

**Please share this information and plan to assign a report to cover the event live.**

**For Immediate Release**

**April 20, 2017**

**Jess Maurer, Executive Director, Maine Association of Area Agencies on Aging  
207-592-9972 or [jmaurer@maine4a.org](mailto:jmaurer@maine4a.org)**

**Regional Summit on Workforce & Aging to Explore Why *Gray is the New Green*  
Region's Economic Future Will Depend, in Part, on Older Workers & Community Leaders**

On May 8, 2017 business, human resources, labor, policy, research, advocacy and community leaders from Maine, New Hampshire and Vermont will gather at the Grappone Conference Center in Concord, NH for a summit on workforce and aging called, [\*\*Gray is the New Green: Unleashing the Power of Older Workers & Volunteers to Build a Stronger Northern New England.\*\*](#)

Northern New England is experiencing a looming labor crisis. Experts across the region agree that the crisis can be lessened by increasing labor force participation by those 65+. However, most employers don't have a strategy for engaging and retaining older workers and older workers don't know they're needed back in the labor force. Whether as business owners, workers, community leaders, mentors or volunteers, older adults across Northern New England will play a pivotal role in the next decade in creating vibrant workforces, building thriving communities and strengthening our economies. This Summit will explore tools and strategies that will help ensure this outcome.

Featured speakers include Liz Vogel, CEO, Dots, Inc., who will help participants learn tactics to identify the needs of workers and change the workforce culture to incorporate more experienced workers. The focus of the presentation will be on illustrating the current culture of conducting business, the realities of the looming labor shortage and aging workforce, and solutions to address both opportunities. Following the keynote, business leaders from across the region, including L.L. Bean HR Director Wendy Estabrook, will share tools, strategies and policies they've used to keep older workers engaged in the workforce longer. Summit breakout sessions will take a deep dive into tools and policies that support older workers and caregivers in the workforce, offer guidance to older adults about encore careers and community leadership and focus special attention on the health care workforce shortage.

**Who Should Attend:** Employers, HR Directors, economic development and workforce leaders, policy and planning leaders, small-business owners, community-based organizations, higher & adult ed leaders, aging-in-place community leaders and older adults!

**Why a Regional Approach:** Maine, New Hampshire and Vermont are all experiencing workforce shortages because of similar demographic challenges. Many of our top employers operate in two or three of the states. As we test strategies and build plans and partnerships that work, we need to learn from each other and lift up the region and these employers.

The Summit will run from 9 a.m. to 3:00 p.m. on May 8th. The cost is \$35 per person for TSLCA members/\$40 for non-members, including a light breakfast and lunch. To see a full

Summit agenda or to register, visit the TSLCA website at <http://agefriendly.community/gray-is-the-new-green-2017/>.

The summit is sponsored in part by our Keynote sponsor, the Center on Aging at the University of Vermont, and our Gold sponsors, the Maine Community Foundation and the Tufts Health Plan Foundation. Additional sponsorship and exhibitor opportunities are available.

**About:** The Tri-State Learning Collaborative on Aging (TSLCA) is the first multi-state effort focused on fostering collaborative, community-based strategies and systems that support the needs of older adults across Northern New England. The TSLCA is supported by [seven funders from Maine, Vermont and New Hampshire](#) and is committed to increasing the collective impact of “aging in place” initiatives and systems best practices through shared learning. The TSLCA engages over 1,300 people from the region through free monthly webinars, sector and issue specific discussions and regional events. The Summit on Workforce & Aging is the third of a series of regional events that have been hosted around the region in the last two years. TSLCA membership is free to those living in Maine, New Hampshire, and Vermont.

\*\*\*\*\*