

Meeting Summary: Age Wave Business For Life Work Group

January 31, 2017 @ 8:30am-9:30am

Genworth Financial

6620 West Broad, Building 2, Richmond, VA 23230

Facilitator: Beth Ludden

Business For Life Action Team

Facilitator: Beth Ludden, SVP LTC Product Development, Genworth Financial

Notes: Sara Morris

Objective: Identify existing businesses, communities and groups who are age-friendly, explore models and educate members of the business community of opportunities afforded by becoming age-friendly. This Action Team will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.

Focus Group Update

We are moving forward with the idea to do a Focus Group surrounding the word “age-friendly” to determine if that is the right term or if there is an alternative terms to use when speaking of a community that is a livable and accessible for all. The Focus Group will take place on Monday, February 13th beginning at 5pm. It will be held at a space called “The Rec Room” in the Willow Lawn area. We will be exploring 2 groups: Older Adults and Business Owners.

Henry mentioned the possibility of not gaining as much insight as we hope from the older adults. He is unsure that older adults are willing to say what they would call themselves or may be resistant to labels. Catherine mentioned that in some of Dr. Gendron’s research, she found that older adults just want to be referred to as people.

In this particular focus group we will be exploring what a business that is good for everyone should be called or what a community that is inclusive of everyone should be called. We are not looking for a “band-aid” term, but something that is all-inclusive.

The Focus Group is open to action team members. There is space for approximately 12 people in the backroom. Students get first priority although the class is fairly small this semester so there should be room.

Utilizing solely the older adult’s population versus including other generations may be limiting in the scope of an all-inclusive term. For the purposes of this focus group we are only focusing on older adults, but in the future we may be able to include additional generations.

A guide is being created to steer the focus group and will be all encompassing. Once the guide has been finalized it will be shared with the group. Dr. Welleford has a saying that helped to inform the Focus Group and that is “not about me without me.”

The Focus Group will be more of an exploration phase. Once we do the focus group the students in the Research Methods class will then come up with some terms that me be more inclusive and there is the

potential to retest once that step has taken place. At that time we could make the next focus group more multigenerational. Sometimes we need multiple sessions to get to the issue. 90 minutes is short period of time. Of course, our moderators will try to keep a focused flow.

We would love some feedback from the group on possible scenarios to include in the guide. The guide will include some stimulus activities rather text or image and some input would be appreciated. In addition, to having some of the members from the Business for Life group attending the session, it will also be taped for individuals interested, but cannot attend.

Henry mentioned that some Focus Groups he has participated in in the past has concluded with a standardized test. This could take some of the fear out of the participating in the focus group. An overarching goal from the Focus Group is to create a curriculum surrounding creating an “age-friendly business” to market to business owners.

The Focus Group has been marketed to participants as a Community Improvement Project. We are still in search of additional business owners to participate in the Focus Group. Patty has some individuals in mind that she will follow up with. Catherine will forward the recruitment letter so she has the appropriate language.

Currently, we do not have much diversity within the Focus Group, but will work to try and make the group more diverse.

Aging2.0 Update

We will be hosting a Think + Drink in partnership with the United Way Young Leaders Society on February 15th at 6pm at Triple Crossing Brewery. We will be focusing on Social Connectedness and Eric Garmon will be speaking on Transportation and Ageism stigma. The second event we have coming up is the March 15th Global Startup Search Pitch Event at Genworth that will also take place at 6pm. We have 2 pitchers confirmed.

We are still looking for pitchers for the March pitch event. We do have pitchers from the past pitch session that are interested, but would like to usher in a new group of pitchers. Debbie Johnston has agreed to be a judge. She recently sold her personal care agency to a larger corporation. Dr. Cotter has also agreed to be a judge. We are still in search of a third judge. Patty has a couple of individuals in mind and will work to connect Catherine with them. In addition, Karen attended a Encorpeneurs breakfast this morning and met Stan Maupin who is interested in meeting to learn more about Age Wave efforts. Also, Eric Garmon mentioned at a meeting last week that NS804, an app development company, may be good to connect with for Aging2.0.

Next Meeting

Friday, February 24th from 8:30am-9:30am
Genworth Financial
6620 West Broad St., Building 2, Richmond, VA 23230

ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Karen Moeller	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition
Henry Simmons	Community Representative
Ken Lantz (phone)	Richmond Regional Planning District Commission
Noel Van Aartrijk	Good Run Research & Recreation
Kim Tarantino (phone)	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Colleen Wilhelm	Family Lifeline
Patty Wilkerson	Community Representative
Marion Shackford (phone)	Adaptive Home Environments, LLC
Catherine MacDonald	Senior Connections

ABSENT

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
Joseph Brisby	SCORE
E. Ayn Welleford	VCU Gerontology
Amy Bodman	Circle Center Adult Day Services
Linda Rubin	Community Representative
Mary Catharine Kolbert	Bon Secours Richmond Health System
Amy King	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture