Encore Sumit 2018



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#EncoreSummit

encore.org

20 Years of Encore Innovation. Since our founding in 1998 by social entrepreneur Marc Freedman, Encore.org has been guided by the belief that aging is every bit as much an opportunity to be seized as a problem to be solved. Our work has been animated by a single powerful question: How can society best tap the talent, skills, and experience of the rapidly growing older population to solve significant social problems, make life better for future generations, and improve the lives of older people in the process? Today, our work is moving from preparing the ground for demographic transformation to realizing the urgent possibilities in front of us. Society is at an inflection point. The changes in demography and longevity that have been predicted are now sweeping over us. For the first time in our nation's history, we have more people over 60 than under 18.

Lead Summit Sponsor

60 Years of AARP Enhancing the Quality of Life for Older Adults. AARP was founded in 1958 by Dr. Ethel Percy Andrus, California's first female high school principal, who disrupted many conventional ideas about women and aging throughout her career. Since its inception 60 years ago, AARP has grown and changed dramatically to meet the needs and interests of a changing 50+ population, while remaining true to its founding principle of promoting independence, dignity and purpose for all. Today, as AARP celebrates its 60th anniversary, CEO Jo Ann Jenkins, author of the best-selling book Disrupt Aging: A Bold New Path to Living Your Best Life at Every Age, is following in the footsteps of AARP's founder as a social innovator. leading the organization to spark new solutions that empower people to choose how they live as they age.

Welcome to the Encore Leaders' Summit: Creating the future together

Who's here?

Leaders, innovators, and activists who share a commitment to and belief in the power of encore talent and intergenerational connections.

Why now?

In these challenging and divided times, one thing that a majority of people agree about is that as many of us are living longer, a new life stage has opened up.

- How will we use this time to create a new vision of the future that works for all generations?
- What are the opportunities we can seize together, and what barriers are in our way?
- How can we accelerate change to transform longer lives into a force for good?

To create cultural change and close the innovation gap, together we'll learn from successful practices, explore new ideas, and work together in new ways. The 2018 Summit will start a new conversation among encore leaders and champions who are dedicated to making change.

How can you make the most of your Summit experience?

Explore three big themes – innovation, intergenerational connections, and a "new power" approach to change.

Dig into hot topics – what you told us you care about and want to tackle with other encore leaders.

Deepen connections with each other – meet new leaders and reconnect with colleagues – via the Summit mobile app as well as sessions, meals, hallway conversations . . . even the shuttle ride at the beginning and end of the day.

Capture new ideas – use the notetaking pages in this program to capture new ideas and "ah-ha moments." Throughout the Summit, we'll be asking you to share!

Make commitments to action – leave the Summit with at least one concrete next step you'll take on your own or with others to create the future you want to see.

And enjoy your time in Los Angeles - the City of Angels!

Questions? Ask any member of our Encore.org team.

COMMUNITIES AT THE SUMMIT

You're coming to the Summit from many different perspectives and organizations, including the programs, networks, and public efforts described below. During the times called "community gatherings," you'll have the opportunity to work with one or several of these communities based on your interests. Note that some sessions are open to all, and others may be designed for a specific group that began its work together before the Summit. Wear your sticker (or stickers) on your badge to show how you're connected. And feel free to ask questions if you're curious about what any group is doing!



PRE-SUMMIT (by invitation only) **Monday, November 12** – See page 4 for times and details

<u>Omni Hotel</u>

SUMMIT Monday, November 12 Omni Hotel 12:00 - 9:00 pm Registration Open **Tuesday Morning, November 13** California Endowment Shuttles from Omni to California Endowment 7:30-8:30 am **Breakfast: Connecting Encore Leaders** 8:00-9:00 am 9:00-10:40 am Main Stage: Welcome to the Next 20 Years 11:00-12:15 pm **Hot Topics Tuesday Afternoon, November 13** California Endowment 12:15-1:15 pm **Networking Lunch** Main Stage: Dialogue with AARP Purpose Prize Honorees 1:15-2:15 pm 2:30-3:45 pm **Community Gatherings** Main Stage: Spotlight on Innovation in San Jose 4:15-4:45 pm 4:45 pm Shuttles depart for the Omni **Tuesday Evening, November 13** Omni Hotel 6:00-9:00 pm Eisner Prize Awards Dinner and launch of How to Live Forever Wednesday Morning, November 14 California Endowment 7:30-8:30 am Shuttles from Omni to California Endowment **Breakfast: Connecting Encore Leaders** 8:00-9:00 am Main Stage: Gen2Gen Encore Prize Live Pitch 9:00-10:30 am 10:45-12:00 pm **Hot Topics** California Endowment Wednesday Afternoon, November 14 12:00-1:00 pm **Networking Lunch** 1:00-2:00 pm Main Stage: New Power & Social Movements 2:15-3:30 pm **Community Gatherings** 3:45-4:45 pm **Main Stage: Future Vision and Commitments** 4:45 pm Shuttles depart for the Omni

