

Meeting Summary: Age Wave Business For Life Work Group

October 19, 2016 @ 8:30am-9:30am

Genworth Financial

6620 West Broad, Building 2, Richmond, VA 23230

Facilitator: Beth Ludden

Business For Life Work Group

Facilitator: Beth Ludden, SVP LTC Product Development, Genworth Financial

Notes: Sara Morris

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 Work Group will develop a marketing strategy to engage the business community in opportunities to invest in older workers and older patrons.

Update from OPTIMIZE Event in San Francisco

Last week Catherine MacDonald attended the OPTIMIZE Event in San Francisco hosted by Aging2.0 Headquarters. This is the event that startups competed for at our April pitch event. Catherine explained that there seemed to be a large range of innovation. The need for more education in the ageism realm is needed for these startups. It seemed as though there were a lot of support and monitoring type products. There seemed to be few startups related to serving community-dwelling individuals, instead most were focused on the frail.

Google gave a presentation on their self-driving vehicle. It was a great presentation that dispelled a lot of myths. However, there was not as much focus on how this vehicle could impact the lives of older adults. Catherine explained that her presentation on social connectedness went very well. There were two startups in particular that Catherine would like to follow up with: [GrandPads](#) and [SilverNest](#). It would be great for Aging2.0 Headquarters to start vetting apps/startups. With so many scams out there, it is difficult to know which organizations have good intentions. Catherine will propose this on their next team call.

Focus Group for Daniel Goldschmidt

Note: There has been a date change for this event, it will be on Monday, November 7th to accommodate Daniel's schedule.

The event will take place on Monday, November 7th from 9am-2pm in Genworth Financial's Building 4 on the 6th Floor. We are hoping for 10 participants. Currently, we have Mary Catharine Kolbert, Joe Brisby, Andi Kuhn of ImpactMakers, Lory Phillippo, Lynn Ivey, Marion Shackford, and Colleen Wilhelm. Beth has also reached out to a VCU instructor who is a music therapist and Marilyn West.

Anne Chamberlain met with Daniel and he has a lot of great ideas, however he wants to work on focusing those ideas and narrowing them down. This focus group will target businesses. Since Daniel's business is more targeting the facilities or businesses than the consumers of his service. The first portion of the focus

group will be the brainstorming portion and the afternoon will consist of synthesizing the results. The group will look at the potential of the idea, additional opportunities and potentially some longer range goals like music therapy as a reimbursable Medicare expense and Music Therapy program in Richmond.

In 2014, Daniel was the winner of the [TedxRVA's Open Mic Night](#). Daniel will also be part of next year's Bon Secours Successful Aging Forum, which will have a theme of Arts and Aging.

2017 Planning

Last year we had all of 2016's Aging2.0 Events planned in December. We would like to start planning our 2017 events and brainstorm some new and different ideas for events. Many other chapters have expert panels as some of their events. This would be a good opportunity to reach out to the business community or some of the members of the Retail Merchants Association. We will definitely plan more liquid networking events as this provides more one-on-one interaction between startups.

Catherine did find out that the Global Startup Search will be an annual search so this will be a great incentive for startups. This year's Global Startup Search consisted of 10 finalists who had 2 minutes to pitch with judges voting and audience voting.

In addition to events we also want to identify our desired results. We would like to bring in new and diverse attendees, create a platform for local businesses to be showcased. In addition, we need to work on creating measurable outcomes. This would be a good opportunity to engage the business community utilizing some of the best practices previously created by the work group. A goal for 2017 will be to move towards the implementation of engaging the business community. Some great forums to begin with would be the Retail Merchants Association and Commercial Realtors Association (Beth recently served on one of their panels). Utilizing groups and contacts that we already know and infiltrating through our own networks. We also would like to work on getting our brand out and creating more awareness, especially in the media.

Next Meeting

Tuesday, November 29 from 8:30am-9:30am
Genworth Financial
6620 West Broad St., Building 2, Richmond, VA 23230

ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Karen Moeller	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition
Joseph Brisby	SCORE
Henry Simmons (phone)	Community Representative
Colleen Wilhelm	Family Lifeline
Patty Wilkerson (phone)	Community Representative
Marion Shackford (phone)	Adaptive Home Environments, LLC
Catherine MacDonald (phone)	Senior Connections
Mary Catharine Kolbert	Bon Secours Richmond Health System

ABSENT

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