

Meeting Summary: Age Wave Business For Life Work Group

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

Phone Meeting

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 Work Group will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.

Upcoming Aging2.0 Events

- Aging 2-Pint-0 & Think + Drink, February 8th, 6pm-8pm at Triple Crossings (Downtown)
- Aging2.0 Richmond Global Startup Search Pitch Event, March 15th, 6pm-8pm at Genworth Financial
- Aging 2-Pint-0: Transportation & Accessibility, May 10th, 6pm-8pm at Triple Crossings (Downtown)
- Aging2.0 Richmond Innovation Tour, November 10th, Stay Tuned for time and location

Karen and Catherine have come up with dates and events for Aging2.0 in 2017. The first event of the year will be a partnership with the United Way Young Leaders Society for their monthly Think + Drink. The Think + Drink's take place quarterly and each one has a theme with an overarching theme of promoting community good. It is a great intergenerational setting with all members of the group being under the age of 30. We plan to do a small activity during the event to engage the group, but haven't decided on how that will look just yet. Catherine met with the Chair of the event committee recently and they are thinking the theme will be around Social Connectedness and brainstorming ideas with notecards. Catherine will be meeting with them again soon to discuss details.

We want to be sure that we will have an opportunity to market what we are doing as an action team. We have not reserved the entire venue, but the owners have assured us that we will have plenty of space for the event. We will, of course, invite potential pitchers to attend as well. [RoundTrip](#) who pitched at our September pitch event is interested in pitching again. In addition, we would like to invite Lighthouse Lab's Todd Nuckols and their new business development person.

The Global Startup Search Pitch Event will be held on Wednesday, March 15th at Genworth Financial's Building 4. We need to start thinking about who to invite to be our judges for the event. Joe Brisby suggested that we reach out to the Richmond Times Dispatch for someone either from their Foundation section or Health section to judge. The individual covering Foundation work is Catherine Kalos and Health topics are covered by Katie Demeria. Beth will reach out to both reporters. We would like to make sure we can get some publicity for the event. Patty will reach out to Any Stefanovich to see if he may be interested in judging. It may not be a bad idea to reach out to someone at an ad agency or BrandCenter. Debbie Johnston at Care Advantage may be a potential judge prospect. In order to create some

consistency, we plan to invite Dr. Cotter back as a judge and have Dr. Welleford as the moderator. As a group, we plan to reach out to potential judges over the next week or two to get on people's calendars.

We have not sent out the email to potential pitchers yet, but do have one very eager participant. Catherine will make sure that the details for the event are solidified prior to sending out that invitation to pitch.

The next event will take place on May 10th. This will be an educational event surrounding the topic of transportation and accessibility. Ken Lantz will likely lead this event and will include members from the Neighborhood Livability Action Team. We also plan to host this event at Triple Crossings. We would also like to include UZURV in this event to hear their progress and take on transportation. The Richmond First Club is hosting a luncheon next Wednesday (January 18th) that will feature speaker Shannon Valentine, a major advocate of transportation. Patty Wilkerson will share information about this luncheon with the group for anyone who may be interested in hearing Ms. Valentine speak.

The last 2017 event will be our Richmond Innovation Tour. This tour will showcase pockets of innovation across the Richmond area. We envision visiting preselected locations utilizing a trolley, since they are iconic to Richmond. Some stops on the tour could include the BrandCenter, Lighthouse Labs and DaVinci Center. Of course, to keep with the mission we want to check out innovations related to aging issues. It was suggested that we take a look at Better Housing Coalition and Habitat for Humanity's best practices for windshield tours to come up with a blueprint. It may even be beneficial to visit a Friendship Café to get older adults input on innovations. Since this event will not be hosted until November 10th, we will continue to explore places to visit and how we want to layout this tour. UZURV could be a good stop to make. We want to make sure that we do not exhaust our participants with stops so we will try to keep with approximately 4 stops.

In terms of the mode of transportation, in keeping with the theme of accessible transportation we could utilize handicap accessible transportation. The trolley idea came about as an easy way to carry a larger number of people. Catherine's ultimate dream for this would be to commission a self-driving bus, but that is not exactly readily available. Since this event would be innovative we would like to get some good press and sponsorship. Of course, we would like to debrief this event at either a brewery or restaurant.

One hitch that came up is that our February 8th Aging 2-Pint-0 coincides with the Family Lifeline Chocoholic fundraiser. We will look into changing our date to either January 31st or February 15th. We will check with Triple Crossings regarding the best date for them.

Focus Groups for the term "Age Friendly"

At our last meeting we had a discussion over the term "age friendly." From that discussion Catherine, Noel and Dr. Gendron have decided to do some market research surrounding the term. This research will be incorporated as a service learning project into the Gerontology Department's Research Method's class. Students will have the opportunity to see how Good Run Research runs market research and focus groups. There will be two groups: older adults and business owners. This will be great to get exposure from the business community. Karen will work on linking us with business owners from the Retail Merchants Association and the Department of Gerontology will identify older adults to participate. There will be 12-20 students working on this project. We will have some invitations for action team members to sit on the other side of the one-way mirror. Catherine and Noel plan to meet later on this week about specific details for the focus groups. The student's role in this will be to analyze the results from the focus group. In addition, they will do some work in formulating the guide to lead the focus group discussion. Each focus group will be approximately 90 minutes in length.

Announcement

The Aging For Life program will be kicked off in the beginning of February and we are currently accepting applications for our pilot class. The classes will be held at Riverside PACE MacTavish in Scott's Addition and will span over 6 weeks beginning in February. If you would like additional information contact Karen Moeller.

Next Meeting

Tuesday, January 31st 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
Joseph Brisby	SCORE
Linda Rubin	Community Representative
Noel Van Aartrijk	Good Run Research & Recreation
Kim Tarantino	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Patty Wilkerson	Community Representative
Marion Shackford (phone)	Adaptive Home Environments, LLC
Catherine MacDonald	Senior Connections
Mary Catharine Kolbert	Bon Secours Richmond Health System

ABSENT

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
Colleen Wilhelm	Family Lifeline
E. Ayn Welleford	VCU Gerontology
Amy Bodman	Circle Center Adult Day Services
Henry Simmons	Community Representative
Ken Lantz	Richmond Regional Planning District Commission
Amy King	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture