

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

**June 6, 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.*

### **Planning: Innovation Tour**

Beth Ludden started the meeting expressing how inspired she was by seeing the Bon Secours Healthy Living Sarah Garland Jones Center in Richmond's East End, and by reading a recent article which pointed out that innovation for older adults should include an element of fun. She noted that the Business for Life team has not previously focused on racial inclusivity. The group now has the opportunity to showcase historic and modern black institutions and communities that are doing innovative work. The idea was met with enthusiasm from the group, and a number of suggested tour stops were offered in the Church Hill area:

- Bon Secours
- Senior Center of Richmond
- St. Peter's Episcopal Church
- CHAT
- Better Housing Coalition: Patty Wilkerson will contact
- Habitat for Humanity: Mary Catharine Kolbert will contact
- Linwood Robinson Center
- Friendship Cafe / Good Shepherd Baptist Church
- Capital One Acceleration Lab

Joe Brisby suggested the tour focus on innovations which help older adults stay in their communities, and that Age Wave Coalition should proclaim this the "Year of Innovation". He also suggested we meet with VCU's Engineering Department and create a Aging2.0-like contest for students.

**Additional Suggestions:** The group agreed to explore having the tour begin and end at Triple Crossing Fulton. Catherine MacDonald will follow up with VanGo in regard to their offer to provide transportation for the event. The event date will be moved to one in October. Marion Shackford suggested the group notify the media in advance of the Tour. Speakers at each stop will contain their remarks within 4 minutes, like at Aging2.0 Pitch Events.

Focus Group Surveys: The short lists of suggested terms will be distributed to the team members prior to the next meeting. Team members are encouraged to talk about alternatives to the term, “Age Friendly”, with others and report on their suggestions. It was suggested that the new term be incorporated into the Innovation Tour description.

Catherine encouraged everyone to vote for On Guardian, once each day, and help them reach the finals of this year’s Aging2.0 Challenge.

The next Action Team meeting will be held Thursday, July 6 at 8:30am, by phone.

## Upcoming Events:

July 6, 8:30-9:30am

**Business For Life Action Team – Phone Meeting**

September 29 9-11am

**Age Wave Leadership Meeting**

Genworth Financial

Bldg 4, Classroom 5

October 2017

**Aging2.0 Progressive Innovation Tour**

Details to Come!

**ATTENDEES**

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Henry Simmons	Community Representative
Karen Moeller	Greater Richmond Age Wave Coalition
Joe Brisby	SCORE
Mary Catharine Kolbert	Bon Secours Richmond Health System
Linda Rubin	Senior Connections
Catherine MacDonald	Greater Richmond Age Wave Coalition
Patty Wilkerson (phone)	Community Representative
Marion Shackford (phone)	Community Representative

**ABSENT**

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
E. Ayn Welleford	VCU Department of Gerontology
Ken Lantz	Richmond Regional Planning District Commission
Amy King	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Amy Bodman	Circle Center Adult Day Services
Kim Tarantino	Senior Navigator / Lindsay Institute for Innovations in Caregiving
Meril Gerstenmaier	Stewart/HG
Colleen Wilhelm	Family Lifeline
Rachel Shelton	Glavè & Holmes Architecture
Noel Van Aartrijk	Good Run Research & Recreation