



Meeting Summary: Age Wave Business For Life Work Group

August 22, 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.

****Reminder that the Age Wave Survey has been sent out. Please do not forget to give us your feedback.**

Voting for the OPTIMIZE event is now complete and UZURV finished in 11th place. This does not mean that they are out of the race. The popular vote is not the only means of decision making. A group of judges will make the final call so UZURV may still have the opportunity to pitch at the October event.

Pitchers for 9/30 Event

- [FHS Financial Services](#)
- [Synergy Home Care](#)
- [Tech Star Tutors](#)
- [Hortus Life](#)

Currently, we have 4 confirmed pitchers and hope to have 1-2 more. We are hoping to have fewer pitchers than our last event due to the length of the day.

At the last meeting Joe Brisby had mentioned that he was working with a woman who is developing an “emotional will.” However, she does not feel she is ready to pitch her service. Todd Nuckols, Lighthouse Labs, offered to send over individuals who were not accepted to their organization. We will be offering exhibitor tables to organizations for \$50.

We would also like to continue with audience polling and are looking into cheaper alternatives than Slido. The winner of the audience choice will likely be a nominal cash prize. We would also like to start offering a way for past winners to market their win by creating an Aging2.0 Winner logo to be placed on marketing materials.

Marilyn West has agreed to be a judge for the event and we will reach out to Mark Constantine and Jim Cotter about judging.

The day of the event we would like for Work Group members to arrive around 7:45am to set up and vendors arrive around 8:15am to set up prior to the Leadership Meeting.



Spreading the Word

In order to spread the word about the event, Catherine will create a blog post for the agewellva.com site and work group members will send event information to their networks. Beth will also reach out the Tammy Smith and the new Healthbeat editor at the Richmond Times Dispatch.

Future Events

We have a role to identify the gaps and needs. This could be part of the focus group is to have organizational leaders assist in identifying gaps. The innovations do not necessarily have to be technology-related, just something that is new and meeting a need. This could be a great opportunity to host an educational session on the gaps, challenges and opportunities. It may be a good fit for the DaVinci Center.

Another option is to set this up as a “Reverse Pitch.” Organizations and individuals can pitch their needs and gaps they experience to innovators. This could be a great partnership with Lighthouse Labs.

The Stanford Design Challenge is a challenge where university student designers and technologists compete in 3 categories: Mind, Mobility and Financial Security. The interdisciplinary groups work to design products in the 3 categories while keeping in mind the needs and desires of the older adult consumers that will likely use these products and creating realistic and dignified solutions. This design challenge would be a fantastic addition to Aging2.0 next year.

Focus Group

The Focus Group is tentatively set for early November (possibly the 3rd). The winner of the pitch event will have the opportunity to present their product/service to the Focus Group.

Next Meeting

Monday, September 13th 8:30am-9:30am

Genworth Financial

6620 West Broad St., Building 2, Richmond, VA 23230

ATTENDEES

Beth Ludden	Genworth Financial
Karen Moeller	Greater Richmond Age Wave Coalition
Sara Morris	Greater Richmond Age Wave Coalition
Colleen Wilhelm	Family Lifeline
Amy Bodman (phone)	Circle Center Adult Day Services
Joseph Brisby (phone)	SCORE
Patty Wilkerson	Community Representative
Marion Shackford	Adaptive Home Environments, LLC
Ken Lantz (phone)	Richmond Regional Planning District Commission
Henry Simmons (phone)	Community Representative
Kim Tarantino	Senior Navigator/ Lindsay Institute for Innovations in Caregiving
Linda Rubin	Community Representative
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
Carolyn Comerford	Senior Center of Greater Richmond
Lory Phillippo	Consultant
Meril Gerstenmaier	Stewart/HG
Rachel Shelton	Glavè & Holmes Architecture