



VAN FORUM

Careers: The Second Time Around

Encore Careers Combine Personal Meaning and Social Impact

Visions of retirement as a time of leisure are fast disappearing. Increased longevity, changing economics, and the boomers' desire to give back are forces for change. In the past, retirement lasted only a few years and generally was viewed as the transitional period between active work and the end of life. Retirees today, however, can look forward to several decades of good health. Few are interested in—or can afford—years of golf and travel. Instead, many are choosing encore careers—work in the second half of life that combines greater personal

meaning, social impact, and, possibly, continued income.

Phyllis Moen will provide background on the changes that are encouraging encore careers. Panel participants will reflect on their transitions from traditional careers to encore careers.

Presenter and Moderator:

Phyllis Moen, McKnight Presidential Endowed Chair in Sociology at the University of Minnesota

Panel:

Lucy Rose Fischer, Artist and Author
J. Michael Orange, Teacher and Consultant

Judy Hornbacher, Entrepreneur

The forum is free and open to the public. To register, go to www.vital-aging-network.org; look under What's New. [Register online now!](#)

Questions? Need a ride? Call VAN at 651-917-4652.



Careers: The Second Time Around

10:30 AM to 12:30 PM
 Tuesday,
 December 14, 2010

Free and Open
 to the Public

Ramsey County Library
 2180 North Hamline
 Roseville MN 55113

[Map to Ramsey Library](#)

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(VAN will not hold a January forum)

February FORUM

Assistive Technology

Friday, February 11, 2011
 and
 Tuesday, February 8, 2011
 10:30 AM – 12:30 PM

[Additional information on page 8](#)

The Case for Encore Careers

By Michele Melendez, Civic Ventures

Terry Ramey spent more than a decade on a Ford assembly line in the Detroit area; now he's studying to become a nurse.

Scott Kariya had a 22-year corporate headhunting career; now he's putting his skills to work for a New York nonprofit.

Barbara Chandler Allen worked for many years as a museum administrator; now she's running a nonprofit she founded to bring art supplies to at-risk children.

This country's 78 million boomers—Ramey, Kariya and Allen among them—make up the largest, healthiest, best-educated population of Americans. People on the leading edge of the boomer generation are pioneers in a new stage spanning the decades between middle and late life. Neither young nor old, they represent an extraordinary resource.

Millions of boomers are determined to apply their experience to make a difference for others. Some are able to do so as unpaid volunteers. But most want to combine aspects of work— income and benefits—with elements of service through encore careers.

Such careers combine social impact, personal fulfillment and continued income—purpose, passion, and a paycheck— enabling people to put their experience to work for the greater good.



The Potential

The number of Americans over 55 will grow to 110 million in 2030, according to the U.S. Census. That number is up from 71 million today. Americans are living longer and feeling younger.

Unleashing this vast potential requires fresh attitudes, policies, and practices that welcome the contributions of boomers who want meaningful work that helps to create a world that's better than the one they were given.

Civic Ventures, a national think tank on boomers, work, and social purpose, has set out to define this new stage of life and work as well as change policies and create new institutions that will help millions make the transition.

Too often, boomers find themselves managing this transition on their own with few guideposts, little support, and roadblocks at every turn. As a result, this massive group of Americans represents a largely untapped resource in a nation with many unmet needs.

Encore careers offer "work with powerful psychological and spiritual meaning that contributes to the well-being of others and draws on the true gifts and experience of the individual" writes Civic Ventures founder and CEO, Marc Freedman, in his book, *Encore: Finding Work That Matters in the Second Half of Life*. "They simultaneously provide a practical answer to both the

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The Case for Encore Careers (continued)

challenges of financing a new stage of life that may extend for 20 or 30 years or more and addressing social need.”

The Numbers

People who plan to continue working into the traditional retirement years say it is important for the work to give them a sense of purpose, keep them involved with people, and help them improve the quality of life in their communities. Half of Americans aged 50 to 70 want jobs that contribute to the greater good. (For more information about this topic, read the [MetLife Foundation/Civic Ventures New Face of Work Survey](#).)