	REGISTRATION: MONDAY	Los Angeles Omni
Registration	12:00-9:00 pm Summit Registration Open	<u>Omni Hotel Lobby Level</u>
Regist	Visit the registration desk to: – Get help with the Summit mobile app. – Find out who has arrived and what's going on nearby. – Meet the Encore.org team. – Get your questions answered.	
	PRE-SUMMIT: MONDAY	Los Angeles Omni
Pre-Summit	3:00-6:00 pm Encore Fellowships Network (by invitation) 4:00-7:00 pm Encore Network (by invitation)	<u>Governor's Room</u> <u>Hershey/Crocker Room</u>
	6:30 pm Gen2Gen Encore Prize Finalists (by invitation)	<u>Omni Hotel Lobby Level</u>

GET CONNECTED: Encore Summit 2018 Mobile App

Connect with Encore Summit attendees by downloading our mobile app to your phone, tablet or computer.

- On your mobile or tablet: Download the "CrowdCompass AttendeeHub" through the App Store or Google Play. Once the Attendee Hub is downloaded and opened, search "Encore Summit 2018" and follow instructions to get started.
- On your computer: Go to crowdcompass.com/encoresummit2018, follow instructions to get logged in, and update your profile.

The Mobile App will help you get connected with other attendees, and we'll be using it for voting in the 2018 Gen2Gen Encore Prize Pitch Finale.

8:00-9:00 am Breakfast

Yosemite Hall

BREAKFAST: Connecting Encore Leaders

Find the number on your name tag and you'll find your assigned table for the morning. Your table host will help you connect with others and start the conversation.

9:00-10:45 am

Yosemite Hall

MAIN STAGE: Welcome to the Next 20 Years

Two Hats / One Minute

Paul Irving, Milken Institute Center for the Future of Aging / Encore.org board chair
Helen Dennis, Project Renewment / Encore Network leader
Brandon Ross, documentary filmmaker / Encore Public Voices Fellow
Paulette Pinero, Jumpstart / Gen2Gen champion
Dima Khoury, Gen2Gen San Jose / Encore Fellows Program
Minjung Lee, Seoul 50Plus Foundation / Encore Network member
Jon Gruber, Einhorn Family Charitable Trust / Gen2Gen champion
Lester Strong, Peaceful Guardians Project / Encore.org board member

Two Visionaries / One Movement

Marc Freedman, President & CEO, Encore.org

Marc Freedman is a renowned social entrepreneur, thought leader and writer. Under Marc's leadership, Encore.org has pioneered innovative programs and sparked a growing movement in the United States and beyond to tap the talent and experience of people past midlife as a human resource for solving our most vexing social problems. Marc's new book, *How to Live Forever: The Enduring Power of Connecting the Generations*, issues a deeply personal call to connect with the next generation and forge a legacy of love that lives beyond us.

Jo Ann Jenkins, CEO, AARP

As Encore.org celebrates its 20th birthday, AARP is celebrating its 60th. Jo Ann Jenkins, author of the best-selling book *Disrupt Aging*, is determined to write a new story that empowers us to live our best lives at every age. Jo Ann embodies the AARP motto "To serve, not to be served." Her leadership follows in the footsteps of AARP's founder, Ethel Percy Andrus, California's first female high school principal and a disrupter of many conventional ideas about women and aging.

Many Leaders / Multiple Conversations

Janine Vanderburg, Changing the Narrative Colorado / Encore Network leader + Table Hosts

11:00 am-12:15 pm

HOT TOPICS: "What topic would you most like to discuss with a small group of peers at the Summit?"

