

**From:** American Society on Aging <American\_Society\_on\_Aging@mail.vresp.com>  
**To:** Kester, Tonykester@aging.sc.gov  
**Date:** 1/20/2015 6:04:22 PM  
**Subject:** Employing Older Workers Makes Good Business Sense

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When older adults turn to Social Security benefits early to make up for lost income, they place their future financial security at risk.

What is the business case for companies to hire and retain older workers?

What can be done to help older workers stay in the talent pipeline?

Join us for "[Employing Older Workers Makes Good Business Sense](#)," a National Summit organized to address the challenges and opportunities faced by our society as the baby boom generation shifts entirely into the 55-years-and-older age group by 2020, increasing that age group's share of the labor force.

**Rates go up on January 31!**

To make the biggest positive impact on the lives of older adults you need access to the most innovative ideas, best practices and knowledge. Will you be at AiA15? [\[Register Now\]](#)

**Stay where the action is.**

The 2015 Aging in America Conference is hosted at the Hyatt Regency Chicago. [\[Book your hotel room today.\]](#)

*Aging in America is the annual conference of the American Society on Aging.*

*Visit us online at [asaging.org](http://asaging.org).*

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**There is still time to purchase an ad in the AiA15 Program Book! Space reservations will be accepted until February 6.**

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American Society on Aging  
575 Market St Ste 2100  
San Francisco, California 94105-2869  
US

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