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FEBRUARY 27, 2020

McNichols Civic Center Building,  
Denver, CO



## Age-Friendly Workplace Programs: Recruiting and Retaining Experienced Employees



TRANSAMERICA INSTITUTE®  
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THE UNIVERSITY OF IOWA | College of Public Health



# Age-Friendly Workplace Programs: Recruiting and Retaining Experienced Employees

A collaboration between the University of Iowa and Transamerica Institute  
Co-Sponsored by the Office of Governor Jared Polis

## CONFERENCE AGENDA

McNichols Civic Center Building, Denver, CO

9:00 – 9:20 a.m.	Check-In, Coffee & Networking
9:20 – 9:30 a.m.	<b>Welcome</b> <i>Catherine Collinson, CEO and President, nonprofit Transamerica Institute</i>
9:30 – 9:40 a.m.	<b>Greetings from the Capitol</b> <i>Jared Polis, Governor (Invited)</i>
9:40 – 10:15 a.m.	<b>Future of Work</b> <i>Joe Barela, Executive Director, CO Department of Labor and Employment</i>
10:15 – 10:30 a.m.	Break & Networking
10:30 – 11:15 a.m.	<b>Keynote Address — The Longevity Economy</b> <i>Paul Irving, Chairman, Milken Institute Center for the Future of Aging</i>
11:15 a.m. – noon	<b>Findings from the Project Team's Research Among CO Employers</b> <i>Dr. Brian Kaskie, Associate Professor, University of Iowa – Health Management &amp; Policy</i>
noon – 1:15 p.m.	Lunch and Table Discussions of Best Practices
1:15 – 2:00 p.m.	<b>Panel: Living, Learning and Earning Longer &amp; Employers Taking the Lead</b> <b>Moderator: Richard Eisenberg, Managing Editor, Next Avenue</b> <i>Ramsey Alwin, Director of Thought Leadership, AARP</i> <i>Rick Guzzo, Partner and Co-Founder, Mercer Workforce Sciences Institute</i>
2:00 – 2:45 p.m.	<b>Panel: Connections Among Colorado Nonprofits</b> <b>Moderator: Catherine Collinson</b> <i>Karen Brown, Director, Changing the Narrative Age-Friendly Workplace Initiative; CO Strategic Action Planning Group on Aging</i> <i>Khristine Rogers, State Director, Senior Planet &amp; Older Adults Technology Services</i> <i>Janine Vanderburg, Director &amp; Chief Catalyst, Changing the Narrative</i>
2:45 – 3:00 p.m.	Break & Networking
3:00 – 3:30 p.m.	<b>Panel: State Policies and Programs Pertaining to Experienced Employees</b> <b>Moderator: Janice Blanchard, Senior Policy Advisor, Office of Governor Jared Polis</b> <i>Kelly Folks, Director, Arapahoe/Douglas Works!</i> <i>Dr. Christian Itin, Chair, CO Strategic Action Planning Group on Aging</i> <i>Katherine Keegan, Director, CO Office of the Future of Work</i>
3:30 – 4:00 p.m.	<b>What's Next — Phase Two of Age-Friendly Workplace Programs Project in Colorado</b> <i>Catherine Collinson and Brian Kaskie</i>
4:00 p.m.	Adjourn

# Conference Speakers and Moderators



**JARED POLIS** is an entrepreneur, education leader, public servant, and Colorado native. By the time he was 30, he launched three successful companies. Jared's pioneering role in the internet economy earned him an "Entrepreneur of the Year" distinction from Ernst and Young. In addition to his career as an entrepreneur, much of Jared's adult life has been focused on improving public education.

Most recently, Jared served as the U.S. Representative for Colorado's Second Congressional District. During his time in Congress, the Center for Effective Lawmaking ranked Jared the most effective member of Colorado's House delegation due to his success working across the aisle to improve Colorado's schools, protect public lands, and support startups and small businesses.

Jared and his partner Marlon, and their two children are all avid Rockies fans.



**RAMSEY ALWIN** is AARP's Director of Thought Leadership and works to position AARP as the global leader in challenging outdated beliefs and sparking new solutions related to financial resilience

and longevity so people can choose how they age. She engages with provocative thinkers to bring the best ideas from a wide range of perspectives to bear on AARP's programs, policy work, and products.



**JOE BARELA** brings 25+ years of experience to his role as the Executive Director of the Colorado Department of Labor and Employment. In 2015 he helped coordinate the U.S. Department of Labor's implementation of the Workforce Innovation Opportunity Act (WIOA) as a Senior Advisor. He serves on the board of the National Association of State Workforce Agencies.



**JANICE BLANCHARD** is Senior Policy Advisor on Aging for Colorado Governor Polis. For nearly 30 years she has worked locally and nationally in academic, government and nonprofit organizations to promote a positive culture on aging. She proudly shares the Governor's vision to make Colorado the best state for people of all ages to live, work and play.



**KAREN BROWN** is a thought leader with zest for all things aging-related. Her work on the Age-Friendly Workplace Initiative and Colorado's Strategic Action Planning Group focuses on dispelling myths about hiring older workers, creating awareness of the benefits of intergenerational workforces, and sharing demographic information that shows the critical importance of engaging older people.



