

3823

2011-2012 Regular Sessions

I N A S S E M B L Y

January 27, 2011

Introduced by M. of A. ENGLEBRIGHT -- read once and referred to the
Committee on Aging

AN ACT to amend the elder law and the economic development law, in
relation to establishing the mature worker business initiative

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-
BLY, DO ENACT AS FOLLOWS:

1 Section 1. The elder law is amended by adding a new section 224 to
2 read as follows:

3 S 224. MATURE WORKER BUSINESS INITIATIVE. 1. THERE SHALL BE ESTAB-
4 LISHED, WITHIN THE OFFICE FOR THE AGING, A MATURE WORKER BUSINESS INITI-
5 ATIVE. SUCH INITIATIVE SHALL BE SUBJECT TO THE DIRECTION AND SUPERVISION
6 OF THE MATURE WORKER BUSINESS INITIATIVE COUNCIL.

7 2. THE MATURE WORKER BUSINESS INITIATIVE COUNCIL SHALL BE COMPOSED OF:

8 (A) THE DIRECTOR OF THE OFFICE FOR THE AGING OR HIS OR HER DESIGNATED
9 REPRESENTATIVE;

10 (B) THE COMMISSIONER OF ECONOMIC DEVELOPMENT, OR HIS OR HER DESIGNATED
11 REPRESENTATIVE; AND

12 (C) SUCH OTHER PERSONS AS SHALL BE DESIGNATED BY THE GOVERNOR, WHO
13 SHALL BE REPRESENTATIVES OF STATE AGENCIES, ADVOCATES FOR THE AGING AND
14 THE BUSINESS COMMUNITY, WHO ARE CONCERNED WITH THE ROLE OF OLDER WORKERS
15 IN THE ECONOMY, AND DEVELOPMENT OF SECOND CAREER OPPORTUNITIES ENTREPRE-
16 NEURIAL INITIATIVE. SUCH MEMBERS SHALL SERVE AT THE PLEASURE OF THE
17 GOVERNOR.

18 3. THE MEMBERS OF THE MATURE WORKER BUSINESS INITIATIVE COUNCIL SHALL
19 SERVE WITHOUT COMPENSATION, BUT SHALL BE ENTITLED TO THEIR ACTUAL AND
20 NECESSARY EXPENSES INCURRED IN THE PERFORMANCE OF THEIR DUTIES PURSUANT
21 TO THIS TITLE.

22 4. THE DIRECTOR OF THE OFFICE FOR THE AGING, OR HIS OR HER DESIGNATED
23 REPRESENTATIVE, SHALL SERVE AS THE CHAIR OF THE MATURE WORKER BUSINESS
24 INITIATIVE COUNCIL. IN THE EVENT OF THE ABSENCE OF THE DIRECTOR OR HIS
25 OR HER DESIGNATED REPRESENTATIVE FROM ANY MEETING OF SUCH COUNCIL, THE

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets
[] is old law to be omitted.

LBD04182-02-1

1 MEMBERS SHALL ELECT AN ACTING CHAIR FROM AMONGST THE MEMBERSHIP OF THE
2 COUNCIL. LEGAL, TECHNICAL AND OTHER SERVICES SHALL BE PROVIDED TO SUCH
3 COUNCIL BY THE OFFICE FOR THE AGING, THE DEPARTMENT OF ECONOMIC DEVELOP-
4 MENT, THE URBAN DEVELOPMENT CORPORATION, AND OTHER STATE DEPARTMENTS AND
5 AGENCIES.

6 5. THE MATURE WORKER BUSINESS INITIATIVE COUNCIL SHALL HAVE THE
7 FOLLOWING FUNCTIONS, POWERS AND DUTIES:

8 (A) TO DEVELOP AND IMPLEMENT A PROGRAM OF INITIATIVES THAT SHALL
9 ESTABLISH STRATEGIES FOR IDENTIFYING BUSINESSES THAT OFFER ARRANGEMENTS
10 TO EMPLOYEES DESIGNED TO RECRUIT, RETAIN AND RETRAIN MATURE WORKERS, AND
11 ENCOURAGE THEM TO REMAIN IN THE WORK FORCE;

12 (B) TO DEVELOP A CERTIFICATION PROCESS FOR WHICH AN EMPLOYER MAY APPLY
13 INDICATING THAT SUCH EMPLOYER HAS MET THE QUALIFICATIONS ESTABLISHED BY
14 THE MATURE WORKER BUSINESS INITIATIVE COUNCIL AND PROVIDING FOR THE
15 DESIGNATION OF SUCH EMPLOYER AS A "MATURE WORKER FRIENDLY EMPLOYER";

16 (C) TO IDENTIFY EMPLOYERS WHICH ENCOURAGE EMPLOYERS TO OFFER ARRANGE-
17 MENTS TO EMPLOYEES DESIGNED TO RECRUIT, RETAIN AND RETRAIN MATURE WORK-
18 ERS, AND ENCOURAGE THEM TO REMAIN IN THE WORK FORCE;

19 (D) TO PROVIDE TECHNICAL ASSISTANCE AND TRAINING TO ENCOURAGE EMPLOY-
20 ERS TO OFFER ARRANGEMENTS TO EMPLOYEES DESIGNED TO RECRUIT, RETAIN AND
21 RETRAIN MATURE WORKERS, AND ENCOURAGE THEM TO REMAIN IN THE WORK FORCE;
22 AND

23 (E) TO DESIGN AND EXECUTE A MARKETING OUTREACH PLAN TO ENCOURAGE BUSI-
24 NESSES TO PARTICIPATE IN MATURE WORKER BUSINESS INITIATIVES, AND TO
25 EDUCATE MATURE WORKERS ABOUT BUSINESSES THAT HAVE IMPLEMENTED SUCH
26 INITIATIVES, BY MEANS OF THE OFFICE FOR THE AGING'S INTERNET WEBSITE AND
27 SUCH OTHER APPROPRIATE MEANS AS THE COUNCIL SHALL DETERMINE TO BE SUIT-
28 ABLE FOR INFORMATION DISTRIBUTION.

29 S 2. Section 100 of the economic development law is amended by adding
30 a new subdivision 18-h to read as follows:

31 18-H. TO WORK IN COOPERATION WITH THE DIRECTOR OF THE STATE OFFICE FOR
32 THE AGING AND THE MATURE WORKER BUSINESS INITIATIVE COUNCIL TO ESTABLISH
33 RULES, REGULATIONS AND PROCEDURES TO IMPLEMENT THE PROVISIONS OF SECTION
34 TWO HUNDRED TWENTY-FOUR OF THE ELDER LAW. THE MATURE WORKER BUSINESS
35 INITIATIVE SHALL RECOGNIZE THOSE EMPLOYERS THAT PROVIDE EXCEPTIONAL
36 SUPPORT DESIGNED TO RECRUIT, RETAIN AND RETRAIN MATURE WORKERS, AND
37 ENCOURAGE THEM TO REMAIN IN THE WORK FORCE. THE COMMISSIONER, IN COOPER-
38 ATION WITH THE DIRECTOR OF THE STATE OFFICE FOR THE AGING, SHALL MAKE
39 RECOMMENDATIONS FOR ENHANCING THE OPPORTUNITIES FOR MATURE WORKERS AND
40 WHICH RESOURCES OF THE STATE MAY BE MADE AVAILABLE TO FULLY SUPPORT
41 BUSINESSES THAT HAVE BEEN DESIGNATED AS MATURE WORKER FRIENDLY EMPLOY-
42 ERS.

43 S 3. This act shall take effect immediately.