



Nobody has a shelf life.

Housing matters. It should be barrier-free and accommodate the needs of older persons. Stop age discrimination. It's illegal, and it's just plain wrong.


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Depreciation of older adults is a social, prevalent, misinformed construct.

Seen enough old bags?



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Urban Myths die hard.

Ex:

Every month, more than a quarter-million Americans turn 65. That's a trend with profound economic consequences. Simply put, retirees don't contribute as much to the economy as workers do. They don't produce anything, at least directly.

I wonder if clouds ever look
down on us and say "Hey
look. That one is shaped like
an idiot

Longevity Economy – 50+



- Rather than lengthening extreme old age, the 30 years added to life spans in the 20th Century, have resulted in a longer middle life.
- Extending workers tenures at their most productive time
- Will account for more than HALF of the US GDP by 2032
- Will continue to contribute to public benefits

A photograph of B.B. King playing an electric guitar. He is wearing a dark suit jacket over a light-colored shirt and a dark tie. He is looking upwards and to the right. The background is dark with some blurred lights.

"I NEVER USE
THAT WORD,
RETIRE."

B.B. King



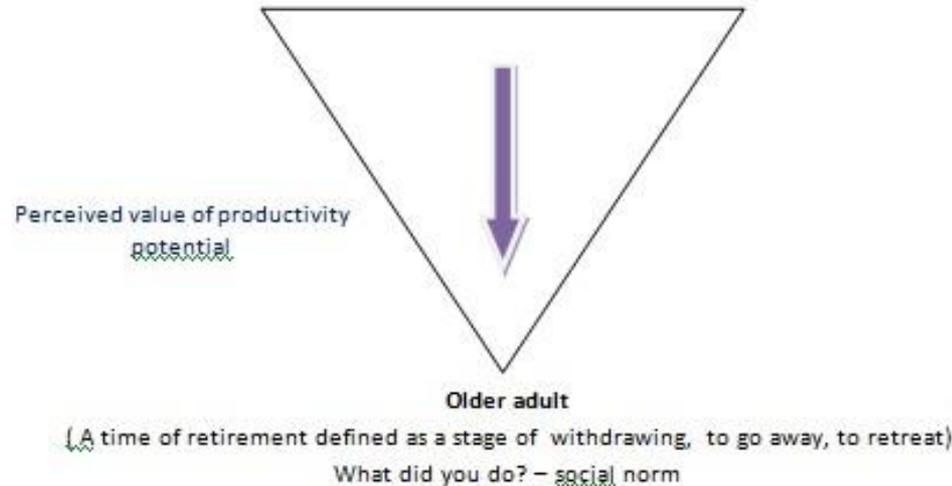
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Stages of Adulthood

"Traditional" Capital Model (western, post industrial hangover)

Young adult

(A time of education, career, family; defined as stages of creating or producing large amounts of something)
'What do you do?' (social norm)



Individual:

- Valued by results/busyness
- Defined by the monetary value of producing
- Material prosperity

Cultural:

- GNP – economic indicator of health ; monetary value of goods and services produced by individuals
- Chronological, linear age perceptions/expectations
- Currency: monetary

This model is not only ineffective, it will become irrelevant to actual dynamics of demographics.

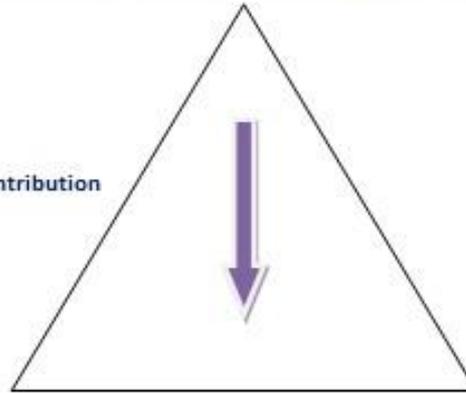
Stages of Adulthood Redefined

Human Capital model (experience, pursuit of purpose)

Young adult

A time of producing, developing and acquiring skills and experience.

