



## Web sites playing gray card

**JOBS:** The number of workers older than 50 is rising. Flexibility is No. 1 in attracting them.

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By **DIANE E. LEWIS**  
The Boston Globe

A new online site based in Wellesley, Mass., is tapping into the graying segment of the labor market that's not quite ready to retire.

RetirementJobs.com was launched in May by Tim Driver, former senior vice president of consumer products at Salary .com in Waltham, Mass., to provide a link between employers looking for experienced workers and workers eager for a second act.

To test his belief that there was a need for a jobs site for people 50 and older, Driver set up a Web site in 2005 that offered a questionnaire to anyone who keyed in the words "retirement" and "jobs" on Google.

"Essentially, we asked them to describe the ideal retirement job," said Driver, 40, of Wellesley. "Flexibility was at the top of their list. They wanted jobs that provided security, and they wanted to give back. It was clear that there was an opportunity to help them by identifying companies in America that are positioning themselves as age-friendly."

The number of workers over 50 is expected to increase 34 per- cent by 2012, according to the Bureau of Labor Statistics. The number of workers younger than 50 will grow only 3 percent during the same period.

Deb Sundal, director of program services at MYnetico, said the firm has selected 15 job can- didates from RetirementJobs .com.

Sundal receives four or five applications per day fromRetirementJobs.com.

"We're looking for people who are tech-savvy," she said. "So, we are now requiring all of our applicants to go through RetirementJobs.com. We see it as an added form of screening."

MYnetico is among 75 employers that have posted job openings on RetirementJobs .com, which receives about 100,000 hits per month, up from 10,000 in May.

Employers pay a fee to access online résumés posted by job seekers, who can list their qualifications free of charge.

Registered employers include H&R Block, Home Depot, Borders Books, REI, and the American Red Cross

RetirementJobs.com isn't the first to cater to older workers. GrayHair Management LLC, also an online job site, offers employers access to more than 5,500 subscribers. The site encourages employers to e-mail their job descriptions to the mailboxes of older executives who are members of the site.

The Chicago-based organization helps former executives develop an action plan that will help them find the positions they want.

Eons.com, launched in July by Monster.com founder Jeff Taylor, offers news and information about travel, finance, and other issues. It also allows older job seekers to specify location, skill, and profession. Job listings based on those specifications are forwarded by Monster.com.

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