Between 5.3 million and 8.4 million Americans have already launched encore careers. Of workers aged 44 to 70 not already in encore careers, half are interested in them; specifically in jobs in education, healthcare, and the nonprofit sector. (For more information on this topic, read the [MetLife Foundation/Civic Ventures Encore Career Survey](#).)

The Future

A great—and growing—potential exists for boomers seeking encore careers.

As surprising as it sounds, new research from MetLife Foundation and Civic Ventures’ projects indicates that more jobs will be available than people to fill them by 2018. (For more information on this topic, read about the new research at www.encore.org/learn/over-55-workers-key.) The research suggests that those 55 and older have the skills and experience to help solve serious problems and bridge critical labor gaps in education, healthcare, and the green economy.

Through several initiatives, Civic Ventures aims to help form distinct pathways to encore careers and to recognize encore careers where they exist. Those efforts include the *Encore College Initiative*, which supports colleges retraining boomers for encore careers, and *The Purpose Prize*, which awards up to \$100,000 to people over 60 who are changing the world. (For more information about the initiatives, see www.encore.org/learn/aboutprograms.)

At a time when we face so many critical problems in our education and healthcare systems, in our government, in our environment, and on our streets, we can’t afford to let experience go to waste.



Medicare After Healthcare Reform

VAN and Mature Voices Minnesota co-presented the November forum, *Your Medicare After Healthcare Reform: Making the Best Possible Decisions*. More than 270 people attended. The Minnesota Board on Aging and the Metropolitan Area Agency on Aging were partners in the forum. The forum provided an update on Medicare, both nationally and locally, for 2011.

Lauren Gilchrist, MPH, Office of U.S. Senator Al Franken, presented an overview of national healthcare reform, indicating that the reform package includes long-term care insurance (the CLASS Act) for the first time.

Dr. Derek Robinson, Medical Director, Centers for Medicare and Medicaid Services (CMS), highlighted two key points:

- To get the latest benefit and resource information about the Affordable Care Act, visit www.healthcare.gov.
- The Affordable Care Act decreases the projected growth rate of Medicare spending from 6.9% to 5.3% between 2009 and 2019.

Stephanie Minor of the Minnesota Board on Aging, explained changes to Medicare for Minnesota including:

- People will receive expanded preventative health care services.
- All beneficiaries will be eligible for a new benefit providing an annual wellness visit.
- Reduced Medicare prescription drug costs (Part D) will be available.

People with Medicare questions are encouraged to contact the Minnesota Board on Aging's [Senior Linkage Line](http://www.minnesotahelp.info)® at 800-333-2433. Other resources include www.minnesotahelp.info and www.medicare.gov.

The Health Care Choices booklet also is now available. If you would like a printed copy, call the [Senior Linkage Line](http://www.minnesotahelp.info) at 800-333-2433 and press "0" to leave your request for a printed copy.

View the PowerPoint presentations for the November forum on VAN's website at www.vital-aging-network.org.

Thanks to forum sponsors: [UCare Minnesota](http://www.ucasem.org), [HealthPartners](http://www.healthpartners.com), and [Humana](http://www.humana.com).



From the Chair

An Unpaid Encore Career

I remember a colleague saying to me shortly after he retired that he mused on what he would think about as a retired person. As chair, VAN offers me much to think about.

Civic Ventures founder and CEO Marc Freedman describes an *encore career* as paid work that involves giving back or social purpose. As chair of VAN, I am enjoying what could be called an encore career. It has social purpose, but is unpaid. Many others have similar new careers as older adults, including my colleague and former VAN chair, Mark Skeie.

My own new work began while I was on phased retirement in my position at the University of Minnesota. I got involved when I was asked to join the VAN Leadership Group, which acts as VAN's board. I wasn't sure how I could contribute, but I went to meetings regularly and, eventually, I volunteered to help with evaluation of VAN's programs because I have some expertise in that area.

