myself."

The 57-year-old Webb's territory with Prime 50 encompasses not only Windsor and Essex County, but stretches out to Kent County as well.

"There are a lot of misconceptions about workers who are 50 and over," Webb contends.

There are beliefs that these older workers don't possess the computer skills, project the dynamic image wanted by companies, and won't stay on the job long.

Webb adds that other pre-conceived notions about older workers include

the beliefs that they will make younger managers uncomfortable, don't have an MBA, are overqualified and will take more sick days off.

Although Webb is still in the midst of compiling a significant client list that he can market to employers, he claims there is no shortage of workers who can utilize his company's services.

"There are many former Big Three employees locally, and a lot of them have lost their jobs due to downsizing or outsourcing or they have taken early retirement buyouts and have retired in their early 50s," Webb says. "After a year or two of retirement, many of these people are getting the urge to go back to work and are looking for a reason to get up in the morning."

Workers interested in full time, part time, temporary or contract work, can post a resume or search job postings but must first register to become a Prime 50 member. Existing job seeking members can log in to search jobs, edit or post resumes. Employers looking for workers pay a fee to browse Prime 50's lineup of experienced workers.



Doug Webb

While there currently is no charge for job applicants to utilize Prime 50's Internet services, Webb says there will be a fee down the road for persons who have used his company's services to secure a job. "It will be an affordable one-time fee only."

Webb adds that his company provides professional assistance with resume writing and will be eventually offering local workshops and seminars in how to improve workers' skills. Other services will include career counseling, coaching and image consulting.

"We are here to help older workers," Webb says. "We are achieving this by putting your experience to work."

Reford Sanford, shown melting silver to pour into a mold to make a ring, teaches the jewelry class at the Center for Seniors. Everything that is made is sold to raise money for more equipment. Insert shows some of the finished jewelry pieces.

- A.J. Britton:  
Special to The Star



## Seniors centre for young at heart

"Join the senior centre? Not me, that's for old people." How many times have you heard that comment - perhaps even said it yourself?

It's funny how throughout life, the word senior reflects honour and respect until it is associated with age. When you're in high school and college, being a senior means you have been there for a while and know the ropes. If you're the senior partner in a business, you definitely are something special! When you're the senior official in a club or for an event, you are the one responsible for the final decisions and have been selected because you have the skills and abilities to handle this responsibility.

So why such a negative connotation around the word when it applies to people over 60?

If you visit any seniors' centre in the province you will find that it is a centre of activity, creative opportunities, friendship and just plain fun. Having a wide range of programs, activities and services from which to choose is largely because the population served spans two generations - from ages 50 to 100.

Centres for Seniors Windsor is no different. At its two locations, there the recreational activities that one usually associates with a seniors' centre such as dancing, tai chi, exercise classes and yoga. But there are opportunities for following creative pursuits that you maybe never dreamed of before retirement.

At the McEwan Avenue Centre classes are offered in lap-

idary (stone polishing) and silversmithing where you can learn to make jewelry.

Perhaps you have always wanted to exercise your creative talents through oil painting? There are classes at both centres to help you realize your dream.

A Travel Club that plans to organize trips to world-wide destinations has just been formed. Opening soon at the McEwan Avenue Centre is a woodworking shop where the hobbyist who enjoys working with wood, or the neophyte who would like to learn, can produce unique wood projects.

Because learning is a lifelong interest with many people, informational seminars by guest speakers, on topics of interest to the over-50 crowd, are scheduled throughout the year. The McEwan Avenue Centre has a large resource centre including a number of computers with Internet access for surfing the Net or keeping in touch with children and grandchildren living hundreds of miles away.

What do you think? Are seniors' centres "just for old people," or do they provide exciting opportunities for people with strong spirits, young hearts, active minds?

Ellen Hope is executive director at Centres for Seniors Windsor.



BY ELLEN HOPE

## Long term care. Insurance that cares for you.

Life can change in an instant. Long term care insurance offers you choices even when an unexpected accident or illness changes your life. Talk to your Clarica advisor about your options.



 Bart Algra* BRE 839-6310	 Alynn Anglin* B.Comm. (Hons.) 251-4777	 Lorenzo Artuzzi* MBA CFP ext 2299	 Jim Augerman* BA B.Ed. CFP FMA 733-8005	 Connie Beesly ext 2217	 Alan Berger* BA CFP ext 2244	 Amanda Bilokraly-Chisholm* 326-0365	 Ron Bilokraly* 326-9652	 Corine Brode* ext 2258	 Liang Chang* ext 2201	 Monalisa Chira* B.Eng. ext 2288	 Tammy Cooper* ext 2219	 Gerry Drouillard* ext 2293
 Mike Drouillard ext 2210	 Rick Fox* ext 2208	 Elizabeth Gukayev* ext 2289	 Samantha Gossmann* ext 2278	 Brian Grundner* ext 2292	 Jackie Shafar* ext 2280	 James Knob* ext 2280	 Langston Harrison* ext 2251	 Kyna Hellam* 251-4777	 Carol Janisse* ext 2203	 Richard Lachance* ext 2294	 Alex Lawson* ext 2296	 Steve MacLean* ext 2257
 Scott MacLeod* BA ext 2370	 Edward Maku* BA(Hons.) ext 2237	 Nino Mantaci* ext 2259	 John Matuska* BA(Hons.) ext 2269	 Denise Paulin* 739-3926	 Denis Pinsonneault* 728-9239	 Jonathan Roung* ext 2247	 Carmen Sandu M.Eng. ext 2273	 Matthew Sears* B.Comm. ext 2260	 Dave Stenback* ext 2264	 Charles Temple* CLU ChFC 978-2645	 Kim Ward* 733-9433	 Tsui-Ping Weng BA B.Ed. MA ext 2284
 Jason Whiston* MBA CFP RHU J.L. Whiston Ins. Serv. Ltd. 975-1414	 Priscilla Whiston Admin. Asst. 975-1414	 David Wiens* CFP 326-4462 ext 223	 Tom Williams* ext 2204	 Ned Colovic* BHK B.Ed. GBA 3 - 2557 Dougill Ave., Windsor 250-7743 ext 25	 Dennis Peters* B.Comm. 1 Larnwood Insurance & Financial Serv. Ltd. Agency & Annuity 250-7743 ext 21	 Heather Barson Assistant 250-7743 ext 21	 Jim Larmond* B.Ed. 250-7743 ext 24	 Jeremy Dean* BA(Hons.) 250-7743 ext 24	 Kim Andriandis Assistant 250-7743 ext 21	 Shelley Kendrick Assistant 250-7743 ext 21		
 Joyce Clarke Financial Centre Administrator ext 2281	 Laura Sachs Financial Centre Administrator ext 2246	 Teresa Flockhart Financial Centre Technical Resource ext 2252	 Vee Ramburn Financial Centre Trainer ext 2270	 Ian Douglas Long Term Care Ins. Specialist ext 2212	 Adam Vandermyer* Training Manager ext 2236	 Scott Collier* B.Comm. Recruiting Manager ext 2274	 William Perreault* B.Comm. Training Manager ext 2241	 Eduarda Harrison* B. Comm. Senior Associate Manager ext 2242	 Phil Dupuis* CLU ChFC RHU Financial Centre Manager ext 2200			



Windsor Essex Financial Centre  
8255 Anchor Drive, Windsor  
Bus 519 739-7777 Fax 519 739-4449  
[www.clarica.com/windsor](http://www.clarica.com/windsor)