The seven hot topics listed here have been designed based on your responses to this question.

Topic #1 Building More Age-Integrated Communities

How can technology innovations help us scale up intergenerational relationships?

Facilitator: Donna Butts, Generations United

Idea Sparkers: Brenda Atchison, Nesterly; Rey Castuciano, Table Wisdom; Madeline Dangerfield-Cha, Mon Ami

Topic #2

Joshua Tree

Yosemite Hall

Catalina

Talking Differently About Aging: Why We Need To, How to Do It How can we use the latest research to tell a better story?

Facilitator: Janine Vanderburg, Changing the Narrative Colorado / Encore Roadmap

Idea Sparkers: Kevin Donnellan, AARP; Keanne Henry, AARP Experience Corps; Stefanie Weiss, Encore.org

Topic #3

Spreading Intergenerational Innovations: Learning from Gen2Gen Encore Prize Finalists

How can we spread innovations across networks and institutions?

Facilitators: Janet Oh and Julia Randell-Kahn, Encore.org with John Gomperts, America's Promise Alliance

Idea Sparkers: Cathy Hockaday, Parkin-A-Punch; Brittany Koteles, Nuns and Nones; Kara Kusunoki, Read to Me International

11:00 am-12:15 pm

Topic #4

Hot Topic Breakouts

Effective Practices for Recruiting and Engaging Encore Talent How can we recruit and engage more encore talent in volunteer roles?

Facilitators: Michelle Hynes and Karimah Nonyameko, Encore.org

Idea Sparkers: Mike Garringer, MENTOR; Naina Narayana Chernoff, Hire Autism; Terry Kaelber, United Neighborhood Houses

Topic #5

Advancing Diversity, Equity and Inclusion

How can we make our work more inclusive and equitable?

Facilitators: Corita Brown and Jimmie Briggs, Encore.org

Idea Sparkers: Demarra Gardner, Change Agent Consulting; Maruska Lynch, Metropolitan Family Services; Marlon Smith, BakerRipley

Topic #6

Making the Case in New Ways, with New Voices

How can we support and amplify new voices to focus public attention and spur public debate?

Facilitators: Marci Alboher, Encore.org; Ellen Goodman, The Conversation Project

Idea Sparkers: Paul Taylor, Encore.org; Liza Donnelly, author/cartoonist; Brandon Ross, documentary filmmaker

Topic #7

Creative Approaches to Financing and Sustainability

How can we expand financial investments in our work?

Facilitators: Catalan Conlon, fundraising strategist and coach; Rik Kranenburg, education technology advisor

Idea Sparkers: Sylvia Brown, Uplifting Journeys; Anne Kirwan, Encore.org; Janet Woodka, Silvernest; Paul Weiss, OASIS

<u>Mojave</u>

Tahoe

Cabrillo

12:15-1:15 pm Networking Lunch

Main Stage

Special Lunchtime Opportunities

Jolt: Stories of Trauma and Transformation

Author Mark Miller and Ellen Goodman, Encore.org board member and co-founder of The Conversation Project, talk about the impact of personal trauma on lives and encore journeys, a focus of Miller's most recent book *Jolt*.

Social Media Doctors

Got a pressing social media question or just want to up your game on Twitter, Facebook, or LinkedIn? Our Social Media Doctors are on call on during lunch. Make your appointment (one slot only) during registration or outside Catalina.

Meet the doctors: Aanchal Dhar, Sarah McKinney Gibson, Charlotte Japp, Steffen Kaplan, Aaron Larsen, Duncan Magidson, Chelsea Mason, Kathleen Schaefers, John Tarnoff

1:15-2:15 pm

Yosemite Hall

Changing the World: A Conversation with Purpose Prize Honorees

What can the rest of us learn from renowned social entrepreneurs in the second half of life? Six of the more than 500 innovators who have been recognized by the AARP Purpose Prize will answer questions about fear, creativity, their most effective movement-building tactics, and more.

