



Boomers Mean Business: *Retaining a Productive Workforce*

Thursday, December 3, 2009
7:30 to 11:30 am

Wells Fargo Center
90 South 7th Street Minneapolis, MN
3rd Floor Conference Center

Sponsored by Wells Fargo Boomers Connection Network ♦ Transform 2010 ♦ SHiFT

In 2011, the leading edge of the baby boom generation turns 65, and may begin to retire. Aging of our society will no longer be something of the far distant future.

As Corporate Leaders, we need to consider now how this will affect our workforce and determine how we can retain productive, experienced workers.

What's the Agenda?

On December 3rd, Minnesota business leaders will have an opportunity to hear from:

- **Kathy Lynch, Director of Employer Engagement, Sloan Center on Aging and Work/Workforce Flexibility at Boston College.** *Dr. Lynch will address the changing demographics and examine whether they are a distraction or competitive advantage.*
- **Corporate leaders** about their goals and best practices for renewing and retaining the Boomer workforce, and **Individual Boomer employees**

This conference will also feature:

- Networking Groups discuss and consider action steps toward efforts to influence change within their own organizations.
- And an **Information and Resource Showcase** of materials designed to help employers or employees retain, encourage and support the boomer workforce
 - 7:30 Continental breakfast, Registration and Information/Resource Showcase
 - 8:15 Kick-off & Welcome by Tim Traudt, Wells Fargo
 - 8:30 Keynote by Kathy Lynch
 - 9:20 Employer and Employee Panel on inspiring individuals to continue to work
 - 10:10 Networking Discussion Groups
 - 10:40 Final Remarks, Commissioner Dan McElroy, Dept of Employment and Economic Development
 - 11:30 Information/Resource Showcase Closes

Who should attend?

Business leaders (i.e., CEOs), or their representatives Economic Development Leaders
Human Resources and/or Diversity & Inclusion WorkLife Professionals

How to Register?

Registration for the Boomers Mean Business conference is free but space is limited. To register, [click here](#). Or enter the following into your web browser:

http://www.surveymonkey.com/s.aspx?sm=E3G5_2bV0p43SBOhrE1a6a9g_3d_3d

Questions?

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