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BusinessWeek Online

June 27, 2005

*Old. Smart. Productive.*

Surprise! The graying of the workforce is better news than you think.

The Costco Connection

October 2004

*Not Your Father's 50*

By Paul & Sarah Edwards

Harvard Business Review

February 2004

*Success That Lasts*

By Laura Nash & Howard Stevenson

Civic Ventures

*The Boomers' Guide To Good Work*

By Ellen Freudenheim

Available at [www.civicventures.org/guide.html](http://www.civicventures.org/guide.html)

New Face of Work Survey

June 2005

*Executive Summary*

By Princeton Survey Research Associates International

AARP Magazine

September & October 2005

*Oh, Grow Up!*

By Susan Roberts

SHRM Research

June 2005

*2005 Future of the U.S. Labor Pool*

By Jessica Collison

WorkTrends

August 2005

*A Work-Filled Retirement: Worker's Changing Views on Employment and Leisure*

By Scott Reynolds, Neil Ridley, and Carl E. Van Horn, PH. D.

Los Angeles Times  
August 23, 2005  
*Baby Boomers Opt To 'Renew' Rather Than Retire*  
By Elizabeth Pope

Fortune Magazine  
Vol. 151, No. 10  
*50 and Fired*  
By John Helyar

Los Angeles Times  
October 10, 2004  
*If America Is Richer, Why Are It's Families So Much Less Secure?*  
By Peter Gosselin

AARP Magazine  
November & December 2004  
*AARP Best Employers For Workers Over 50*  
By Mary Quigley and Loretta Kaufman

Time Magazine  
May 16, 2005  
*Women at Midlife – Midlife Crisis? Bring It On!*  
By Nancy Gibbs

Time Magazine  
October 10, 2005  
*Retirement Revolution*  
By Ken Dychtwald and Daniel J. Kadlec

BusinessWeek Online  
October 24, 2005  
*Love Those Boomers*  
By Louise Lee, with David Kiley  
Their new attitudes and lifestyles are a marketer's dream

Newsweek  
November 14, 2005  
*Ready or Not, Boomers Turn 60*  
By Jerry Adler

Fortune  
July 11, 2005  
*Pitchman for the Gray Revolution*  
By Nicholas Varchaver