



EMPLOYMENT FOR SENIORS, INC.

2009 ANNUAL REPORT

A YEAR OF SUCCESS AND CHANGE

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“I found a job through you; that's ‘proof of the pudding’”. Howard H.

LETTER FROM THE EXECUTIVE DIRECTOR

December 2009

Dear Friends of Employment For Seniors:

“EFS was a valuable resource... in my job search.... as a client, I was impressed with the staff and volunteer job counselors and how they were so willing to help. Getting involved with EFS as (a) job counselor was an excellent step, as it allowed me to give back to the community and expand my job network. I was even able to get excellent feedback and advice from the staff... I would highly recommend for anyone to make use of the organization as a client, and volunteer their time as a job counselor....” David B.

Our year of transition has proven to be a spectacular time for success and change. EFS grew in numbers of both new clients and volunteers. The economic climate in Central Ohio was a challenge; jobs were harder to discover. However, we prevailed: we posted positions, assisted mature workers to find employment opportunities and supported those job seekers throughout the community to meet their career aspirations.

We anticipate more growth and change during 2010. New events are scheduled, including the Inaugural Charles B. Jenkins Legacy Award Dinner celebrating organizations and individuals who foster the mission of EFS, to place qualified older adults into gainful employment. We will continue to provide the Senior Job Fair and other career events which advance networking opportunities between our clients and employers.

Employment For Seniors maintains this positive force and level of success because of the many wonderful volunteers who work tirelessly to reach our goals. Saying thank you cannot begin to express my appreciation to this powerful group of individuals – I am in awe of their dedication!

A heartfelt thanks to our supporters, the many employers posting jobs, the granting agencies who provide funding, and the individuals who believe in the mission of Employment for Seniors.

On behalf of the Board of Trustees, my thanks for your support of our efforts, programs and services.

Wishing you a successful and prosperous 2010!

Carol A. Ventresca, Ph.D.
Executive Director



“My name is Rachel H. and YES, Employment For Seniors did help me this year. I was really down about being unemployed when I found a flyer and I made a call to the office I was assisted by the staff and was given referrals and job leads. The counselor that spoke to me was very professional and friendly and made me feel much better about being unemployed at my age of 50+. When I think of EFS, I think of caring, compassionate and helping individuals who truly care about others and the service they provide.”

ANNUAL REPORT 2009: A YEAR OF SUCCESS AND CHANGE

WHAT IS EMPLOYMENT FOR SENIORS?

The mission of Employment For Seniors is to place qualified older adults in gainful employment which is mutually beneficial to both the person and the employer.

Employment For Seniors, Inc., a non-profit organization, provides free employment referral assistance to clients age 50 years and older, as well as free position postings for Central Ohio employers. The primary goal is to assist and support mature job-seekers and to advocate for this highly talented applicant pool.

Founded in 1972, EFS has provided services to thousands of clients and employers throughout the Central Ohio area. The first of its kind, EFS was created as a grass-roots effort to increase the opportunities for those older citizens who were seeking employment. Today there is an increase in the number of aging baby boomers pursuing additional years in the labor force. They are in need of more in-depth services to vie for the limited employment opportunities in this economic market.

Over the past 37 years, an estimated 21,000 new applicants have received services of EFS; nearly 3,000 employers have utilized our posting process to find qualified, reliable employees. During 2009 over 1,200 new clients visited EFS (38% increase over 2008) and more than 4,200 job referrals were provided.

"I found the counselors at Employment For Seniors very helpful. When I went in for my meeting, the counselor went over my resume...to see if I could make any improvement in presenting myself, then we went through the available job opportunities to see if I had the necessary skills and qualifications for any of them. As it turned out, one of the jobs seemed almost perfect for me; I applied for it that day and was subsequently hired for the position. To me Employment For Seniors provides a necessary service that is very useful to employers and those older workers seeking employment, by putting the two together. At age 60, I feel I have a great deal to offer any employer and (EFS) gave me the opportunity (to) prove this". Darlene H.

CHALLENGES FOR SENIORS

EFS clients are the "hidden jewels of the job market". However, there are many challenges and barriers which senior job seekers must scale. The economic downturn has had a stronger impact on the 50+ age group than others in the labor force. In past recessions older workers were not targeted in job layoffs or downsizing. Today, they have not only lost their positions, they have likely lost a whole industry or career path. Older job searchers lack extensive network contacts to find new opportunities. Employers often make incorrect assumptions on salary needs and experience levels of older applicants.

