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BOOMERangs

Engaging the Aging Workforce in America

As 80 million baby boomers reach the “traditional” retirement age, the United States is faced with a slowly unfolding crisis that will demand legal, social and cultural changes related to the current workforce. The new age of longevity means that we all live longer, work longer, play longer and are consumers longer. Retirement is no longer a simple work “on” and “off” switch. Instead, retirement is a process that the American economy, legal system and business world must prepare to address with new and innovative solutions.

In his new book, **BOOMERangs** (Charles Pinot, April 2014) author, attorney and thought leader on the American workplace, Cash Nickerson explains that retirement and age discrimination can no longer be treated as race, gender, and national origin – each the basis of discrimination. There needs to be a call to action by governments, employers, and Boomers alike to address outdated mindsets, including a major rethinking of the Age Discrimination Act.

“There is a Gray Tsunami approaching,” says Nickerson “and because it is moving so slowly, we are not prepared nor are we preparing for it.” Currently, even the slightest reference to age in a conversation between employer and employee can be grounds for discrimination. New dialogue needs to happen now, allowing these conversations to occur, opening the landscape for new approaches to working with the aging employees who still want to work and still offer tremendous value to their employers.

In **BOOMERangs**, Cash Nickerson sheds light on what the population of retiring boomers means to the current workplace and how the sudden loss of their services and knowledge will have a profound impact on the economy and business success of future generations. The book chronicles the history of age-related attitudes in the workplace starting with the Pre-Agrarian Paleo Age straight through to today, and illustrates some of the commonalities Boomers share with Millennials in driving change and a demand for greater flexibility in all aspects of the workplace.

As Nickerson points out, the simple triangle of life – work, retire, die – is a thing of the past. Those who are approaching the “Third Age” (65-80) are still “living”, being productive, and are vital members of society. Today, our lives are more like a boomerang, with as much living on the back end as there was on the front end. The term BOOMERangs does not just refer to the phenomenon of older workers staying in or returning to the workplace. BOOMERangs is used to address an entire generation of workers with something more than just “the aging”, the “older

generation” or some other derogatory term. BOOMERangs is a term that demonstrates strength and resilience.

As the President and CFO of PDS Tech, the fourth largest engineering and IT staffing firm in the U.S. (\$440 million in annual sales), Cash Nickerson has been a student of the workplace for over 30 years and seen it from every angle. He has employed thousands and has worked with hundreds of companies and individuals to address their own employment issues.

Nickerson is at the forefront of workplace issues facing industries such as aerospace and defense where retiring workforces but increasing needs have the potential for enormous information gaps and loss of critical knowledge.

BOOMERangs offers profiles of executives who have been phased out because of their age yet have so much to offer and are not yet ready for retirement. Nickerson presents a number of practical steps employers can take to engage and maximize the BOOMERangs in their respective companies.

In addition, Nickerson provides BOOMERangs with 20 invaluable tips to help them thrive in their later working years. Samples include how to:

- **Properly write your resume and cover letter**
- **Be conscious of your energy level**
- **Watch your attitude towards younger generations**
- **Properly analyze your skill sets**
- **Dress for the now**
- **Lay off the war stories**
- **Not talk about your health issue**
- **And many more...**

What lies ahead of us is inevitable. How we as a nation, employers and employees prepare for it will spell the difference between success and failure – and failure should not be an option. In **BOOMERangs**, Cash Nickerson has provided the ideal read for anyone who wants to get involved in the conversation and contribute to the solutions of our country’s largest generation role in the current workplace.

*For more information or to schedule an interview with Cash Nickerson, please contact
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ABOUT CASH NICKERSON

Cash Nickerson is President and CFO of PDS Tech, Inc., a position he has held for 10 years. With over \$440 million in annual sales, PDS is the fourth largest engineering and IT staffing firm in the United States. He has held a variety of legal and executive positions in his 25 year plus career including serving as an attorney and marketing executive for Union Pacific Railroad, an associate and then partner at Jenner & Block, one of Chicago's five largest law firms and chairman and CEO of an internet company he took public through a reverse merger. Mr. Nickerson holds a JD and MBA from Washington University in St. Louis where he was an editor of the law review and a recipient of the US Steel Scholarship. Mr. Nickerson is Chairman of the Dallas Regional Cabinet for Washington University in St. Louis. He is a member of the National Council of the Washington University in St. Louis School of Law and International Council of the Whitney R. Harris World Law Institute. Mr. Nickerson serves on the Equifax Workforce Solutions Client Advisory Board.

Mr. Nickerson is licensed to practice law in California, Nevada, Illinois, Nebraska and Texas and is a member of the American, Los Angeles and Dallas Bar Associations. He received the Global Philanthropy Award from Washington University for his support of the Crimes Against Humanity Initiative. He is an avid martial artist, ranked as a third degree black belt in Kenpo Karate, and he is a Russian Martial Arts instructor. Mr. Nickerson is the author of the recently released, critically acclaimed book on employment, "StagNation, Understanding the New Normal in Employment."