

**Monday October 18**  
**8:45 to 10:15 a.m.**

**Baby Boomers - Your New Volunteers: Rethinking the Voluntary Sector's Approach to Engaging Baby Boomers**

This session will introduce you to baby boomers' unique aspirations in volunteer experience so that your community organizations and businesses can incorporate their needs as part of their human resources strategy. You will explore ways to recruit them through challenging and meaningful job design and ways to provide consistent support to retain such valuable volunteers.

The stakes are high and this session will be a step in the right direction to help you work with your constituent base.

Key Learning Objectives:

1. Accessing resources that are available at your fingertips,
2. Who are Canada's baby boomers?
3. Learn specific information about recruiting and retaining baby boomer volunteers

**Cathy Taylor** is the founding Executive Director of the Volunteer Centre of Guelph/Wellington, founded in 2001. Cathy represents other volunteer centres by sitting on the Ontario Volunteer Centre Network Steering Committee, and was a founding member of the Canada Volunteerism Initiative – Ontario Network Steering Committee. Cathy currently co-chairs the provincial advisory committee for a project called "Building Stronger Organizations" aimed at strengthening volunteer centres in Ontario and engaging new Canadians as volunteers.

Cathy's own volunteer work includes seven years as a board member of a residential youth program, Wyndham House, co-chair of the Memorial Cup Volunteer Committee and committee member of the Ontario Winter Games Volunteer Committee. Cathy recently served for four years as the Co-Chair of the Public Sector Division for the United Way Campaign. Cathy is currently on the board of directors of the YMCA/YWCA of Guelph and Volunteer Canada.