Perceived value of contribution
potential



Older adult

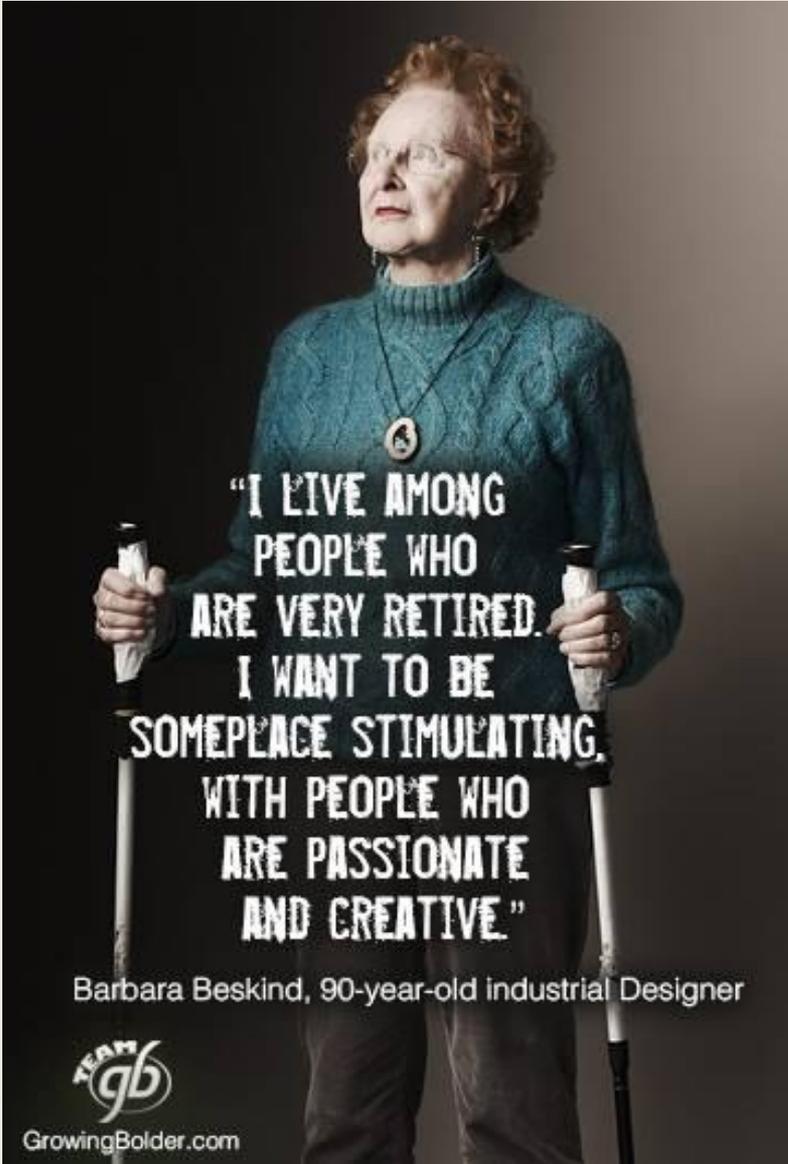
A time of engagement defined as giving back, seeking to grow in purpose, entrepreneurial, following passion.

Individual value:

- Value defined by imparting experience and values and seeking experiential opportunities
- Wisdom as prosperity
- Inquiry

Cultural value:

- GHC – Gross Human Capital - societal indicator of health, economic value of volunteerism, years of community engagement, number of lives touched, philanthropy,
- Life stage defines engagement
- Currency: human capital

A photograph of Barbara Beskind, a 90-year-old industrial designer, standing against a dark background. She is wearing a teal turtleneck sweater and glasses. She is holding a sign with both hands, which has a quote written on it in white, bold, sans-serif capital letters. The quote is: "I LIVE AMONG PEOPLE WHO ARE VERY RETIRED. I WANT TO BE SOMEPLACE STIMULATING, WITH PEOPLE WHO ARE PASSIONATE AND CREATIVE." Below the sign, her name and title are printed in a smaller white font. In the bottom left corner, there is a logo for "TEAM gb" and the website "GrowingBolder.com".