Introductions: Sherry Lansing, AARP Purpose Prize Jury Chair / CEO, The Sherry Lansing Foundation

Moderator: Eunice Lin Nichols, Vice President, Encore.org / Director, Gen2Gen

Purpose Prize Honorees:

Susan Burton, Founder & Executive Director, A New Way of Life Reentry Project
Reid Cox, Cofounder, iFoster
Dr. Laurie Green, Founder/President & CEO, MAVEN Project
Celeste Mergens, Founder, Days for Girls International
Henry Rock, Founder & Executive Director, City Startup Labs, Inc.
Ray Umashankar, Co-founder, ASSET India Foundation

is pm

Yosemite Foyer

Catalina

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Catalina

Joshua Tree

Mammoth

Mojave

Cabrillo

Tahoe

AGENDA: TUESDAY, NOVEMBER 13

2:30-3:45 pm Community Gathering #1

Voices, Advocates and Champions Gathering Making it Personal: Using Your Story to Inspire Others

Have you ever been moved to action after hearing someone's personal story? In this session, we'll focus on how to use elements from your own life to inspire others to act. Open to all.

Encore Network Community Gathering

Exploring questions about how to align and activate members of this dues-paying global network to advance the encore movement.

Encore Fellowships Community Gathering

Designed specifically for organizations running or supporting Encore Fellowship programs.

Faith-Focused Community Gathering

Faith, spirituality, and a belief in something bigger than ourselves animate many of us as we think about the kind of legacy we want to leave in the world. Join this group to think about how to more intentionally involve faith communities and faith-filled people in rites of passage, planning for an encore stage of life, and a variety of cross-generational activities. Open to all.

Gen2Gen Encore Prize Community Gathering

Designed specifically for Encore Prize winners and finalists.

Special Interest Group: Early Childhood Education

A working session for organizational leaders actively engaging people 50+ in serving young children ages 0-8. *By invitation; please see session leader Corita Brown if you're interested.*

4:15-4:45 pm Reflections on Day One

SPOTLIGHT ON SOCIAL INNOVATION: San Jose Leading the Way

Gen2Gen San Jose is setting a new standard for involving people 50+ in creating a community where all generations thrive. Hear from three leaders collaborating to make it happen.

Nick Almeida, City of San Jose, Office of Mayor Sam Liccardo Keith Morales, First 5 Santa Clara County Carlin Johnson Politzer, David & Lucile Packard Foundation

Main Stage

Yosemite Hall

6:00-9:00 pm

Bunker Hill Foyer & Ballroom, 2nd Floor, Omni Hotel

ENCORE SUMMIT RECEPTION & EISNER PRIZE DINNER

DINNER: The 2018 Eisner Prize for Intergenerational Excellence

Award presentation: Trent Stamp, CEO of The Eisner Foundation, and Georgia Eisner, advisor to The Eisner Foundation, will present a \$100,000 cash award to Marc Freedman and Encore.org in recognition of their work to unite generations and bring about positive, lasting change.

In conversation: Trent Stamp and Marc Freedman will discuss Freedman's new book, How to Live Forever: The Enduring Power of Connecting the Generations. All attendees will receive a copy.

"It's essential to the mission of The Eisner Foundation to highlight programs across the country that show just how effectively intergenerational programs enhance society. Marc Freedman and Encore.org, with their dynamic view of life after 50, have certainly changed the way many older adults engage with their communities."

- Michael Eisner, founder of The Eisner Foundation

Got a caption idea?

Help us caption this book discussion drawing by New Yorker cartoonist Liza Donnelly.

Look for the poster-size drawing and add your caption idea.



Marc Freedman will take *How to Live Forever* on the road in just a few weeks.

Spread the word about book tour events. Host a book discussion in your community. Find all the tools and information you need at howtoliveforever.org



The Gen2Gen Encore Prize

The Prize offers \$100,000 in cash prizes, coaching and a year of ongoing support to innovative programs, products or services that tap the talent of adults 50+ to help young people thrive.

Meet the 2018 Gen2Gen Encore Prize Finalists

Fostering Hope | Colorado Springs, CO

Empowering and equipping older volunteers from faith communities to help youth in foster families heal from trauma.

Seeing-i2i.com | Gainesville, VA

Building intergenerational bonds by engaging teens to tutor older adults in nonviolent Esports, like NBA2k.

Nuns & Nones | Washington, DC

Creating a national network and grassroots movement that connects Sisters and spiritually diverse millennials to build a more just world.

Common Unity | Topeka, Kansas

Offering a unique mentoring program that pairs high school students with older mentors to help them prepare for life after high school.

