

## Meeting Summary: Age Wave Business For Life Action Team

May 12, 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.

### Recap: Aging2.0 Transportation Innovation Event on May 10

The Transportation and Innovation event just two days prior was widely viewed as a huge success. Beth noted there was good flow between topics and themes, and good variety of presentations. All agreed the event could have gone longer as many people remained afterward to connect. The engaged audience asked good questions of the panel. All agreed it would have been good to have additional time for brainstorming. This time was cut short due to some presenters going longer than expected. Perhaps next time we employ the timer. Also, we should have asked attendees to indicate their presence on the sign-in sheets. We may have a registration table at the entrance for future events. Over 50 people were in attendance (noted by head count). Mary Catharine had contacted LMR, and event info had been forwarded to those participants who had indicated an interest in transportation. Kim forwarded event info to 180 Navigator Centers. Beth suggested Catherine prepare a follow-up press release with a recap and photos to send to John Blackwell of the R-TD. Catherine offered to forward the evening's powerpoint presentations to Action Team members.

A discussion on autonomous vehicles included a review of information learned at the forum regarding driverless cars. It was noted that 110 people lose their lives in auto accidents each day, 94 of them due to human error, and our cars sit unused 96% of the time. Joe noted a comment made at a recent Encorepreneur event that Ford will have a smart car in production by 2020. It was asked, "What effect will this have on society?"

The group offered several uses/benefits for employing self-driving vehicles: volunteer driver programs, send pre-programmed vehicles to service appointments, taking children to school. GRTC could have customer service personnel on buses without drivers. Catherine noted that the Ollie self-driving minibus interacts with those with cognitive decline and can interpret sign language.

It was suggested we include a session on transportation in the Social Connectedness Symposium being planned for 2018. Ken asked, "Are driverless cars contrary to social connectedness?" More discussion followed, and it was offered that when cars no longer need human drivers, volunteers can be

escorts/companions for riders. Catherine pointed out that when cars are self-driving, there is no need to have a difficult conversation about taking keys away from drivers who are no longer capable to do so.

There was a discussion regarding generational differences and communication/social interaction preferences. Beth offered that even though we have technology to see and hear each other remotely, business travel is still booming.

The Action Team's next project will be to evaluate the responses and analyses from the "age-friendly" focus groups. Catherine will define discussion points for the team and forward the reports to all.

The team's final event of 2017 will be the Innovation Tour. Molly MacBean volunteered VanGo as transportation provider for the tour of innovation destinations. There was also discussion on using the PULSE service, an autonomous mini-bus or UZURV vouchers. Much planning lies ahead, to include: lining up venues, planning the route, defining tour transportation need, desired attendance, and pricing. As of now, we are aiming for 40 people to attend. These details will contribute to the sponsorship opportunities. Desired venues include Lighthouse Labs, The DaVinci Center, and Capital One's Accelerator on Cary St. Karen noted that we need to make sure that the innovations highlighted at each venue are in accordance with Aging2.0. Kim pointed out that our tentative date of November 10 is on the eve of the Richmond Marathon, so the group agreed to find a better date.

The next Action Team meeting will be held Tuesday, June 6 at 8:30am, at Genworth. There will be no meeting in July due to members' planned vacations.

## Upcoming Events:

Friday, May 19, 9-11am

### **Age Wave Leadership Meeting featuring Reports from Localities**

Richmond Regional Planning District Commission

9211 Forest Hill Avenue, Suite 200

Richmond, VA 23235

Tuesday, June 6, 8:30-9:30am

### **Business for Life Action Team Meeting**

Genworth, Building 2

November 2017

### **Aging2.0 Progressive Innovation Tour**

Details to Come!

## ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Amy Bodman	Circle Center Adult Day Services
Karen Moeller	Greater Richmond Age Wave Coalition
Joe Brisby	SCORE
Mary Catharine Kolbert (phone)	Bon Secours Richmond Health System
Kim Tarantino	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
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
Linda Rubin	Senior Connections
Marion Shackford	Community Representative
Amy King	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Henry Simmons	Community Representative
Patty Wilkerson	Community Representative
Meril Gerstenmaier	Stewart/HG
Colleen Wilhelm	Family Lifeline
Rachel Shelton	Glavè & Holmes Architecture
Noel Van Aartrijk	Good Run Research & Recreation