Then VAN asked me to chair a subcommittee that looked at program alignment. I tried to do that job to the best of my ability. In January, 2010, I was elected chair of the VAN Leadership Group. I go into this detail about how my new, *unpaid* job came about to suggest that it evolved gradually and uses skills and knowledge that I had honed in my paid career. I showed up, paid attention, and then began to see ways in which I could contribute.

VAN's mission is to promote self-determination, civic engagement, and personal growth for people as they age. I enjoy the challenge of figuring out how VAN can accomplish its goals,

how its programs can be more effective, and how we can involve more people in accomplishing our mission.

I also enjoy the opportunity for personal growth and learning about myself. For example, I now realize that I too can succumb to being jealous of what I see to be my turf, a trait I dislike in others.

The job is not routine; in fact, sometimes I wish for more routine! And I am learning a lot, getting out of my apartment, and spending time with other people.

Many of the things I like about my job are reasons why many older adults seek out new careers, postretirement jobs, or volunteering opportunities. These positions allow them to make a contribution, use knowledge and skills, and retain contacts with colleagues or develop new contacts. I am lucky that I do not need to work for pay or benefits as do increasing numbers of older adults.

Other older adults who hope for encore careers as volunteers may need to seek a volunteer position more actively than I did. And, according to a [report](#) that VAN Leadership Group member, Colleen Fritsch, and three others wrote and that the Minnesota Association of Volunteer Administrators (MAVA) recently published, some may have trouble finding what they want. It seems that many nonprofits are basing volunteer positions on an understanding of what attracted



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From the Chair (continued)

earlier generations to volunteering. This issue may limit the attractiveness of some volunteer endeavors to boomers as illustrated by the title of an article appearing in the August 14, 2000, issue of *Fortune Magazine*, "Candy Striper, My Ass! A culture clash is looming as a high-powered wave of retiring executives meets the genteel world of volunteerism."

The MAVA report suggests some intriguing best practices for engaging a new generation of volunteers. Paraphrased, nonprofits need:

- To understand volunteers' deep-seated needs to have impact
- To offer a wide choice of volunteering opportunities, including short-term and seasonal positions
- To move volunteers into project leadership roles and to be open to ideas that volunteers propose

These suggestions for volunteer administrators may also help those who seek responsible volunteer positions to think about how they frame what they hope to find in a volunteer position. I suspect that those who hope for volunteer positions with impact also may need to be flexible and willing to play lesser roles before finding a leadership position.

Nancy Eustis, Chair
Vital Aging Network

Tribute to Tom Hyder

We at the Vital Aging Network are saying "thank you" and "goodbye" to Tom Hyder, VAN coordinator, at the end of December. Tom has served as our head staff person for over three years. He began working with the Vital Aging Network soon after our transition to offices with the Metropolitan Area Agency on Aging from the College of Continuing Education at the University of Minnesota.

Tom has contributed in innumerable ways to VAN's growth and visibility since that time. He has been essential to the success and growth of VAN forums and has played a major role in recruiting participants in our ALVA Leadership Development courses and in raising money for



scholarships. Tom has also worked with our VAN partner organizations and administered grants for VAN.

Tom wrote to the Leadership Group: "... [I]t is clear that we need a new vocabulary for boomers like myself who are making life choices concerning career. Retirement isn't accurate, resignation doesn't fit, and transition is too vague. I will be returning to my passion of coaching/counseling and pursuing other interesting endeavors. . . .

[T]he future looks bright and full of opportunity [for VAN] from where I stand. I look forward to participating in VAN's future forums and events."

You'll spot him easily. He'll be the tallest guy in the room!

Volunteering Spotlight

Can we help spread the word about a volunteer opportunity in your organization? Send us information by the 10th of the month for publication in the e-Bulletin for the next month. While we will make every effort to include what you send us, space is limited.

St. Kate's Elder Mentors

A [St. Kate's](#) faculty member is seeking elder mentors for students taking a class on healthy aging. The class meets between February and early May, 2011. Mentors must be active, willing to meet individually with a student, and interested in having conversations about the experience of leading a vital life in later years. Mentors commit to meeting four times for approximately one hour. The meeting times are flexible. For more information, contact Catherine Sullivan at (651) 690-8602 or cnsullivan@stkate.edu.

