



Meeting Summary: Age Wave Business For Life Work Group

October 4, 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.

September 30th Event

The September 30th Expo and Pitch Event was a huge success! All 8 pitchers did a great job and seemed very prepared. Only 2 of the 8 pitchers were unable to finish their pitch in the 4 minutes, but none of the individuals made ageist comments. Thank you to Catherine for preparing the pitchers!

Daniel Goldschmidt of Goldschmidt Music Services was the winner of both the People's Choice and the Judge's pick. To recap Daniel's idea, he would like to create a base of music therapists to contract with providers across the Richmond area to fill the gap that is currently felt in the area. Lory Phillippo spoke with Daniel following the event and mentioned that he could develop relationships with providers to create internships for music therapists.

Since Daniel is the recipient of the Focus Group we may be focusing more on providers than the consumers of the services. We currently do not have a location nailed down since we wanted to wait to see who won the event prior to scheduling that. Mary Catharine does have a list of providers if that is the route we would like to take. Some potential locations include: St. Mary's, Brookdale, Libbie Mill Library or Retail Merchants Association. It is important to remember our noise level for this since there will likely be music involved.

Before we plan too far, we will either reach out to Daniel or have Anne Chamberlain reach out to him regarding his thoughts for the Focus Group including who he would like to target. We would like to make sure that we are not duplicating providers, know his overall goal for the business and what barriers he has been facing.

Joe had a great revelation as seeing this business turning into a nonprofit. This could be a good guiding factor. This could also be a model for music therapy across the nation or even create a large market with art therapy, etc. Scaling up the business would require a consistent model if this were to be the route Daniel would like to take. In addition, the nonprofit status could be more appealing to nursing facilities or assisted living facilities.

Following up from the September 30th event, Catherine has started sending out "thank you" notes to the pitchers, judges, etc. Beth will tweak the press release to read in past tense and include Daniel's win and send out again. She will send to both Tammie and Katie of Richmond Times Dispatch. The room transition during the event did not flow as well as we'd hoped, and looking forward, we will schedule the Aging2.0



event on a different date than the Leadership meeting. Having the events back to back made for a long day and difficult transition. We estimated that there were 40-45 attendees at the event, with few people leaving between the Leadership meeting and the Pitch event.

At our next Business for Life Work Group meeting we will look at locking down the 2017 event dates to get people ready for the next year's Aging2.0 events. We would like to do a get together later in November. Potentially a liquid networking event the 2nd week of November. We had originally planned on November 3rd for the Focus Group, but this will be dependent on Daniel's schedule and the schedule of the participants. United Way is hosting a "Think and Drink" on November 29th. This could be a great partnership and give a bigger network for Aging2.0. Also, the Stanford Design Challenge gives out a \$500 stipend for marketing their challenge at your event. We will apply for that stipend as well.

Following this meeting Beth, Karen and Catherine are meeting with Anne to follow up on the Focus Group and next steps in planning that.

Next Meeting

TBD

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ATTENDEES

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Karen Moeller	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition
Joseph Brisby (phone)	SCORE
Henry Simmons	Community Representative
Kim Tarantino (phone)	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Catherine MacDonald	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
Marion Shackford	Adaptive Home Environments, LLC
Colleen Wilhelm	Family Lifeline
Amy Bodman	Circle Center Adult Day Services
Patty Wilkerson	Community Representative
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