**"I LIVE AMONG
PEOPLE WHO
ARE VERY RETIRED.
I WANT TO BE
SOMEPLACE STIMULATING,
WITH PEOPLE WHO
ARE PASSIONATE
AND CREATIVE."**

Barbara Beskind, 90-year-old industrial Designer

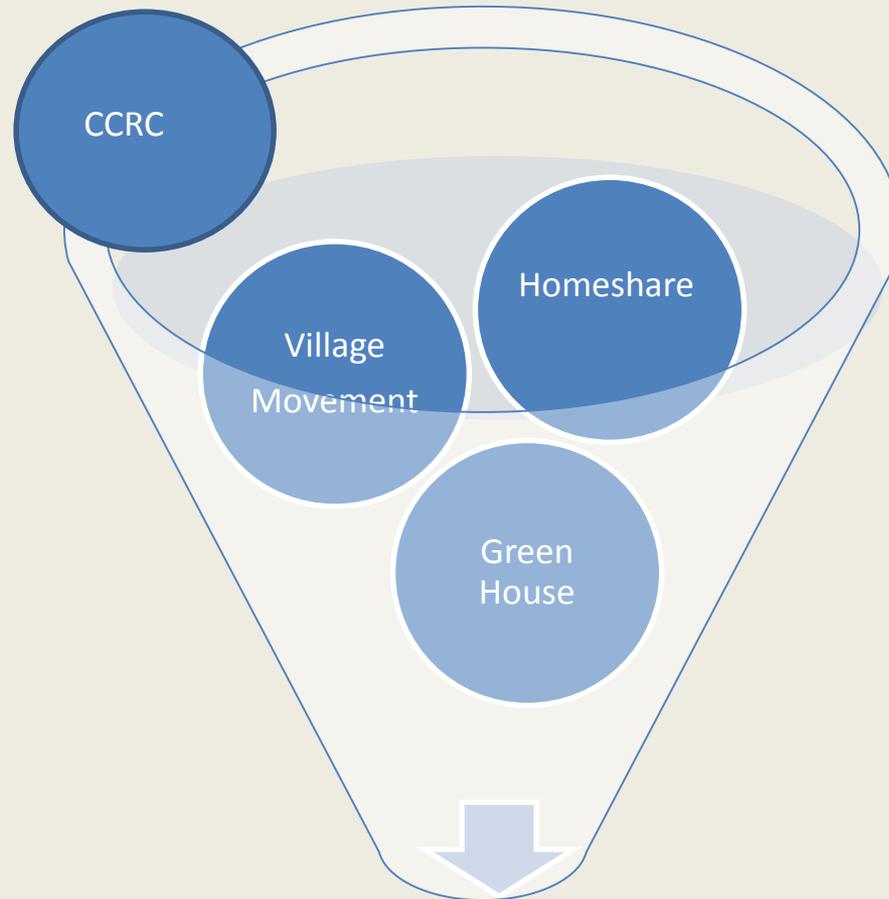


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Consumer empowerment is appreciating, rapidly.

