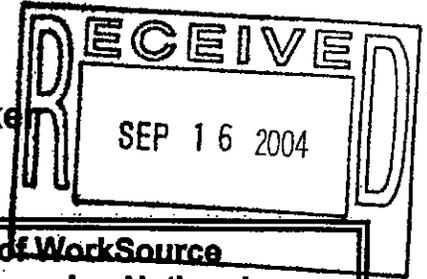




**LOS ANGELES COUNTY
WIA Adult and Dislocated Worker
INFORMATION BULLETIN**



NUMBER: B-DWA-04-009

SUBJECT:

**Participation of WorkSource
Centers in Observing National
Employ Older Workers Week-
September 19-25, 2004**

DATE: September 14, 2004

EFFECTIVE DATE:
September 19, 2005

PAGE 1 of 1

TO: ALL LOS ANGELES COUNTY WIA SERVICE PROVIDERS

Reference:

- State of California, EDD WIA Information Bulletin, Number: WIAB04-31

The State Employment Development Department is encouraging all Local Workforce Investment Areas to plan and coordinate events in promoting observance of National Employ Older Workers Week, which runs from September 19-25, 2004. The Los Angeles County Workforce Investment Board (LACO WIB), Mature Worker Council, strongly encourages its WorkSource Centers to promote their services, during this week, to this significant group of our population. This can be done, for example, at community events and job fairs and through the distribution of announcement flyers to your partners and local organizations.

The Mature Worker Council will be provided a report on the promotion and outreach efforts of each WorkSource Center and their anticipated outcomes on September 28, 2004. You are asked to get this information to our office no later than September 16. A follow-up report will be requested in October on the results of your promotion and outreach efforts. You will receive information on this date later in September.

DeAndre Jumper of our Business Services and Marketing operation is collecting information on these events and activities and can also be contacted to secure flyers. We would appreciate your assistance by ensuring that your Business representatives submit this information to DeAndre by the September 16 deadline and make arrangements to secure flyers. DeAndre can be reached at (213) 738-4922 or by email at djumper@css.la.ca.us. For your assistance, Bertha Urrutia is available to answer technical questions concerning the data being collected for the Mature Worker Council report. She can be reached at (213) 738-3843 or by email at burrutia@co.la.ca.us.



JOSIE MARQUEZ, Director
Employment and Training

Attachments:

- State of California, EDD WIA Information Bulletin Number: WIAB04-31
- WorkSource California announcement flyer, "Employ Older Workers Week"

JM:SM:BU

TO: WORKFORCE DEVELOPMENT COMMUNITY

**SUBJECT: NATIONAL EMPLOY OLDER WORKERS WEEK—SEPTEMBER 19–25,
2004**

This bulletin announces the observance of National Employ Older Workers Week, which starts September 19, 2004. Initiated by the American Legion in 1958 to promote employment opportunities and acknowledge the special contributions of older Americans, National Employ Older Workers Week activities focus on recognizing the importance of older workers in the labor force. This national recognition provides elected officials and workforce professionals with an opportunity to encourage employers to hire older workers.

I encourage all Local Workforce Investment Areas to plan and coordinate job fairs with their One-Stop partners during National Employ Older Workers Week. To help market these events, the Employment Development Department's (EDD) Senior Worker Advocate Office (SWAO) requests that job fair information be e-mailed to swao@edd.ca.gov or faxed to (916) 657-0040. The date, location, and hours of the event will be posted on the SWAO Web site at www.edd.ca.gov/swaorep/swaonww.htm.

The following are suggested activities that can be used in support of National Employ Older Workers Week.

- Urge local government officials to proclaim the week of September 19, 2004, as Older Workers Week, and ask them to sponsor local events or proclamations recognizing older workers and job seekers.
- Discuss with your local Employer Advisory Council, Rotary Club, and Chamber of Commerce, why employers should consider hiring older workers. Emphasize older worker attributes such as their broad experience, strong work ethic, dependability, loyalty, and good communication skills.
- When older job seekers come to your One-Stop sites for assistance, let them know about National Employ Older Workers Week, direct them to local job fairs, and encourage them to consider membership in a local chapter of Experience Unlimited (www.edd.ca.gov/srep/iseu.htm).

WorkSource California

CELEBRATES

"EMPLOY OLDER WORKERS WEEK"

SEPTEMBER 19th - 25th, 2004

To honor the experience, productivity, and viability of our mature citizens, WorkSource California celebrates the achievement and impact seniors have had in the workplace.

If you are a mature worker interested in employment or training opportunities, or an employer interested in hiring an experienced mature worker, contact your local WorkSource Center today.

Work Source

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