Read to Me International | Honolulu, Hawaii

Engaging older volunteers in the Haku Mo'olelo program to help incarcerated women write, illustrate and publish stories for their children (or grandchildren).

AGENDA: WEDNESDAY, NOVEMBER 14

8:00-9:00 am Breakfast

Choose a table based on geography, a topic of interest, or a question you want to explore with others. Or, enjoy your breakfast with no agenda at all.

9:00-10:30 am

Yosemite Hall

The Gen2Gen Encore Prize Finale

A discussion on love and innovation, plus a live-pitch event featuring the five Gen2Gen Encore Prize finalists, your vote, and (drumroll, please) \$100,000.

Welcome

Andy Goodman, co-founder and director of the Goodman Center, author of *Storytelling as Best Practice*

Love & Innovation

A conversation between **David Bornstein**, co-founder of the Solutions Journalism Network and author of *How To Change The World: Social Entrepreneurs and The Power of New Ideas*, and **Janet Oh**, director of the Gen2Gen Encore Prize and a 2018 Influencer in Aging

Live Pitch Presentations from the Gen2Gen Encore Prize Finalists

- Fostering Hope, Angela Carron, executive director
- Seeing-i2i.com, Anjali Bindra Patel, founder
- Nuns & Nones, Brittany Koteles, organizer
- Common Unity/City of Topeka, Taylor Schley, production specialist
- Read to Me International, Lois Kim, Haku Moʻolelo program graduate

Audience Voting

Announcing the Winners

For more information or to offer your support to the finalists, visit encoreprizefinalists.org

AGENDA: WEDNESDAY, NOVEMBER 14

10:45 am-12:00 pm

HOT TOPICS: Six of the seven topics are repeated from day one, many with new "sparks" and key questions. (Note: Creative Approaches to Financing and Sustainability will not be offered today.)

Topic #1CatalinaBuilding More Age-Integrated CommunitiesWhich innovations are building community across and among generations?

Facilitator: Donna Butts, Generations United

Idea Sparkers: Tim Carpenter, EngAGE; Ryan Frederick, Smart Living 360; Derenda Schubert, Bridge Meadows

Topic #2

Talking Differently About Aging: Why We Need To, How To Do It How can we use the latest research to tell a better story?

Facilitator: Janine Vanderburg, Changing the Narrative Colorado & Encore Roadmap

Joshua Tree

Yosemite Hall

<u>Mammoth</u>

Idea Sparkers: Kevin Donnellan, AARP and Stef Weiss, Encore.org

Topic #3

City and County Governments as Allies and Advocates

How can city and county governments champion encore talent and intergenerational practices?

Facilitators: Eunice Lin Nichols and Julia Randell-Kahn, Encore.org

Idea Sparkers: Nick Almeida, City of San Jose; Doug Dickson, Encore Boston Network; Keith Morales, First 5 Santa Clara; Craig Young, Inspiring Service

Topic #4

Effective Practices for Recruiting and Engaging Encore Talent How might we more effectively recruit and engage encore talent in paid roles?

Facilitators: Michelle Hynes and Karimah Nonyameko, Encore.org

Idea Sparkers: Aleah Davis, Social Venture Partners Portland; Catalina Garcia, social innovation strategist; Emily Merritt, Alliance for Strong Families and Communities; Katherine Wilcox, EnCorps STEM Teachers

WEDNESDAY MORNING

AGENDA: WEDNESDAY, NOVEMBER 14

11:00 am-12:15 pm

Topic #5

Advancing Diversity, Equity and Inclusion

How can we make our work more inclusive and equitable?

Facilitators: Corita Brown and Jimmie Briggs, Encore.org

Idea Sparkers: Jim Emerman, Encore.org; Kara Kusunoki, Read to Me International; Tony Tapia, Latino Age Wave Colorado

Topic #6

Making the Case in New Ways with New Voices

How can we identify, support and amplify new and diverse voices for our field?