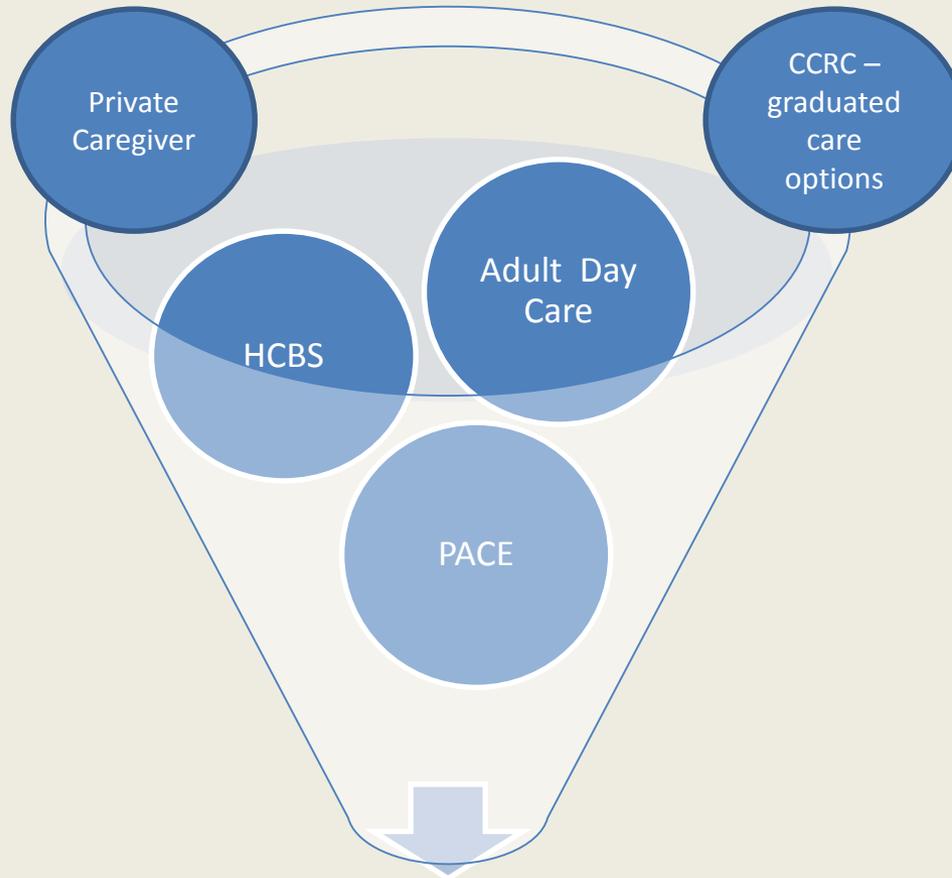
- In 10 years time, spending on recreation increased 23%, and on education, 90% increase!
- 50+ control 80% of the US aggregate net worth.
- 90% of older adults want to stay in their home; even when needing day to day assistance or ongoing health care, 82% prefer to stay in their home.
- This desire is NOT held hostage by limited options any longer.

Options *led by Consumers*



Housing Choices

Choices *made by Consumers*



Support Choices

Rapidly Appreciating trends

- Longevity Economy – reshaping economy
- Community Development – replacing ‘mature’ industries
- Consumer Influence – Silent but deadly
- Healthcare revolutions (drones, focusing on when patient is well, virtual applications, holistic wellness)
- University of Third Age

Stamp out industry depreciation

- Team care (John Hartford study – clients want and prefer that type of coordinated care)
- Telemedicine
- Rooms for rent to families (CCRCS but the ‘h’ in hospitality)
- Intergenerational residents
- Outreach to fill a community gap (aging of the aging network!)
- Green House model
- Residents as leaders, not just the physical community.

A core competency of CCRCs is the human capital residing there.



‘Capable people with strong credentials and deep expertise in a field are often the quickest to dismiss the ideas that have the greatest potential to change everything.’