EFS is a strong advocate for our clientele by building relationships with employers, leading to successful placement of mature job seekers. Clients utilize various events, such as the annual Senior Job Fair, workshops and presentations to prepare for positive career searches. EFS then increases the knowledge level of employers regarding the strengths, skills and experience of clients to lead to successful job placement. Once employers have worked with EFS and gained a strong, skilled mature employee, they continue to utilize our services to improve the composition of their workforce.

Our message is strong; we are committed to older job seekers. Our ultimate goal is to find fulfilling employment opportunities for mature job seekers.

LOCAL AND NATIONAL MEDIA FEATURES EMPLOYMENT FOR SENIORS

U. S. News & World Report
The Columbus Dispatch
The Daily Recorder
The Senior Times
Business First

WBNS 10-TV
WCMH-NBC4i
WMNI Radio
WOSU Radio
AARP "Bulletin Today"

Media coverage is critical to the success of any non-profit organization. Nearly 20% of the new clients registering with EFS during 2009 discovered our services through media coverage. EFS served over 1,200 new clients during 2009 due to this increase in media coverage and allowing further reach into communities.

Employment For Seniors staff, board members, volunteers and clients improved our positive public image through their enthusiastic testimony. Whether it was discussing job search tips for seniors, or highlighting Columbus as an inexpensive retirement location, EFS was featured in numerous articles and stories.

Timely press releases became an important life-line to the local media and our "partners" in the aging community, highlighting our many activities and accomplishments. This effort provided positive press, gained new connections, increased our outreach opportunities, and augmented readily available information to the local population and employers.

PARTNERSHIPS: CREATED ~ RENEWED ~ ENHANCED

Outreach to the Central Ohio community includes the creation, renewal and enhancement of agency partnerships. EFS maintained positive relationships with many organizations over the years; over 26% of new clients were referred to EFS by other social service agencies. During 2009 new relationships were created, and others were renewed and enhanced through joint programming efforts. We would like to thank the following ***non-profit, educational, employment, governmental and networking organizations*** for their assistance, as well as their support of our services and programs:

CEAN
Columbus Chamber of Commerce
Columbus Dispatch-ColumbusJobs.com Job Fair
Columbus Kiwanis
Columbus Metropolitan Library
Columbus State Community College
Central Ohio Technical College/Pataskala Campus
Council of Older Adults of Delaware County
COWIC/Job Leaders
"Dear Sam" and Lady Bug Designs
Delaware County Council on Older Adults
Faith Mission/LSS
FirstLink

Forty Plus
Homeless Families Foundation
Jewish Family Services
New Directions Career Center
Ohio Department of Development
Ohio Department of Job & Family Services
Ohio Labor Market Information Office
Ohio Seniors Network
The Ohio State University Office of Continuing Ed
The Ohio State University Alumni Association
Whitehall-Bexley Rotary
W.A.R.M.

CELEBRATING EMPLOYMENT FOR SENIORS, INC

Employment For Seniors spent 2009 celebrating! Throughout this year, we have found many reasons to celebrate our work – particularly for the many clients who have successfully found employment. However, we also found three very important new reasons to honor our own:

FirstLink “Agent for Change” Award

FirstLink launched a series of awards to celebrate the value and dedication of the volunteer force which drives every non-profit organization. Gary Sams, Volunteer Network Administrator for EFS won the very first “Technology Agent of Change Award”. Gary also volunteers for two other organizations (WARM and Bethel United Methodist Church), coordinating the computer workstations for dozens of staff members. The nomination, coordinated between the three organizations, concluded:

“An organization is blessed when it has devoted, committed and talented volunteers. It is supremely blessed when that volunteer also happens to love technology and is willing to put forth the effort needed to successfully implement that technology. Gary Sams is the personification of technological success! Each of us who have worked with Gary are better individuals for the (non-technology) lessons he has taught us and the patient fortitude he displays.”

The Charles B. Jenkins Legacy Award

Employment For Seniors Board of Trustees created the Legacy Award to honor Charles B. (Chuck) Jenkins, Executive Director for nearly 15 years. Chuck provided strong leadership and a willing spirit to promote this organization and its mission. As the director, he presented a greater awareness on the issues facing older workers in achieving gainful employment, in the Central Ohio community. He increased the number of clients served, as well as the number of employers recruiting this talented and specialized group of individuals. He is also responsible for the highly publicized and successful annual Central Ohio Senior Job Fair. Jenkins built a broad range of partnerships with local foundations, governmental entities, nonprofit organizations and private industry, to recognize the importance of the vision of Employment For Seniors.

Beginning in 2010, EFS will continue the Legacy Award as an annual fundraising event, honoring an organization and an individual for their efforts to employ mature job seekers and further our mission.

