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# Consulting firm matches young retirees, business

## 'We bring them in and they solve the problem'

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After a 31-year career in research and development at Procter & Gamble, Paul Sagel decided in 2001 that he'd had enough of the daily grind.


At age 52, he retired from the company with what he called a "very lucrative" retirement package.

He and his wife bought a winter home in North Fort Myers, Fla., traveled to Utah, California and Oregon, and for a time he even considered becoming a delivery boat captain.

**ADVERTISEMENT** But for all the freedom to pursue new escapades that retirement brought, Sagel, like many other baby boomers, didn't want to feel retired. In fact, he missed his old job - not enough to want to go back full time, but enough that he leapt when YourEncore, a Blue Ash and Indianapolis-based company, offered him the chance to consult for his former employer part-time.

"After about two or three years, I said, 'You know, I really enjoyed what I did,'" Sagel said. "There was just something that said I want to do a little of this."

Sagel, of course, is far from an anomaly among his peers, a generation becoming increasingly known to "retire" once only to seek out gainful employment within a few years. One recent survey of people born between 1946 and 1964 conducted for the American Association for Retired Persons found that only 11



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percent planned to stop working at retirement age.

YourEncore is trying to forge a profitable enterprise out of tapping into that energy. The company keeps a database of retired baby boomers with experience as executives in multiple industries, then matches them to companies like P&G, Eli Lilly and Boeing. Those firms can then hire the retired execs for part-time consulting work.

YourEncore gets paid for finding and vetting the boomer-consultants, while they are paid under contracts worked out with the companies that hire them.

The company is headed by Brad Lawson, its 52-year-old chief executive officer. His ascension in business mirrors the trend the company wants to exploit: Lawson left a corporate job in the 1990s to start his own firm, which he sold in 2003.

After that, he "retired," but only sort-of, and not for long.

"I myself was looking for something for the second phase of my career. I wasn't ready to retire. I thought this was a wonderful opportunity to stay connected," he said.

YourEncore actually grew out of collaboration between P&G and several other firms. Four years ago, executives at Procter were looking for ways to expand product innovations from the outside, long a mantra of chief executive A.G. Lafley. P&G and Lilly executives got in touch with Bernard Associates, an Indianapolis consulting firm that was building a database of retired executives.

Bernard had helped Lawson set up his first company, and called on him to lead the new effort, which grew into YourEncore. The company has about 25 corporate clients and a database of more than 500 "experts" it can call on for consulting work.

Jeff Leroy, a P&G spokesman, said the arrangement allows for companies to benefit from people with years of experience while forgoing the expense of hiring a full-time employee.

"They can find us somebody who maybe spent 30 years at Boeing and we can bring them in for a short period of time and they solve the problem, and we don't do any type of search for this person."

Meanwhile, retirees like Sagel get to continue being productive.

"You need to still feel like there is some usefulness in your life. I'm still pretty young. I can deliver."



THE ENQUIRER/LEIGH TAYLOR

Retirees Peter Ahuja (left), Mary Jensen, Paul Sagel, and Karen Kreutz (right), a current Procter and Gamble employee, talk during a meeting at YourEncore in Blue Ash.

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