

Special Edition

REASONS TO HIRE A “BOOMER”.

Over the last several weeks, I have received telephone calls, from some of my younger readers, asking me to describe a “boomer”.

In fact, in one particular case, one of my readers indicated: “You continually refer to “baby boomers”, but for some of us that are in our 30s, we don’t necessarily know how to relate to your comments”.

Therefore, for some of you that might need clarification:

- Baby boomers were born between 1946-1964;
- They represent approximately 27% of the population;
- They account for approximately 48% of U.S. families;
- Nearly 70% own their own homes;
- Their average annual household income are between \$56,500.- \$58,898.00;

As I was beginning to write an article on the “boomer” generation, there happened to be a humorous article in the Arizona Republic, written by Chad Graham.

- Chad had interviewed Cindy Cooke, who is the Executive Director of Boomerz, and Cindy provided 12 following numerous reasons to hire a “baby boomer.”
 1. Boomers eyesight may be changing, but they still know how to read a clock, so they show up to work on time.
 2. Boomers are unlikely to take the week off, because someone broke their heart.
 3. Boomers don’t think of ear buds as required jewelry.
 4. Boomers know how to spell customer service-better yet, how to deliver it. Since, they are not looking to climb the corporate ladder, Boomers make great mentors.
 5. Boomers don’t expect to be complemented for breathing; they expect praise for a good job and a correction for a bad one.
 6. You will get points in heaven, if you protect an endangered species.
 7. After, all “boomers” are the last generation of workaholics.
 8. They really need the job; after all “boomers” can’t move in with mom or dad (mom and dad are likely to be moving in with them).
 9. Boomers have an attention span greater than the life of a flea.
 10. Boomers don’t have their cell phones super glued to their texting fingers.

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A BABY BOOMER

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July 13, 2009

11. Boomers may not be physically as agile as they were at 20, but they are really flexible. They will work different shifts, work from home, change their plans, and work on contract projects without complaining.

12. They remember the old adage “work before pleasure.”

Boomers are not going to leave, just because they are overqualified. They are looking for a balance in their life and are willing to sacrifice to get it.

Although these are humorous comments, written by a Reporter and an Executive Director of a “boomer” club, I believe in all honesty, they set the characteristics, of what a “baby boomer” represents. Our generation:

- Boomers may not be as technically proficient as younger executives; however,
- We didn't have computers when we started our business careers;
- We didn't have cell phones, we did business the old fashioned way - relationships;
- We understood what ethics and integrity meant;
- We were happy to have jobs;
- We worked very hard, and;
- We recognized that customers pay the bills;

Regardless of our personal circumstances, it was instilled in us that you went to work every day. That was part of the process or earning a living.

In closing, the boomers are an aging generation, but a generation that we can learn a lot from. It is not to say that the old is better, but it is to say that the old moved in a different environment at a different time, and learned to take the ups and downs of life, as a general process.

(Excerpts taken from the Arizona Republic July 13, 2009)

QUOTE OF THE WEEK: “Everyone is a genius, at least once a year. The real geniuses simply have their bright ideas, closer together.”