



Meeting Summary: Age Wave Business For Life Work Group

August 2, 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.

Pitchers for 9/30 Event

- FHS Financial Services
- [Synergy Home Care](#)
- [VanGo](#)
- Direct to You (Seamstress)
 - Not necessarily innovative, instead we will offer them an Expo table
- [A Family Hand](#)
- [Tech Star Tutors](#)

Joe is currently mentoring someone with the idea for an “emotional will.” It is still in the idea phase and Joe is helping to build this business out. He will reach out to this start up about potentially pitching in September.

We will charge \$50 per table for the Expo tables. Beth estimates that we could have up to 25 tables in that space. We would like to offer past pitchers the opportunity to exhibit at the pitch event. If pitchers have made progress since their last pitch event, they could potentially pitch again.

The prize for the September 30th event will be to have your product/service featured in the November Focus Group.

Judges

We would like to have Jim Cotter, Mark Constantine and Marilyn West. Karen will reach out to Marilyn. Some additional suggestions for judges would be David from the Da’Vinci Center, Tanner Collins (BizWorks), Eric Lin (Asian Advisory Board). Beth will also ask Anne Chamberlain if she has any suggestions for judges at their meeting later this morning.

Ayn Welleford was the Moderator at the last event. Beth will ask if she would be available to do that again.

We would still like to do the audience polling. We will look into different services to see if this is doable.



Next Meeting

Monday, August 22nd 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 |
| Colleen Wilhelm (phone) | Family Lifeline |
| Joseph Brisby | SCORE |
| Ken Lantz (phone) | Richmond Regional Planning District Commission |
| Amy King (phone) | Community Representative |
| Patty Wilkerson (phone) | Community Representative |
| Kim Tarantino | Senior Navigator/ Lindsay Institute for Innovations in Caregiving |
| Linda Rubin (phone) | Community Representative |
| Catherine MacDonald | Senior Connections |
| Mary Catharine Kolbert (phone) | Bon Secours Richmond Health System |

ABSENT

| Name | Organization Affiliation |
|--------------------|-----------------------------------|
| Jennifer Inker | VCU Department of Gerontology |
| Henry Simmons | Community Representative |
| Amy Bodman | Circle Center Adult Day Services |
| Marion Shackford | Adaptive Home Environments, LLC |
| E. Ayn Welleford | VCU Gerontology |
| Carolyn Comerford | Senior Center of Greater Richmond |
| Lory Phillippo | Consultant |
| Meril Gerstenmaier | Stewart/HG |
| Rachel Shelton | Glavè & Holmes Architecture |