

Meeting Summary: Age Wave Business For Life Action Team

August 29, 2017 @ 8:30am-9:30am Genworth Financial

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 Builds Inclusive Communities Event

Beth and Catherine presented a new outline for the October event. The proposed Bus Tour was not awarded funding support from AARP, and in its current design would allow for only a few participants. They proposed planning a more inclusive community fair. We would invite representatives from the stops originally planned for the bus tour. The event will be held inside, a slide show of the neighborhood will be shown, and it will be a networking event. A “windshield tour” event may be planned for 2018. The group was asked to consider what our objectives might be for this new type of event. The group agreed this type of event is a better first step in building a network of entities with a shared mission.

Beth described an event she recently attended that was sponsored by Lighthouse Labs. Five organizations had booths/tables and a speed dating type program was conducted. Groups of 5-6 people spent a designated amount of time with each organization before moving to the next at the appointed time. Food and drinks were served 30 minutes before.

Catherine suggested designing a series of “next steps” for event attendees in regard to future interactions with the organizations. She can set up a survey/feedback mechanism through Slido or a QR code to ask questions like, “Do you want to invest, advocate for, volunteer for ____ organization?” Each organization should indicate what their needs are: connections, funding, advice. The team did some brainstorming on who should be invited to the event. Each team member should send suggested invitees to Catherine.

The group then decided to work toward having the event on the original date of October 26, but move the start time to 6pm. Suggested venues included Triple Crossing Fulton and the Capital One Incubator. The selected entities to participate are: Seed Program, Tricycle Gardens, Peter Paul Development Center, Bon Secours Sarah Garland Jones Center, Better Housing Coalition, and Good Shepherd Baptist Church. The format is seen as one that can be duplicated in other neighborhoods.

The next Action Team meeting will be held Tuesday, September 12 at 8:30am, at Genworth.

Upcoming Events:

September 12, 8:30-9:30am
Business For Life Action Team Meeting
Genworth Financial
 6620 West Broad, Building 2
 Richmond, VA 23230

September 29 9-10:30am
Age Wave Leadership Meeting
 Genworth Financial
 Bldg 4, Classroom 5

October 26, 2017
Innovation Builds Inclusive Communities Event
 Details to Come!

ATTENDEES

| Name | Organization Affiliation |
|--------------------------------|--|
| Beth Ludden | Genworth Financial |
| Linda Rubin (phone) | Senior Connections |
| Joe Brisby (phone) | SCORE |
| Mary Catharine Kolbert (phone) | Bon Secours Richmond Health System |
| Catherine MacDonald | Greater Richmond Age Wave Coalition |
| Patty Wilkerson | Community Representative |
| Ken Lantz (phone) | Richmond Regional Planning District Commission |
| Kim Tarantino (phone) | Senior Navigator / Lindsay Institute for Innovations in Caregiving |
| Karen Moeller | Greater Richmond Age Wave Coalition |

ABSENT

| Name | Organization Affiliation |
|--------------------|-------------------------------------|
| Jennifer Inker | VCU Department of Gerontology |
| Marion Shackford | Community Representative |
| E. Ayn Welleford | VCU Department of Gerontology |
| Amy King | Community Representative |
| Carolyn Comerford | Senior Center of Greater Richmond |
| Lory Phillippo | Consultant |
| Colleen Wilhelm | Family Lifeline |
| Amy Bodman | Circle Center Adult Day Services |
| Meril Gerstenmaier | Stewart/HG |
| Henry Simmons | Community Volunteer |
| Rachel Shelton | Glavè & Holmes Architecture |
| Noel Van Aartrijk | Good Run Research & Recreation |
| Delores Kimbrough | Greater Richmond Age Wave Coalition |