The Charlene Schultz Volunteer Award ~ Eugene Gabalski honored as first recipient

The volunteers of EFS play a variety of pivotal roles, improving our service efforts and successful job placements. In 2009 we gained 20 new volunteers performing as counselors, board members, support staff or fundraising/media relations. During the December Holiday Party, the ***Charlene Schultz Volunteer Award*** was announced, honoring this long time Office Assistant, who passed away in 2009. Charlene spent nearly 20 years assisting as office support, scheduling clients and providing key data entry tasks. Tom Schultz visited with EFS volunteers and spoke of his wife’s dedication to our goals. Marge Williams, former Office Manager, provided us with details on Charlene’s accomplishments.



First recipient of the Schultz Award was Eugene Gabalski, Treasurer of the Board of Trustees for 12 years. The award honored Gabalski for his pivotal role in guiding the agency through lean financial times. Gene became EFS Treasurer in 1998, serving through 2009. His financial acumen helped the organization sustain its level of services. Gabalski dedicated countless hours of hard work while serving as Treasurer. A Buffalo native, Gabalski moved to Columbus in 1961 to begin a career with Borden. He also served as president and general manager of Columbus CeloPoly from 1984 to 1988. He was an independent management consultant from 1988 to 1997, helping small businesses increase their growth through innovative reorganization strategies.

OUTREACH EFFORTS TO ENGAGE SENIOR JOB SEEKERS AND EMPLOYERS

Many programs and services were performed during 2009 to reach those senior job seekers struggling with the current economic climate. EFS encouraged each individual client to strive for successful employment status and financial stability, through one of the following events:

Annual Senior Job Fair:

The slumping economy contributed to a large turnout of job seekers at the 15th annual Central Ohio Senior Job Fair on Sept. 11. Organizers described the event held at DeVry University (1350 Alum Creek Dr.) as a "huge success." More than 700 people attended the job fair, which featured 13 workshops on a variety of topics, including interviewing, resume writing, job searching and networking. The event featured 26 exhibitors, including 15 employers actively recruiting new staff members.

Job Fair Program sponsors:

Central Ohio Area Agency on Aging
Franklin County Office on Aging
DeVry University.

Job Fair Media sponsors:

WBNS 10TV
The Columbus Dispatch
WMNI-AM.

Client Presentations and Job Fairs:

Staff, volunteers and board members provided 11 different presentations and workshops throughout 2009, reaching over 330 individual job seekers. The message carried in each presentation focused on the tremendous value a mature employee brings to an employer. EFS maintains the belief that mature job seekers provide skills and maturity which far outweigh the factor of age. When older job seekers encounter difficulty in job searches that have taken months, or maybe years, they have also exhausted their personal contacts, and likely their self esteem. It is critical to remind our client population their work ethic is just as important as their skill levels. Employers are looking for, and with mature job seekers will find, employees who demonstrate:

- Lower absenteeism
- Lower turnover
- Flexibility in schedules
- Fewer mistakes
- More experience
- Better work ethic
- Commitment
- Enthusiasm
- Dedication

Employer Outreach:

During 2009, EFS met the challenge of posting 185 new employment positions, identical to that of 2008, even through difficult economic conditions. In order to meet this goal, EFS participated in various employer programs to discuss the advantages of hiring mature workers. Over 250 employers were reached during four training programs. Additionally, while providing five Job Fair presentations, EFS also contacted the many recruiting employers attending each fair, providing literature and contact information.

Other Programs and Presentations:

Employment For Seniors was also featured in two different programs, including the Senior Independence/Senior Impact Conference Series and chosen as a graduate student study topic for The Ohio State University School of Regional Planning in conjunction with the University of Dresden (Germany). The opportunity to review EFS programs provided valuable public recognition of the needs of mature job seekers and the importance of our services.

2009 EVENTS

The 2009 Senior Job Fair was a tremendous success (see “Outreach Efforts” on the previous page), serving hundreds of senior job seekers, and providing networking connections to local employers.

EFS families and friends enjoyed a wonderful summer evening during our annual Putt-Putt Golf Outing! This fundraising effort provided golf, laser-tag and other activities, as well as a silent auction and raffle. Special thanks to Central Ohio Technical College Pataskala Campus and Scott Neiman Law Office who provided Hole Sponsorships.

The Charles B. Jenkins First Annual Legacy Dinner, held in the spring of 2009, to recognize the work of the previous Executive Director and his many years of advocacy for senior job seekers. Scheduled for May 2010, the Legacy Dinner will begin a new era for EFS, honoring an organization and an individual for their efforts in promoting employment opportunities for mature job seekers.

