This article addresses the need for American businesses to modify their employment policies and practices to accommodate the aging of the American workforce. The article refers to the annual Ethics and Aging Conference in Tulsa, OK on October 14, 2005 where Norm Bouchard claimed that job performance is tied more to attitude than age. He went on to say that it is not one’s chronological age but rather their functional age, what they can do, and subjective age, how they feel, that influence how older adults perform in the workplace. The article gives many statistics depicting the magnitude of the aging of the American workforce. The author argues that older adults are attractive employees for businesses because they tend to have more passion for their jobs and maintain them longer, saving the business hiring and training costs. She also encourages employers to be sensitive to the aging process including farsightedness, hearing loss and slower mental processing of information and problems. These limitations are often the source of ageist attitudes, but employers need to realize, according to Bouchard, that “we do not get less intelligent as we age, but we lose our speed.” Being more aware of the aging process will help corporate America make decisions that are not made on ageism, prejudice and ignorance and impact the attitudes that corporate America, as well as individuals, has towards older adults.