

# DOWNSIDED JOB SEEKER RE-INVENTS HIMSELF WITH MAKEOVER

Special To South Shore Senior News

**SCITUATE** - Does ageism exist? Scituate resident Dave Flanagan, 54, thought his chances of finding a new job after getting laid off last year were pretty good. He'd been "downsized" 15 years ago and was able to bounce back in a relatively short period of time. Back then, finding a new job was more about networking with friends and less about joining social media groups, signing up with job search sites and touching base with individuals with whom one may have worked in the past.

It hasn't quite worked out as well for Flanagan this time around. Potential employers perceive him as an older, over-qualified candidate who may have considerable salary demands. Yes, he is older, but still far from retirement. Yes, his education and many years of experience mean he is well-qualified. But, his salary demands aren't excessive. In fact, Flanagan has always believed that as important as salary is, finding the right fit with an organization that appreciates his work eth-

ic and expertise are equally as important. So could it be true that employers are showing preference towards younger workers without even really getting to know about what older workers such as Flanagan have to offer?

Obviously Flanagan can't turn back time, but he believes it behooves him to do everything possible to bring himself up-to-date to "level the playing field." He figured it was time for a more youthful look and a new attitude – a complete makeover was in order. Make overs aren't just for women, nor are they exclusive to TV reality shows.

"A makeover is for anyone looking to improve upon their physical appearance or their mental attitude," explained Dr. Richard Eisen of South Shore Skin Center.

Flanagan's recent makeover included visits to South Shore Skin Center in Cohasset for Botox to smooth wrinkles on his forehead and Sculptra for his nasolabial folds or lines around the mouth. He is also considering Fraxel la-

ser treatments to reduce wrinkles around his eyes. Dr. Eisen continued, "It's not uncommon for male patients to have Botox, fillers or Fraxel laser treatments to obtain a more youthful appearance. In fact, over the past six months our dermatology practice has seen an increase in the number of male patients opting for cosmetic treatments."

Another way to obtain a more youthful appearance is by whitening the teeth. For this, Flanagan visited Dr. Joseph Santelli at the Center for Progressive Dentistry in Duxbury who created mouth guards for his teeth and provided him with an at-home bleaching solution. Although Flanagan has always watched his diet and regularly exercised, Holly Kouvo of Fitting Fitness In of Stowe, gave him a better education of how fitness and nutrition would keep him at the top of his game, especially when competing against job seekers who are decades younger.

"Holly taught me more about the role that exercise and staying healthy plays in self-es-

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teem as well as in keeping focused and feeling more energetic,” said Flanagan. “I was cognizant of all the benefits of being fit before, but now I’m learning new things that are even more beneficial. There’s always room for improvement.”

A haircut and style from Elements the Salon in Plymouth gave him a more updated appearance and completed the physical aspects of the makeover.

“Many men don’t realize the important role their hair plays in their appearance,” explained Sue Casale, owner of Elements. “Taking care of the hair; wearing an updated, flattering style and maintaining that style is imperative. Even men who choose to wear their hair longer or who have beards and moustaches should be neatly trimmed and groomed. It’s not uncommon for older men to professionally color their hair in order to stay competitive with their younger counterparts.”

There’s more to Flanagan’s makeover than changes in his appearance. Flanagan met with Dawn Quesnel, CPCC PCC, a Career Life Coach and the president of Career Life Balance to discuss his plans for the future and the various things that would help him to obtain his goals. Working with Quesnel, Flanagan learned how to better focus and stay organized. Quesnel brought him up to speed on new technology and also helped him realize the importance of both traditional and social networking. Even more importantly, she helped him discover more about himself and the types of jobs in which he would be the happiest.

With a Master’s degree in Public Administration from Suffolk University/Sawyer Business School and more than 25 years of experience, Flanagan is looking to secure a job in community relations, external affairs or outreach at a regulatory agency; hospital, non-profit organization or for the federal or state government.

According to Flanagan, the makeover has been a very positive experience. “All those who helped with my makeover have been just wonderful and I look

better; have more confidence and I’m much more optimistic now,” explained Flanagan. “I have a great resume and a lot of experience. Although I am older, the more I strive to take care of myself and stay healthy, the more it plays in to a good mental attitude. That goes a long way to getting out there and convincing potential employers that I am still viable. There is a lot of competition and older job seekers need every edge they can get.”

Recently, Flanagan accepted a position as the Interim Communications Manager for the City of Chelsea’s Office of the City Manager but is still seeking full time opportunities. He also works part-time at Road to Responsibility in Marshfield providing one-to-one, guidance and care to developmentally and physically disabled adults.

*This contest is not offered by Senior Information Monthly, Inc. and the company assumes no liability for the results of the procedures or the impact on the winner’s employment status or outcome of the makeover. The makeover is an offer extended by PR Works, 51 Lot Phillips Road, Kingston, MA, 02364, (781) 582-1061, www.PRWorkZone.com who will determine the winning entry and follow up.*

**Over 50 and Recently Downsized?**  
**Enter our contest to win a Makeover!**

Times have changed. Nowadays, stellar credentials and years of experience only get you so far in the job market. Competition with younger counterparts is tough and it takes more than great networking to land a job.


If you’d like to “level the playing field” and obtain a more youthful look, attitude and great tips on how to put your best self forward in today’s job market - enter our Makeover Contest!

One lucky entrant will be randomly selected to receive a Makeover which includes:


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Send us your name; town; age; most recent employer and job position as well as how long you have been looking for new employment.\* Email your entry to: [info@southshoresenior.com](mailto:info@southshoresenior.com).

\*All information requested must be included in order to be eligible for South Shore Senior News’ Makeover Contest. Contest ends July 31, 2009.



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