The year ended with a special surprise from the Dawson IT Recruiting team, naming EFS as their charity of choice in the Barnes & Noble Holiday Gift Wrapping Program. The EFS Executive Director enjoyed an evening of fun – and great gift wrapping tips – with Catherine Reynolds, Manager of the Dawson IT Team and her Holiday Gift Wrapping Elves!

FINANCIAL STATUS: GRANT-MAKING EFFORTS AND CONTRIBUTIONS

Employment For Seniors exists through continued fundraising efforts, procuring grant awards and private donations. It is increasingly apparent that strengthening our ties to many new organizations is critical to our continued efforts. With the assistance of board members and staff, EFS submitted requests and was granted funding from several governmental programs and private foundations. We would like to thank the following ***Grant Organizations and Community Programs*** for providing and/or securing funding in support of our efforts:

- Central Ohio Area Agency on Agency Title III
- Franklin County Office on Aging and the Senior Options Program
- Ohio Department of Aging
- Columbus Foundation
- English Foundation
- GoodSearch
- Kroger Community Rewards Partnership Program
- Lazarus Foundation
- MissionFish.
- Harry C. Moores Fund
- Nationwide Foundation
- Woodhull Fund
- United Way of Franklin County
- United Way of Delaware County

Many individuals contributed to Employment For Seniors during 2009, assisting in both the operations of the organization, as well as strengthening the Founder’s Fund. Our thanks to the many supporters of EFS who are featured on the website at www.employseniors.org

EMPLOYERS ~ 2009 EFS POSTING PROGRAM

Many new employers joined the EFS family, posing positions for current clients via the Job Match System. This free posting service for employers is critical in the process of assisting older individuals in the job search process. Our goal is to continue to search for many other employers who are “senior friendly”.

Join us in thanking the following employers for their continued support of mature job seekers, providing job postings during 2009 (* indicates new employer relationships):

ABC Star	J. C. Penney Catalog *
Almost Family *	Jireh Services, Inc.
American Senior Publishing	Kensington Place *
American Services & Protection *	LabCorp *
Beatty, Otto and Associates	MacIntosh Company *
Brooks Home Supported Living, Inc.	Mary’s Catering & Cafeteria *
Capital Transportation *	Mature Services *
Carriage Court of Hilliard *	Miranova
Central Ohio Transit Authority	National Church Residences
Certified Oil Co *	Newcomer Funeral Home
Columbus Dispatch *	Northwestern Mutual *
Columbus Dispatch Broadcast Group	Ohio Police and Fire Pension Fund
Columbus Financial Partners *	Palmetto GBA
Comfort Suites East	Positivity *
Community Development for all People *	Rebuilding Together *
Community Threads	Safelite Solutions
Corporate One Federal Credit Union	Salvation Army Central Ohio *
Delaware County Habitat for Humanity *	Senior Helpers *
ECDI *	Senior Publishing
Eckl Parking Co	Seniors Helping Seniors *
Educational Sales Management *	Shield Insurance Agency *
Faith Mission	Showe Management Corp *
Friendship Village of Columbus	Simply EZ of Columbus
GAP Inc. *	Simply Living *
Girl Scouts of Ohio’s Heartland Council *	Stanley Steemer Columbus Call Center
Greater Columbus Convention Center	Sycamore Center *
Hague Water Conditioning	SynGenics *
Himes Vending *	Taps, Richard T. Law Office
Home Helpers	Telhio Credit Union
Home Instead	Traditions at Stygler Rd.
Hyatt Regency Columbus	Trillium Place
Impact Safety Programs	United States Census Bureau
Intelligent Mailing Solutions	Wesley Ridge *
	Wils Beauty Supply Inc *

ENHANCEMENTS TO EFS PROCEDURES AND COMPUTER NETWORK

During 2009, Employment For Seniors made significant changes to office processes, the computer network and software programs, as well as the counseling procedures. The most significant advancement was a newly developed training manual for counseling volunteers to ensure consistent and concise services. Additionally, new career resource materials were developed for clients, to assist in the completion of resumes and cover letters, and to develop career fair strategies. The updated EFS website will provide on-line availability of career materials.

The EFS computer system is reaching for a 24/7 on-line capacity for both clients and employers. The website now includes a client email system to notify the EFS office of their desire to schedule appointments. Employers have had the capability to post positions and the office can now “duplicate” positions more easily and quickly for re-posting. The system has also been vigorously expanded to provide additional data on demographics, mapping geo-coded client locations, and expanding the reporting tables which measure services provided to clients.