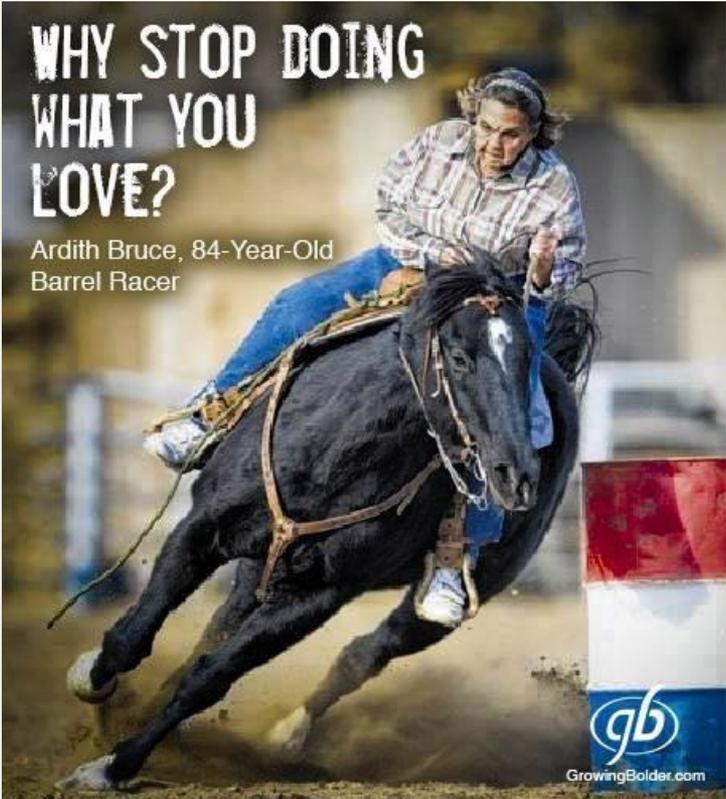
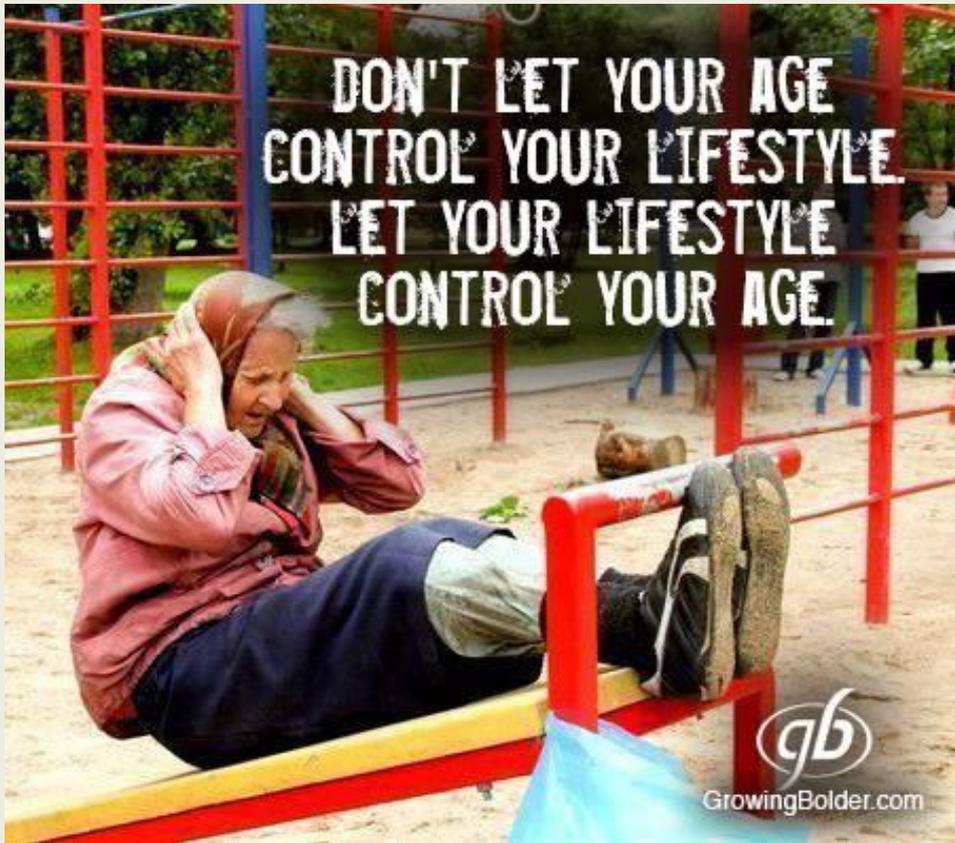
-Dr. Bill Thomas

***Insanity** is doing the same thing over and over again and expecting different results.*

- Albert Einstein







**Over 70% of how we age is choice,
100% of how an industry ages is
choice also.**

Choose appreciate.

