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THURSDAY, APRIL 16, 2015

## Employer Based Training may be the answer to your business needs.

Choose the person you want from among our candidates and we will pay for their initial training.



Employment & Training Solutions

Mature Services is an equal opportunity employer and service provider.

**Call 330-782-0978**  
today for more information.  
**[www.matureservices.org](http://www.matureservices.org)**

If you are an older adult interested in learning new skills that can land you a job, we offer free training opportunities. Contact our office to learn more.

## The Mature Advantage- New and old can make a potent partnership

There is a rumor that age bias keeps older workers from getting a job, but there are signs of a new trend. The ability of a new business to make it to that first critical one-year anniversary often comes down to knowing how to avoid the common mistakes in business, and having the resources to carry you through the rough spots. A strong knowledge bank and practical experience are the building blocks of successful new businesses, and it is where mature workers shine. Maybe that is why Mature Services Employment & Training Solutions is seeing more small businesses recognizing older workers as their best resource, and turning to them for qualified candidates. "Years of experience in the work world gives older workers the expertise to save the new business owner a lot of time and stress," said Julie Sheely, Project Director of the Youngstown office.

A non-profit agency that has been providing employment and training services to older adults, Mature Services Employment & Training Solutions offers employers a unique opportunity to gain the advantages of hiring an older worker through the Employer Based Training Program. Employers meet and interview candidates who have already completed an extensive training assignment designed to update skills. "Once the employer determines the candidate that is the best fit for their job, Mature Services covers the salary during the initial weeks of training needed to acclimate that person to the specific duties of the new position," explained Sheely.

Starting a small retail store? It's important to know the best source for fixtures, best strategy for seasonal stocking, best way to initiate contact with your target buyer or generate impulse shopping. Along comes a mature worker who once managed a department for a major retailer before they cut back, and now you have the answers, and someone who can implement them too.

Did you start an accounting firm at home and now find your customer list has grown too big for one person? This could be the perfect job for a mature worker who wants some flexibility in their work, and who can handle the overflow. Whatever the business, there are older workers with the ability to make it run more smoothly.

As for unemployed workers over 55 who want to put their experience to good use, they can enroll in the Senior Community Service Employment Program so their skills are updated and they are ready to meet an employer's needs. "People are often surprised to discover they are eligible for the paid training," noted Sheely "and we encourage people to call 330-782-0978 to learn more. Our office serves Mahoning, Trumbull and Ashtabula counties."

The Employer Based Training option is available to companies in any of the 40 counties served by Mature Services Employment & Training Solutions, as are the training programs that prepare older workers to qualify as candidates for hire. For more information on either program, go to [www.matureservices.org](http://www.matureservices.org).