The most significant change is the update of the Job Match system to an internal posting process as opposed to former dependency on an outside vendor for web exposure. The listing of posted positions are now controlled on the EFS network and currently included on the Indeed.com search engine, and fed to other large search programs (e.g. OhioMeansJobs.gov). This change not only maintains internal control and more timely posting updates, but allows for greater outreach by the agency to other job searching entities. With the recent addition of a “How to Apply” button, clients notify the office of their interest in a posted position which will allow EFS staff to more efficiently contact clients, reducing the number of outside phone calls and counselor call-backs.

Often the information utilized by EFS must be obtained by direct contact and follow-up with employers and clients. During 2009 the volunteer counseling staff updated all employer records, providing not only up-to-date contacts but increased the number of job postings through this personalized outreach. Over the next few months counselors will begin a similar process of follow-up with clients newly registered during 2009. Not only will additional data on job placements be discovered, but additional services and information can be provided to clients still searching for employment.

Many other technology and fiscal changes have been made over the past year. New financial software was implemented and fiscal records updated. An outside fiscal review was also successfully completed for 2008. Handouts and forms are being updated to meet legal requirements, and our hardcopy storage regularized. Computer security processes were updated, and record storage tightened.

“...Employment For Seniors is a wonderful help for 55 plus looking for part time or fulltime employment...I attended a job fair 2 years ago and three months later one of the contacts hired me...I recently told two senior friends about the site and they are now using it to find work...keep up the good job...sincerely”. Jan W.

We hope you have enjoyed this Annual Report and a glimpse of the successful programs and services of Employment For Seniors, Inc. Our thanks to the many individuals and organizations that have supported us through our year of transition and we anticipate continued success and change during 2010. We hope you will join us for even more excitement! Below find a list of our 2010 events. For further information, please contact our office [614/863-1219] or check our website at www.employseniors.org

Gold Into Good Evening of Sparkle
April 14, 2010
Franciscan Center, DeSales High School

Charles B. Jenkins Legacy Award Dinner Program
May 21, 2010
Trillium Retirement Center

Magic Mountain Putt-Putt Golf Outing
June 29, 2010
Polaris Parkway Location

Annual Senior Job Fair
TBA
DeVry University, Alum Creek Drive

2010 EMPLOYMENT FOR SENIORS BOARD OF TRUSTEES

Laura O'Toole, President	Trillium Place
Brett Johnson, Vice President	WMNI AM920
Tiffany Makley, Secretary	Lutheran Social Services/Faith Mission
Larry K. Focht, Treasurer	Making \$ense
Sonya Albery	Raymond James
Bryan Barlow	CareWorks Technologies
Alan Berliner	Thompson Hine LLC
Patrick Berry	Macy's
Carl Bradwell	Columbus State Community College
Don Chapin	Attorney at Law
Eugene Gabalski	Retired – Honorary Member
Jason Grant	Nationwide Insurance
Brenda Hammond	Apprisen-Consumer Credit Counseling Services
Chuck Jenkins	CB Jenkins & Assocs. – Honorary Member
Julie Maurer	Central Ohio Technical College/Pataskala Campus
John Reisman	Retired – Honorary Member
Lisa Roberson	Medco Health Solutions
Dave Rodabaugh	Atlas Analytics, Inc.
Gary Sams	EFS Technology Consultant – Honorary Member
Lori Thomas	The Ohio State University Office of Continuing Ed
Tina Vogel Kuba	Mortgage Corp of Ohio
Torri Warner	Life Simplifiers, LLC
Steve Wilson	World Laughter Tour

STAFF

Dr. Carol A. Ventresca	Executive Director
Sondra Young	Office Manager and Volunteer Coordinator
Janet Veness	Office Assistant
Gary Sams	Volunteer Technology/Network Administrator
Deb Donaugh	Technology Consultant
William Eckstein	Grant Writing Consultant

VOLUNTEERS: COUNSELORS, OFFICE SUPPORT, PUBLIC RELATIONS, DEVELOPMENT

Fred Bacu	Barbara Jenks Triffon	Betty Sellars
David Bender	Karr`yen Jones	Dan Shingledecker
Steve Bennison	Janice Garver	Karen Squires
Theresa Breckenridge	Sally Keslar	Gail Sudore
Patrick Corcoran	Christine Krites	Ron Talkowski
Tom Courson	Debra Mason	Ann Taylor
Charlotte Dihoff	Roger Peacock	Kathryn Thompson
Walt Doney	Alice Porter	Patty Wilson
Carolyn James	John Reisman	Terry Wilson
	Phil Rudell	