The Vital Aging Network (VAN) Website Assistant

[The Vital Aging Network](#) (VAN) is seeking an individual to post updates to VAN's website using a content management system. The volunteer should be experienced with Microsoft Word. VAN will provide training. The volunteer must commit to five to ten hours per month for one year. For more information, contact Emily at 651-917-4648 or emily@vital-aging-network.org.



Community Emergency Assistance Program, Inc. (CEAP) Food Shelf Assistant

[CEAP](#) is looking for food shelf assistants. Food shelf volunteers pack food orders for CEAP clients according to a family's size and needs. They also stock shelves and sort donations. Volunteers can choose to work independently or in teams of two. Shifts are available weekdays in two locations: Brooklyn Park or Champlin. In Brooklyn Park, shift times are from 8:30 am to 12:30 pm or from 12:30 pm to 4:30 pm. In Champlin, shift times are from 12:00 pm to 4:00 pm or from 4:00 pm to 8:00 pm. For more information, contact Kay at 763-450-3679.

2011 St. Paul Winter Carnival Various Volunteer Opportunities

The 2011 St. Paul Winter Carnival is nearly here and with it comes the need for volunteers. Throughout its 122-year history, the carnival has fostered a sense of community, pride, belonging, and connectedness by celebrating Saint Paul's unique history and emerging heritage through fun and educational experiences. To be a part of this community event, go to www.winter-carnival.com/volunteers/ and fill out the volunteer waiver.

For Your CALENDAR



FEBRUARY VAN FORUM

Assistive Technology: *What is it and how can it improve your life?*

Co-sponsor: The Courage Center

Presenter

Jennifer Mundl, Assistive Technology Specialist, Courage Center

Susan Redepening, OTR, Assistive Technology Supervisor

Friday, February 11, 2010

10:30 AM – 12:30 PM

3915 Golden Valley Road
Golden Valley, Minnesota 55422

[Map to Courage Center
Golden Valley](#)

Tuesday, February 8, 2011

10:30 AM – 12:30 PM

1875 Northwestern Avenue South
Stillwater, MN 55082

[Map to Stillwater](#)

GRAND MEANDER

Saturday, December 4, 2010

Celebrate the season with the Twin Cities' premier destination for shopping, services, dining, and entertainment—Saint Paul's historic Grand Avenue! Events include breakfast with Santa, two art and craft fairs, holiday shopping, soup tasting, trolley rides, roasted chestnuts, Santa's reindeer, and carolers. For more information, visit www.grandave.com/.

DREIDEL DASH 5K

St. Paul Jewish Community Center (JCC)

Sunday, December 5, 2010

This USATF-certified, chip-timed 5K race starts at the Temple of Aaron in St. Paul, runs along Mississippi River Boulevard through the Highland Park neighborhood, and finishes at the St. Paul Jewish Community Center (JCC). A Hanukkah celebration and open-house-style event for the community will take place at the culmination of the race. Organizers will provide activities and crafts for all ages, Hanukkah

goodies, a moon bounce, and a chance to preview the all-new *Shalom Sesame* interactive media program with everyone's favorite Muppets. For more information, visit www.stpauljcc.org/adults/dreidel_dash.lasso.

LIFE'S SEASON OF GIVING...WHEN
MIDLIFE MEETS LEGACY

SHiFT Forum

Monday, December 6, 2010

The SHiFT network supports people in mid-life transitions who seek greater meaning in life and work. The network invites all to attend its forum. Join Sean Kershaw, Director, Citizens League; Judy Alness, Director, MAP for nonprofits; and Jon Pratt, Director, Minnesota Council of Nonprofits. Mike Mann, Center for Immigration, will visit for a discussion on the art of giving back at midlife. This event is free and open to the public. For more information, visit www.shiftonline.org/Events.aspx.