

Meeting Summary: Age Wave **Business for Life Action Team**

March 28, 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: Stephanie Scott

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.

Transportation Event Update – Beth Ludden

Venue:

May 10th from 6:00-8:00 p.m. Considering the location Triple Crossing

Fulton Hill location on Hatcher Street

Test drive or happy hour to scout out the location

Great logistics – outside patio, raised area, beer and food

Program:

Reverse Pitch – challenge the audience to provide ideas around a transportation challenges

Easel and post-it-notes

Separate topics – Ken gave several possible questions to pose to the participants to solve or brain storm

First give audience and participants an overview presentation of the work that has been done to date

Aging 2.0 focus: older adults & innovative (Userve & Roundtrip) Catherine will reach out to both.

Have a panel of innovators who will give update on who and why they do what they do – what motivated them to seek out this challenge

LMR (Myra) – group focused on older adults and/or transportation

GRTC – Ken will invite them to give an update on upcoming technological updates to GRTC (focus on innovation)

Working Agenda

5:30- 6:00 p.m.	Networking and Registration
6:00	Program begins
7:30-8:00 p.m.	Networking

Questions/Ideas:

Do they have the capability for a PowerPoint presentation? Would need a projector and a screen

Beth would like to avoid PowerPoint, perhaps bring handouts and/or visual supports

Could do a poster sessions during networking – have representative by their poster to answer questions and hand out collateral

Would be good to have a microphone

Bring in Snacks

Invite Hanover Rides or Shepard's Center to give an update on the Volunteer Ride Share program – Ken will contact

Maria

Organic – would like to have the freedom for people in the audience to share what is happening in their community or ways to get involved.

Focus group and Pitchers– invite

Retail Merchant Associates – Advertise in publication through Senior Connection

Sarah Morris – Volunteer reach out

Beth will Invite the press (Katie and Tammy) John Blackwell – RTD Innovation Article (Bizsense) but did not mention the work Aging 2.0 is doing. Will also invite Style and media (TV Stations)

May is older adult's month – 50+ magazine could focus on transportation and positive aspects

Next Meetings & Events

Potential Site Visit – TBD

April 18th 8:30-9:30 – Plan Transportation Event

ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Erica Flynt	Genworth Financial
Mary Catharine Kolbert	Bon Secours Richmond Health System
Karen Moeller	Greater Richmond Age Wave Coalition
Stephanie Scott	Greater Richmond Age Wave Coalition
Catherine MacDonald (phone)	Greater Richmond Age Wave Coalition
Patty Wilkerson	Community Representative
Colleen Wilhelm	Family Lifeline
Linda Rubin	Senior Connections
Ken Lantz (phone)	Richmond Regional Planning District Commission
Kim Tarantino (phone)	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Marion Shackford	Adaptive Home Environments, LLC

ABSENT

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
E. Ayn Welleford	VCU Department of Gerontology
Amy Bodman	Circle Center Adult Day Services
Amy King	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture
Noel Van Aartrijk	Good Run Research & Recreation
Joseph Brisby	SCORE
Henry Simmons	Community Representative