

## Meeting Summary: Age Wave Business For Life Work Group

November 29, 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.

### Goals and Objectives for 2017

As we had mentioned at our last meeting, we would like to plan for our 2017 Aging2.0 dates before the end of the year. Beth will choose the dates and present them at next Friday's (December 9<sup>th</sup>) Age Wave Leadership Meeting. We would like to have 2-3 goals for the year.

### Measuring Success

Something we had mentioned at a previous meeting was measuring our success and coming up with a plan to do so. Karen has put together an outline based on the information that is on the Agewellva.com website.

### Aging2.0 Events for 2017

Catherine has spoken with Aging2.0's Headquarters and they are planning to host a Global Startup Search like they did last year (Our April Pitch Event). The Global Startup Search be for events hosted March 1- April 30<sup>th</sup> so we will need to host a pitch event during that timeframe.

The voting process is going to be slightly different than last year. Instead of doing Global Voting based on each chapter's nominee, there will be a Regional Pitch Event before moving on to the Global voting. We are unsure of how that will look including which chapters would be considered a "region."

As a way to recruit students from the Department of Gerontology, there is the potential to have Daniel present his pitch to the students.

### "Age Friendly" Business Practices

As we are refocusing back to the business community. We would like for each work group member to review the [Best Practices page](#) for the Business For Life group. This time we do have a platform for the business community through Age Wave becoming a member of the Retail Merchants Association. Retail Merchants does have a subgroup that focuses on Senior Services and although the group has not met in a while, Karen plans to follow up with her contact on their next meeting. In the meantime, it may be beneficial to meet with the Chairperson of that group.

Our primary focus with this initiative is more about making businesses “age-friendly.” This can be done by creating a list of tips to make your business more age-friendly, utilizing criteria for a walk through, or may look much different than that.

The word “age friendly” has been the topic of some debate and will likely be renamed. Catherine will look through her files to see if she can find notes related to some suggestions for a replacement. Renaming would be nice, however it is a universal term that the World Health Organization (WHO) has designated. Perhaps we can keep the word “age friendly” and put a tag line with it to explain. This could be an opportunity for some market research related to the term. Mary Catharine has a list of contacts in which we can utilize. We will follow up with Tracey Gendron regarding the possibility of doing some market research.

### Expanding our Outreach with Aging2.0

We have spoken before about what our service area looks like for Aging2.0. There is the potential to expand to other areas such as Charlottesville, Hampton Roads or Williamsburg. While Age Wave is specific to the Greater Richmond Region and Planning District 15, Aging2.0 is a different playing field. We can reach out to localities regarding their engagement beyond the May meeting and more in Aging2.0. Ken Lantz mentioned that Jelisa Turner could be a good contact person with Henrico. There was a recent write-up in the Richmond Times Dispatch last week regarding her work. Ken will send out that article.

### Next Steps

- Karen will follow up with Sherry Minson at Retail Merchants Association
- Beth will send out the Aging2.0 dates for 2017
- Beth will also follow up with Todd Nuckols at Lighthouse Labs about potential pitchers

### Next Meeting

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

Name	Organization Affiliation
Beth Ludden	Genworth Financial
Karen Moeller (phone)	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition

Joseph Brisby	SCORE
Amy King	Community Representative
Henry Simmons	Community Representative
Noel Van Aartrijk	Good Run Research & Recreation
Amy Bodman	Circle Center Adult Day Services
Ken Lantz	Richmond Regional Planning District Commission
Patty Wilkerson	Community Representative
Marion Shackford (phone)	Adaptive Home Environments, LLC
Catherine MacDonald	Senior Connections
Mary Catharine Kolbert	Bon Secours Richmond Health System

## ATTENDEES

## ABSENT

Name	Organization Affiliation
Jennifer Inker	VCU Department of Gerontology
Colleen Wilhelm	Family Lifeline
E. Ayn Welleford	VCU Gerontology
Kim Tarantino	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Linda Rubin	Community Representative
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture