

Meeting Summary: Age Wave Business For Life Action Team

April 18, 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: Karen Moeller

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.

Aging2.0 Transportation Innovation Event on May 10

The Business for Life team is collaborating with the Neighborhood Livability Action Team on the upcoming Aging2.0 innovation in transportation forum at Triple Crossing Brewery in Fulton Hill. It will take place Wednesday, May 10 from 5:30-7:30pm. The agenda includes 30 minutes of networking at the start and end of the event. Karen Moeller and Catherine MacDonald are collaborating to create a short video featuring people who use public and alternative transportation. Ken Lantz is inviting a representative from GRTC to make a short presentation. He will then present his volunteer driver program idea for a reverse pitch to participants. To close the event, an "Innovation Panel" consisting of representatives from USURV, Round Trip, and a robotics company will speak briefly and take questions from the audience.

The group discussed how to gather and review the reverse pitch ideas contributed by each table's participants. It was agreed to use a method similar to the one that worked so well at the Think & Drink event, using sticky notes and reading aloud or summarizing the ideas for the group to consider. It was decided that each table would be assigned a question in regard to the idea, and an Action Team member will be seated at each table to serve as facilitator. Each table will be tasked with answering a specific question in regard to the reverse pitch. Sample questions were suggested regarding creating awareness for the new program, how to attract volunteer drivers, etc. Ken briefly outlined his coop idea which will be the subject of the reverse pitch: a coop volunteer driver program which incorporates a "pay it forward" model.

The link to register for the event is now available: [click here](#)

There was discussion on whether we should charge admission to the event, as we have done in the past for Aging2.0 events. Beth is providing pizza and snacks for participants, and individuals will be purchasing their own beverages. It was agreed that we would have online registration at no charge.

The group brainstormed names of people we should reach out to and invite to the event. Individual team members will invite their contacts including representatives from a variety of organizations and the broader community.

One issue raised is the availability of liability insurance for volunteer drivers. Each volunteer driver program in our area provides different level of coverage for their drivers. Hanover Senior Rides uses a program administered by the Virginia Division of Risk Management. The Shepherd's Center of Richmond has an umbrella policy over and above each driver's personal coverage. There was discussion around the issue of a volunteer's "wanting to help" while weighing the risk to do so, highlighting the importance of the liability insurance issue.

Noted in the News: there is a continuation of the developing link between businesses and transportation with the partnership of Kroger and Uber for grocery ordering and delivery. And, it was pointed out that 40% of all renovations are for aging in place.

Upcoming Events:

Friday, April 28 from 4:00 to 6:00pm

VCU Gerontology "Shred Event"

Triple Crossing Brewery / Fulton Hill

Wednesday, May 10 from 5:30-7:30pm

Aging2.0 Transportation & Accessibility: Future Vision & Innovation in Our Region

Triple Crossing Brewery / Fulton Hill

Friday, May 12 from 8:30am-9:30am

Business for Life Action Team Meeting

Genworth Financial

6620 West Broad St., Building 2, Richmond, VA 23230

Friday, November 10th

Aging2.0 Progressive Innovation Tour

Time TBD

ATTENDEES

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

ABSENT

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