Facilitators: Marci Alboher, Encore.org and Lester Strong, Peaceful Guardians Project

Idea Sparkers: Brenda Atchison, Nesterly; **Charlotte Japp**, CIRKEL; **Karen Lincoln**, University of Southern California; **Joy Zhang**, Mon Ami

12:00-1:00 pm Networking Lunch

Special Lunchtime Opportunity

Social Media Doctors

Got a pressing social media question or just want to up your game on Twitter, Facebook, or LinkedIn? Our Social Media Doctors are on call on during lunch. Make your appointment (one slot only) during registration or outside Catalina.

Meet the doctors: Aanchal Dhar, Sarah McKinney Gibson, Charlotte Japp, Steffen Kaplan, Aaron Larsen, Duncan Magidson, Chelsea Mason, Kathleen Schaefers, John Tarnoff

Networking

<u>Breezeway</u>

<u>Cabrillo</u>

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AGENDA: WEDNESDAY, NOVEMBER 14

1:15-2:15 pm

CREATING THE FUTURE WITH NEW POWER

What is "New Power" and how does it fuel social movements? A conversation with Jeremy Heimans, Founder and CEO of Purpose and co-author of New Power, and Jimmie Briggs, Encore.org Senior Fellow, author and activist.

2:15-3:30 pm Community Gathering #2

Breakouts

Voices and Advocates Gathering Innovation and Voice: A Powerful Combination

Want to amplify your voice to achieve your mission? Want to connect with other innovators? How might a "new power" lens advance your goals? Open to all.

Gen2Gen Community Gathering

What does "new power" thinking mean for the work of connecting the generations? Open to all.

Encore Network Community Gathering

What does "new power" thinking mean for advancing the encore movement in the U.S. and across the globe? Designed for Encore Network members.

Encore Fellowships Community Gathering

How can we use "new power" approaches to plan, implement and improve our programs? Designed for Encore Fellowships program operators and supporters.

Open Community Gathering Space

For participants who want to reflect alone or in a smaller, self-organized group following the New Power plenary.

3:45-4:45

CLOSING GATHERING & SEND-OFF Shared vision & commitments

Mojave

Joshua Tree

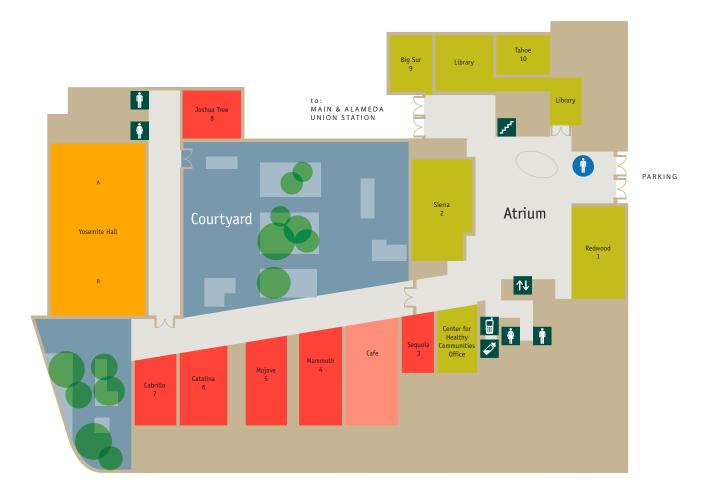
Mammoth

Catalina

Cabrillo

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CALIFORNIA ENDOWMENT CONFERENCE CENTER



CAPTURING IDEAS FROM THE SUMMIT

This section of the Encore Summit Program is intended to help capture ideas from the Summit – to use in your own work and to share with Summit organizers. We're interested in your:

Key themes or takeaways

What were your "ah-ha moments," observations or inspirations?

New ideas

What new information and/or ideas will you use in your work?

Actions

What actions or commitments will you move forward with?

If you'd like your ideas to be part of the Summit report, please take a photo of your notes and email to events@encore.org – with your name and the session title.

SESSION TITLE:		
Key themes or takeaways:		
New ideas it generated:	Actions I will take:	
Key themes or takeaways:		
New ideas it generated:	Actions I will take:	

SESSION TITLE:			
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SPECIAL THANKS

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SPECIAL THANKS FOR HELPING LAUNCH THE ENCORE PRIZE









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#EncoreSummit

"A society grows great when old people plant trees under whose shade they will never sit."

— Greek Proverb

encore.org®

An innovation hub tapping the talent of people 50+ as a force for good.



Mobilizing 1 million adults 50+ to stand up for — and with — young people today.