

For Immediate Release

Recognizing and Fighting Age Discrimination

Four in a Series of Eight: Career Advice Available to Publish

AUSTIN, TX [September 2008] Hiring someone with worldly experience and wisdom seems common-sense, but this line of logic doesn't keep many modern employers from discriminating against the older-than-50 crowd. Preconceived notions of additional cost associated with older workers keep many companies from wanting to hire outside the prime 30-40 age range. Age discrimination, like other forms of discrimination, is illegal, but that doesn't mean that the aging baby-boomer generation won't face issues.

Be Aware

According to the AARP, common forms of age discrimination are:

- Wanting to hire a "younger-looking" person for the job
- Firing you because of your experience in order to keep the younger, lesser-paid employees
- Getting passed-up for a promotion so your employer can bring in "new blood"

The Age Discrimination in Employment Act (ADEA) protects individuals over the age of 40 from being denied promotions, jobs and training because of their age. This law states that there has to be a lawful reason (not age-related) for all employment decisions. There are exceptions including: smaller companies with less than 20 employees are not required under federal law to observe this act; elected officials, independent contractors and often highly-paid company executives, law enforcement and emergency workers are not covered.

Job Search Tips

To avoid the hurdles, there are a few things you can do to make your job search easier.

- Get online – Myspace.com and Facebook.com aren't your best choices for social networking, but a site that caters to only professionals like LinkedIn.com is a great choice to prove you're up-to-date and understand the importance of the social web movement.
- Edit your resume – Eliminate the old stuff. Unless you founded Microsoft 25 years ago, your potential employer doesn't care what you did that long ago. It's also not necessary to put dates by your education. By stating you finished your bachelor's in 1978, you're age-stamping yourself unnecessarily. Let your impressive employment background stand out without fogging it up with the age question.
- Find employers that embrace maturity – Look for large employers that have implemented programs to add more seniors to their workforce such as Walgreens. You can also find several job search sites online now that specialize in posting jobs for the aging baby boomer generation. Finally, seek guidance from the AARP which offers free assistance for those over the age of 50.

Focus on Your Positives

There are many reasons why hiring an older, more experienced individual benefits a company. Help your potential employer or current employer see why age shouldn't have a negative connotation and experience is a plus. According to the AARP, older workers are 50% more reliable and focused than their younger counterparts, have more motivation to work hard and are loyal. Having model workers like this around often helps company morale and serves as a standard for the rest of the work force.

About the Ginac Group

The Ginac Group, Inc. is a leading provider of career development services. The company serves individuals, including chief executive officers and a host of other professionals in corporations and government agencies, as well as Fortune 500 and start-up businesses.

The Company's business consists of Career Development Services, career exploration and transition service and National Society of Career Management, training and certification for helping professionals. Founded in 1999, Ginac Group is headquartered in Austin, Texas. For more information, visit www.ginacgroup.com.