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Ira S. Wolfe: A Renaissance Man

By Carol Ann Ellis

Author, public speaker, medical professional, college instructor and founder of Success Performance Solutions, a pre-employment testing



Ira S. Wolfe

firm, Ira S. Wolfe is perhaps one of the most active residents of Ocean Pines. His latest book, "Geeks, Geezers, and Googlization: How to Manage the Unprecedented Convergence of the Wired, the Tired, and Technology in the Workplace," deals with the problems of intergenerational employees in an increasingly technology-based business environment. (See the review in this issue of *The Courier* on page 19)

Webster's Collegiate Dictionary defines a "Renaissance Man" as "a person who has wide interests and is expert in several areas." It might be hard to find an individual who fits this description better than Ira Wolfe. Born and brought up in Mt. Carmel, PA, Dr. Wolfe is a graduate of Muhlenberg College, the University of Pennsylvania, and Duquesne University. Before becoming an expert on business trends, he spent 17 years in the practice of dentistry in Lancaster, PA. He says that as well as treating his patients he "liked running the practice, marketing, and building the staff." He had 15 employees when he decided to turn the practice over to his partner and start his own consulting busi-

ness. In 1996, he founded Success Performance Solutions (SPS) in Lancaster, a company that does pre-employment and leadership testing. Its clients include businesses engaged in health care, energy, manufacturing, construction, retail sales and distribution.

In addition to running his firm, Dr. Wolfe is in demand as a public speaker. His area of expertise is workplace and demographic trends such as the graying of the workforce, use of social media such as Facebook in the business place, increase of women as breadwinners and hiring trends for 2010 and the foreseeable future. He is a resource speaker for Vistage/Canada TEC, a leadership organization for the development of chief executives. He currently has 30 speaking engagements scheduled in Canada for January through April. Exhibiting the dry wit for which he is known, he jokingly comments, "No one else wanted to go up to that cold country in the winter."

As if this was not enough to keep him busy, Dr. Wolfe teaches courses in social media at Wor-Wic Community College. One of his current classes deals with how to use Facebook and blog for business as well as for pleasure.

The Wolfes, Ira and his wife Janeen, have owned property in Ocean Pines since 1992 and have been full-time residents of The Parke for the past three years. He explains that while some people see The Parke as a "retirement" community, he views it as a "55-plus community," since both he and his wife are still

employed.

He has been described as a "Gen Y masquerading in a Baby Boomer Body." For readers who may not be completely familiar with these terms, those born 1946-1964 are considered "Baby Boomers"; 1965-1979 "Gen Xers"; and 1980-2002 "Gen Yers" or the "Millennial Generation." It is not hard to see that there are profound differences in attitude and behavior among these generations, although their members may be employed in the same setting. The

result is that they must be tolerant of each other's idiosyncrasies and learn to work together in order to bridge communication gaps.

Dr. Wolfe believes that people are not limited by

their age, only by their attitude, noting that he completed a master's degree in Leadership and Ethics last year at Duquesne University. Anyone can learn to use the new technology, including social networking tools such as e-mail and Twitter. His 86-year-old mother regularly sends him notes and jokes by e-mail. One is never too old to learn a new skill. He can be reached at 410-941-2345 or at iwolfe@super-solutions.com.