**RICH EISENBERG** is the Managing Editor of Next Avenue, a PBS site for people 50+, and editor of its Work & Purpose and Money & Policy channels. Previously, he was Executive Editor of Money, Front Page

Finance Editor at Yahoo! and Money Editor at Good Housekeeping. He received the 2017 RTDNA/NEFE Excellence in Personal Finance Reporting Award.



**KELLY FOLKS** a native Coloradan, currently is the Director of the Arapahoe/Douglas Works! Workforce Center in Centennial. For more than 20 years she has worked to develop programming designed to serve the hardest to serve populations; of which the past 17 years have been in the Workforce Development System.



**RICK GUZZO, PH.D.** is a partner and co-founder of Mercer's Workforce Sciences Institute, a research and innovation center. His work informs Mercer's "Next Stage: Are You Age-Ready" program for employers to help them optimize their workforce performance by capturing the value of age and experience in a changing world of work.



**PAUL IRVING** Chairman of the Milken Institute Center for the Future of Aging, Chairman of Encore.org, and distinguished scholar-in-residence at the USC Davis School of Gerontology.

He previously served as Milken Institute's President, an advanced leadership fellow at Harvard University, and Chairman and CEO of Manatt, Phelps & Phillips, LLP, a national law and consulting firm.



**CHRISTIAN ITIN** is currently a Professor in the Department of Social Work at MSU Denver. He has served on Colorado's Strategic Action Planning Group on Aging (SAPGA)

since 2015 and is the body's current chair. He has been chair and co-chair of the workforce development sub-group.



**KATHERINE KEEGAN** is the Director of the recently created Colorado Office of the Future of Work. In that capacity she serves as the central point of contact for the State's effort to understand, prepare for, raise awareness of, and develop effective policy and programmatic solutions to respond to the changing economy in Colorado.



**KHRISSTINE ROGERS** is the State Director of Older Adults Technology Services (OATS), a nonprofit dedicated to harnessing technology to change the way we age. Intersecting successful aging and technology, Khristine leads statewide workforce development and social impact initiatives designed to optimize independence, wellbeing, and financial security for Coloradans.



**JANINE VANDERBURG** is Director and Chief Catalyst of Changing the Narrative, a communications and awareness campaign working to increase understanding of ageism and to shift how Coloradans think about aging. She brings over three decades of experience in community and social change to her role of leading the initiative.

# Colorado's Above-Fifty Employment Strategies (CAFES) Initiative

CAFES Initiative is a two-year project that aims to transform the way employers shape the future of aging in Colorado, by addressing how they meet the needs and preferences of experienced employees (age 50+ workers). It is a collaboration between researchers at The University of Iowa College of Public Health and Transamerica Institute®, and is co-sponsored by the Office of Governor Jared Polis.

Colorado's workforce is growing older – by 2030 more than one in four persons working in the state will be over 55. Many workers want or need to stay in the workforce beyond traditional retirement age in order to stay active and involved, or to adequately save for a financially secure retirement.

The project's specific goals are:

- 1 Conduct a survey of Colorado employers to identify and assess how they are addressing experienced employees.
- 2 Disseminate information about best practices adopted by Colorado employers at the conference.
- 3 Facilitate implementation of best practices among Colorado employers.
- 4 Conduct a state-wide public awareness campaign to highlight how employers can successfully address the implications of Colorado's aging workforce.

This effort to move Colorado's employers closer toward meeting the needs and preferences of an age-friendly workplace constitutes a substantive contribution to improving future opportunities to age successfully in Colorado.

**The University of Iowa College of Public Health** works to promote health and prevent injury and illness through its commitment to education and training, excellence in research, innovation in policy development, and devotion to public health practice. [www.public-health.uiowa.edu](http://www.public-health.uiowa.edu)

**Transamerica Institute®** is a nonprofit, private foundation dedicated to identifying, researching and educating the public about health coverage and wellness, retirement, and other financial issues facing Americans today. The Institute is funded by contributions from Transamerica Life Insurance Company and its affiliates and may receive funds from unaffiliated third parties. [www.transamericainstitute.org/cafes](http://www.transamericainstitute.org/cafes)

Transamerica Institute and the University of Iowa are not affiliated with each other.

## Project Leaders



Catherine Collinson serves as CEO and President of Transamerica Institute®, a nonprofit private foundation which includes Transamerica Center for Retirement Studies®. She is a champion for Americans who are at risk of not achieving a financially secure retirement.

Catherine was also an Influencer in Aging by PBS' Next Avenue. She was honored with a Hero Award from the Women's Institute for a Secure Retirement (WISER) for her efforts in helping improve retirement security among women. Catherine serves on the Advisory Board of the Milken Institute's Center for the Future of Aging.



Brian Kaskie, Ph.D. is an associate professor in Health Management and Policy at University of Iowa. He created the university's multi-disciplinary graduate fellowship in aging, authored the Iowa Board of Regents Strategic Plan for Geriatric Care, and currently directs the two graduate degree programs in health policy at the university. Brian served as an American Political Science Association Congressional Fellow, assigned to the Majority Staff of the Senate Aging Committee, chaired by Senator Susan M. Collins. Brian's primary interest is the intersection between public policies and older persons.

He has a history of contributing directly to the formulation and implementation of public policies concerning older adults in his work with the Alzheimer's Association National Public Policy office and California's Strategic Planning Initiative for Older Adults.

**Funding for the CAFES project provided by NextFifty Initiative.**

