

## **Job Glut Coming: Baby Boomers Have To Fill Those 14.6 Million Slots**

New Haven, CT, April 13, 2010 ... The job glut is coming. That's what policy experts Barry Bluestone and Mark Melnik predict in their just-released study **AFTER THE RECOVERY: HELP NEEDED**

<http://bostonredevelopmentauthoritynews.blogspot.com/2010/03/bra-researcher-mark-melnik-co-authors.html>. Between 2008 and 2018, 14.6 million additional nonfarm jobs are being created. To fill them America turns its eyes to the 76 million Baby Boomers born after World War II. Already human resources departments are designing age-friendly practices to attract, retain, and promote Baby Boomers in what might be called The Gray Revolution.

“And many of us Baby Boomers are pulling out all stops to spot, pounce on, and exploit those emerging opportunities,” says Jane Genova, author of **OVER-50: HOW WE KEEP WORKING**, available online at Amazon.com and Barnes and Noble. She published that book last month, Genova explains “to guide her fellow Baby Boomers on being able to stay in the workforce on our own terms.” Currently, one in three in the workplace is over-50 [Source: U.S. Chamber of Commerce.] Genova also co-wrote **THE CRITICAL 14 YEAR OF YOUR PROFESSIONAL LIFE** and operates two syndicated career sites <http://careertransitions.typepad.com> and <http://over-50.typepad.com>. She lectures on career issues over-50 at forums such as the New York State Bar Association.

For most workers, whether they be aging or young, on a payroll or self-employed, the lion's share of paid employment will take the form of just-in-time assignments. Those

will straddle all collars: White, blue, pink, gray, gold, and no. Increasingly, America is less class-conscious about the status implications of work and more on if a particular assignment or even job can be leveraged to keep earning a good living. In her 50s, Genova reset her own career path by changing her mindset about what kinds of work she could and would do.

Here is OVER-50: HOW WE KEEP WORKING's Table of Contents :

*Preface*

*Introduction*

*Black Swans: Humans plan, the gods laugh*

*We Like This Job: How to hold onto it*

*Finding Our Next Job, Assignment, Or Business Venture*

*Change, Stuck, Change, Stuck*

*We Got to Want To Work*

*We Are Our Stories: They can be liabilities or assets*

*Resumes Tell Employers Stories They Want to Hear*

*Cover Letters As Performance Art*

*Interviews Are Two-Way Street*

*Our Unique Power Strategies*

*Adversity Is Good*

*Thinking The Unthinkable: Going blue collar*

*Being A Late Bloomer*

*Conclusion*

*About The Author*

Genova is President of Genova Writing, Coaching and More, New Haven, Connecticut

<http://janegenova.com>.

#####

Contact: Jane Genova, 203-468-8579, [Mgenova981@aol.com](mailto:Mgenova981@aol.com)