

# The last hurrah for the masthead of the past 13 years

This is the final day of a week-long series that will culminate on Tuesday with a brand-new masthead — the nameplate on the front page — a new design and an array of new content. Since last Tuesday, March 13, we've been featuring mastheads

from different eras of our history. Today: from 1999 to the present. Does this front page look familiar? It should. It's the design that we've been using at *The Journal* since Sept. 29, 1999. Today is the last day you'll be seeing it on Page A1.

"A brand new look for a new millennium" is how publisher Linda Hughes introduced a newspaper-wide redesign that day. The redesign was meant to be bold and modern, but to reflect *The Journal's* long history in the community, Hughes wrote

in a front-page story. That long history was reflected in the typeface used for the masthead on the front page. The font Radiant had been used for the main headlines in the *Evening Journal* back in the early 1900s. It now appeared on Page

A1 every day, "straightforward, bold and classy, kind of like the city," wrote then editor-in-chief Murdoch Davis. Now, 13 years later, the Radiant masthead is about to be retired. You'll see its replacement on the front page tomorrow.

# EDMONTON JOURNAL

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MONDAY, MARCH 19, 2012

# The greying of the workplace

With retirement dreams waning, are employers ready for workers in their 80s?

MISTY HARRIS  
Postmedia News

Murray Etherington and his wife envisioned a "glorious retirement," with dinners on the town, exotic cruises and visits overseas with friends. But after being downsized by their respective companies, the couple's golden years are instead being spent eating in, vacationing at relatives' homes and struggling to make ends meet.

Etherington, whose corporate career was snuffed out in 2009, says the problem is that nobody is interested in hiring workers in their 60s — no matter how educated or qualified they are. And he worries that his children, currently in their 30s, will be railroaded by the same kind of "ageism" in the years to come.

"There's a lot of talent and capability out there that isn't being examined because of people's age," says Etherington, who lives in Mississauga, Ont. "I would love to see that change, with companies giving (older workers) more opportunities to participate."

Debate about the abilities — and the basic rights — of aging workers is coming to the fore in this country as Canadians increasingly work later into their traditional retirement years.

In this series, Postmedia News will plumb the vast implications of this paradigm shift on workplace culture, the transportation sector, gerontechnology and the older employees themselves.

Recent federal discussions about raising Old Age Security eligibility from 65 to 67 have many older workers worried about their retirement. In fact, the coming realities of the work world will affect Canadians in every demographic.

One recent analysis from the human-resources consulting firm Towers Watson showed the point at which the vast majority of Canadians reach "pension freedom" — having the financial means to retire comfortably — is already drawing close to 67 years.

Meanwhile, the U.S.-based financial services company Wells Fargo says that fully a quarter of middle-class workers today — of all ages — believe they'll "need to work until at least age 80" to enjoy a comfortable retirement.

But will employers want older workers around? Already, the aging workforce is forcing organizations to wrestle with such uncomfortable issues as seniors' ability to keep up with job demands, the degree to which physical or mental deterioration can compromise performance, and the cost to companies' bottom lines if a large segment of their staff is silver-aged.

"The older cohort will very likely be high users of expensive services, products and medical programs, which will put health benefits costs through the roof," says Mike Cuma, a human-resources expert who predicts many organizations will be "unwilling or unable" to



Murray Etherington's corporate career ended in 2009, dimming his plans of a comfortable retirement.

JENNIFER ROBERTS, POSTMEDIA NEWS

## JOB SITES GO GREY

The face of this country's workforce will soon be a lot more wrinkled. The next two decades will see fully one in four Canadians in their golden years — but not necessarily retired. Research points to a society in which many workers expect to remain on the job until they're 80. The challenges are evident, and in a special series, Postmedia News demographics reporter Misty Harris examines what the future might look like when Canadian job sites go grey.

- Today: Will employers want workers who are in their 70s and 80s?
- Tuesday: Safety innovations to help older workers bounce back.
- Wednesday: Easing the grey gridlock on our roadways.
- Thursday: Inevitable generational clash in values, work ethic and respect.

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GETTY IMAGES

Gerontologists says older workers may be at a higher risk for some medical issues, but that shouldn't be a barrier to hiring seniors.

meet the demands of such a shift. A 2010 report on Canada's aging population finds 15 per cent of those 65 to 79 have four chronic diseases, including such conditions as diabetes or hypertension. "Health costs for employers providing group plans are becoming extremely expensive, increasing at a rate way past general inflation," says Cuma, a partner at Legacy Bowes Group in Winnipeg. "And at 70, 75, 80 and beyond, an individual's capacity to perform becomes

dramatically different from someone in their 20s or 30s." But Garry J. Wise, an employment lawyer from Toronto, notes that people are vulnerable to physical and mental disabilities at any age, and that it's a slippery slope to narrowly pigeonhole one demographic as risky hires. "My immediate reaction is to recoil at the assumptions ... that once you reach 65, you can expect all kinds of problems and that suddenly it's a nightmare for employers," says Wise.

"Thirty years ago, we might have talked about a pregnant woman as being unable to do her job. We may have to deal with similar prejudices around the greying of the workplace." Gerontologist Amy D'Aprix, a consultant for seniors' care service Revera, says once Canadians reach 65 years of age, they're at a higher risk for such things as Alzheimer's and dementia.

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# Kids' playground goes back to nature

Youngsters encouraged to use their imaginations in redesigned Donnan Park

ANDREA SANDS  
Journal Staff Writer  
EDMONTON

Children won't find new monkey bars and bright plastic play structures at the upgraded Donnan Park.

Instead, the aging playground at 9105 80th Ave. will become Edmonton's first "natural playground," part of a growing trend in playground design.

Children in the redesigned Donnan Park will entertain themselves with such time-honoured playthings as rocks, sticks, sand and dirt. The overhauled space will feature a slide built into a hill, a sideways-growing tree,

a boulder spiral, a hand pump to pour water into a small stream and plenty of plants, trees and greenery.

It will be "a beautiful garden that everyone plays in," says Kory Baker-Henderson, co-chair of the neighbourhood committee that worked on the preliminary playground design with expertise from Ontario-based Bienenstock Natural Playgrounds.

"Around us there are already some typical playground structures, so we wanted to have something different that blends in with the (Mill Creek) ravine," Baker-Henderson says.

"Studies have shown imaginative play is much more stimulated (in natural settings)

and children actually will play longer and become much more involved than on a typical red, plastic slide structure. Their games will just get much more imaginative. There's that connection with nature. We have plans for a community garden, so it's a learning and teaching tool, too."

The playground at Donnan Park currently has swings and a slide that will remain for now, but won't be replaced, she says.

Community volunteers have already secured two grants and are collecting donations to fund the natural playground that should cost between \$50,000 and \$100,000.

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