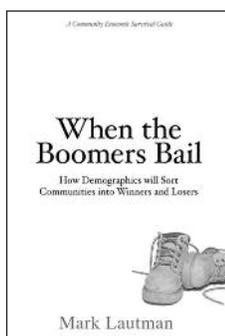


RECOMMENDED READING

# When the Boomers Bail: A Community Economic Survival Guide

by Mark Lautman (©2010 by Mark Lautman)

REVIEWED BY MARY C. BUJOLD, CRE



I AM A RELATIVELY POSITIVE PERSON and somewhat of a skeptic. Also a little bit of a data geek. Okay, so perhaps more than just a little. That is why when the book *When the Boomers Bail: A Community Economic Survival Guide* by Mark Lautman came across my desk, I thought, “Here is another one of those somewhat shallow pop

culture treatises on our generation.” Well, Mark Lautman proved me wrong.

The book is about baby boomers, when we all retire, or think that we will all be able to retire, but it is much, much more than that. It is about the fundamental economics of our communities and how we are going to prepare for the Inverted Labor Market Curve, where there will be fewer workers and more jobs. Let’s face it, boomers as a generation did not replace themselves. We were too busy self-actualizing to make the next generation larger than we are. We can hope that by working longer, perhaps dying earlier and increasing our investment in technology we will stave off the doomsday that is to come when communities find their populations increasing faster than their economies, or P>E instead of E>P.

Lautman’s premise is that if a community is not growing its economy faster than its population, it will soon find itself in a situation where it cannot support the service-

burden that is increasing more rapidly than the revenues it is taking in.

The eerie thing is that many of the scenarios presented in the book are happening right now and not just in the United States, but in other parts of the world as well. Comparatively, the U.S. is beginning to seem like “Loserville” when some others like China, Brazil and India are starting to look like “Winnersville” in the economic scheme of things.

But since we are in a global economy, the reverberations are being felt right now on many Main streets, and soon, in larger communities, if we don’t wake up and smell the coffee.

## About the Reviewer



**Mary C. Bujold, CRE**, president, *Maxfield Research Inc.*, Minneapolis, Minnesota, is considered a market expert in the field of residential real estate and in market analysis for financial institutions. As well as providing strategic direction for the firm, Bujold heads project assignments for large-scale land use and redevelopment studies, including downtown revitalization for private developers and municipalities in the Twin Cities and in the Upper Midwest. Her work spans public and private sector clients, including institutional clients. Bujold also regularly testifies as an expert witness for eminent domain, tax appeal and other types of real estate litigation. She holds a bachelor’s degree in business administration from Marquette University and a master’s degree in business administration from the University of Minnesota.

## When the Boomers Bail: A Community Economic Survival Guide

Lautman's answer to the crisis of mediocre communities is that we must innovate and creatively plan and implement our way out of this mess. That is, if we are willing to admit that we have a mess.

Lautman's 12-step process reads like a rehab treatment center, but that might be what it will take for more of us (the communities) to dig in and cure ourselves of the addiction that thinking that tomorrow will be better. What if it isn't better?

Some of the scenarios in the book are frightening to think about, but that is what kept me reading and turning each page—wondering what solutions are possible and which ones will actually work. Is it like Japan, offering couples \$80,000 on the birth of their fourth child? Or Russia, which has official worker "sex" breaks to try and add to its future workforce? How are we going to address the inevitable demographic reality that none of us is getting any younger?

Lautman provides a starting point at the end of the book, a community quality report card. It is quite long and involved, but for anyone remotely concerned with or involved in economic development, it is a must-read and must-do.

For those of us in the private sector with real estate investments across the country, it will be important to identify the future winners and losers in this game.

*When Boomers Bail* is not just a catchy phrase; it is an economic development primer that bears some serious consideration by all of us at all levels of our economy and our governments.

Perhaps my greatest fear is that Lautman is right and that we will be too late to the ball game to win this one. If you care about your future and that of your children and grandchildren, I urge you to read this book and influence your community now rather than later. ■

When the Boomers Bail: A has been added to your Cart. Add to Cart. Buy Now. I also really liked the emphasis on community leadership being a critical factor for future success. It's easy to think in this business if we build it, they will come. Not so easy, says Lautman, who presents a hierarchy of economic development environments ranging from Hostile to Strategic Elite. "Catastrophic full employment" is the phrase the author uses to describe the coming demographic tsunami. The zero-sum game we so often here attributed to traditional business attraction in economic development, now comes home in the form of a global war for talent. A guided group read would a powerful way to take some of these ideas and make them actionable. Book club anyone? Sara J. Dunnigan. We baby boomers were famously "Live for today. Now, it's tomorrow. And many of us often through no fault of our own are having trouble making ends meet. In the Diary, we write about the world of money. About economic policy and how it affects you. But what if, in your world of money, you are running short? What should you do to get more? Check under the seat cushions? Rob a bank? We'll come back to this question in a few moments. First, let's take a look at the big picture. The Yellow Machines Go Silent. It appears that the world economy is headed for recession. An economy mak

**SURVIVAL GUIDE** This survival guide, founded in generational theory, industry research and drawn from experience, proposes insights into the complexities of cross generational relationships within the workplace. The tips offer advice to Generation Y employees for developing flexible work practices to break through barriers and shape the course of their workplace experiences. A classic example occurred when I went for two job interviews within a week for the same role, as a campus librarian, at two different TAFE Institutes in Victoria, not long after I graduated. It was evident to me immediately in the first interview that despite my credentials, capabilities and achievements on paper that the employer was after experience, and more experience, someone who could walk in and take charge. However, when the communities we worked with put community economic development into practice, it often meant: making sure that young people were connected to their community throughout their lives and had opportunities to settle there if they so desired providing safe and comfortable spaces for the aging population securing meaningful employment for residents engaging the community in important decisions that affected their lives ensuring a welcoming atmosphere for both new and established enterprises celebrating tradition and culture relying on skilled and passionate volunteer... Many small communities in rural Ontario realize the importance of sustainable development to their future survival and prosperity. When the Boomers Bail book. Read 4 reviews from the world's largest community for readers. As the industrialized world recovers from the great recession Start by marking "When the Boomers Bail: A Community Economic Survival Guide" as Want to Read: Want to Read saving! Want to Read. Currently Reading. Read. Other editions. Enlarge cover. Read The Boomers Career Survival Guide: Achieving Success and Contentment from Middle Age through. Javucar. 0:36. Collection Book The Baby Boomers Retirement Survival Guide: How To Navigate Through The Turbulent. Fridthjofr Eliott83. 0:29. READ BOOK The Baby Boomers Retirement Survival Guide: How To Navigate Through The Turbulent. Coknukep. 0:40. The Baby Boomers' Retirement Survival Guide: How To Navigate Through The Turbulent Times Ahead. dm\_87a0ca37d87de0970740729b652fa32a. 0:22. [FREE] Ebook The Baby Boomers Retirement Survival Guide: How To Navigate Through The Turbulent. Laxoj. Featured channels. veloping an economic model of an optimal bail system. Our approach is to derive the social benefit from pretrial liberty that incorporates both the gains to defendants from being released on bail and the costs and gains to the rest of the community from their release. We then determine the number of defendants to release and the level of resource expenditures on the bail system that are consistent with the maximization of the social benefit. fit.6 After developing the basic model we consider the consistency of the.