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Alan Hall, Contributor
Speaker, author, investor and catalyst for entrepreneurial growth.

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Message To Baby Boomers: Get Off The Couch. Change The World

Last week I spoke with **William K. (Bill) Zinke**, founder of the [Center for Productive Longevity](#) about an alarming topic, which he wrote about in [Huffington Post](#).

What can we do to support the 77 million people in America who are now 55 and older, beyond entitlement programs? The substantial majority of these people, Bill and others are discovering, would far prefer to remain productively engaged, and would prefer independence and self reliance to government entitlement for as long as they can.



Most baby boomers prefer entrepreneurship and high activity to increasing dependence on entitlement plans

Helping them to create businesses—and helping them get suitable work in existing businesses—is a major agenda for [Grow America](#) together with many of the organizations we are aligning with such as Bill's Center For Productive Longevity and his program's primary sponsor, the [AARP](#).

But beyond new businesses, what else can these tremendously valuable individuals do?

Here are some additional possibilities:

1. Become teachers, mentors or coaches in various areas
2. Share their wisdom by speaking or writing
3. Devoting time to continue learning
4. Being goodwill ambassadors as they travel around the world
5. Volunteer for worthwhile activities like Big Brother or Big Sisters

I would like to share some additional statistics I gathered from Bill: In 1950, there were 16.5 workers for every retiree. Today that ratio is 3.3 to 1 and is projected to become almost 2 to 1 in the near future. It is economically and

socially impossible for us to relegate all of these people to the sidelines and to expect that our entitlement programs will cover their bills.

As we prepare to vote, now and in the future, we must ensure our elected officials support the priority of helping these individuals be as vital and productive and healthy as they can possibly be.

I look forward to discussing this topic further at the upcoming Spotlight on Entrepreneurship event on [November 15, in Denver, Colorado](#). I will be sharing that agenda with several renowned individuals including Jody Holtzman, SVP of Thought [Leadership](#) for the AARP, and **Courtney Price**, the woman who is CEO and co-founder of [VentureQuest LTD](#), an organization helping drive growth organizations to new and higher revenue streams.

These Western states – and perhaps the entire United States as well—have a great deal of pioneer spirit in our DNA. Our population, particularly age 50 and over, has highly positive attributes and a can-do style. Our community members have high self-reliance, are individualistic, and thrive on “carving their own path.” Shouldn’t we emphasize those traits instead of relying so heavily on government entitlement plans? I believe the answer is clear, but there will be much additional action required.

I invite you to join me in [Denver](#) this month if you can, and I will also be providing reports of the Summit sessions from the road. Thank you for reading. You can reach me via this column, at [@AskAlanEHall](#), or at www.AlanEHall.com.

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