



INFORMATION FOR BUSINESSES CONSIDERING MATURE WORKER FRIENDLY EMPLOYER CERTIFICATION

We would like to share some important information with employers across Arizona about the Arizona Mature Workforce Initiative, and the new resources available to the business community. The Mature Workforce Initiative (MWI) was launched in 2005 and is designed to raise visibility, awareness, appreciation of and employment opportunities for mature workers (workers age 50+).

As part of the Initiative, a new website was launched in 2008 that may be of interest to you and your organization. This website has been designed to provide information to both employers seeking mature workers and resources for their organizations, as well as job seekers looking for employment opportunities and resources specific to their interests. For up - to - date listings of employment opportunities, resources for mature workers and employers, community events and job fairs, we invite you to visit the Arizona Mature Worker Website at www.azmatureworkers.com.

Secondly, we know that more employers are recognizing the value of experienced mature workers every day. The State of Arizona recognizes these employers as pioneers in the ever-changing Arizona workforce. For this reason, the Arizona Mature Worker Friendly Employer Certification is being introduced to employers across the state. Information about this free certification is also available on the new Mature Worker Website, www.azmatureworkers.com. Employers are invited to visit the website to learn more about this unique certification and view the listing of the Certified Employers from 2008! We also invite you to submit your application during the 2009 open application time period.

In order to manage this process in a quality manner, and within available resources, please note that applications for the Arizona Mature Worker Friendly Employer Certification are accepted for one time period each year. For 2008, application submissions were accepted during the open application time period which began May 15, 2008, and ended on July 31, 2008.

For those employers who wish to apply for the certification in 2009, we invite you to visit the Arizona Mature Worker Website often, and to apply during the next open application time period in the summer of 2009.

Some reasons why Arizona businesses want to be certified as a Mature Worker Friendly employer include:

- Increased company visibility
- FREE use of the Mature Worker Friendly Certified logo on employer's materials
- FREE job postings on www.azmatureworkers.com where you are identified as a Certified Employer
- FREE advertising via listing on the Mature Worker Website
- Special rates at Mature Worker Job Fairs
- *Advantage in recruiting experienced and qualified mature workers*
- Access to experience-based skills and knowledge
- Reduced workforce turnover

Benefits of Hiring and Retaining Mature Workers include:

- Diversify and stabilize your workforce
- Manage work volume peaks and valleys
- Increase productivity
- Maintain competitiveness
- Manage human resource costs
- Add to the skills, knowledge and experience base within your business

For more information, or to apply for the Arizona Mature Worker Friendly Employer Certification, please visit the Mature Worker Website at www.azmatureworkers.com.