



CALL FOR PARTICIPANTS AGE 55 PLUS FOR FOCUS GROUP

Athens Community Council on Aging (ACCA) would like to invite representatives from the Athens-Clarke County area to be a part of a focus group to gather feedback and ideas for the creation and implementation of an exciting collaborative initiative between Athens Community Council on Aging (ACCA), the UGA Institute for Leadership Advancement, and the Athens Area Chamber of Commerce.

These important focus groups will be held at the Athens Community Council on Aging located at 135 Hoyt Street in Athens on the following dates:

- Monday, March 17 – 2:30pm – 4:30pm (light snacks provided)
- Wednesday, March 19 – 3:00pm – 4:30pm (light snacks provided)
- Monday, March 24 – 5:00pm – 7:00pm (light snacks provided)
- Wednesday, March 26 – 8:30am – 10:30am (light snacks provided)
- Friday, March 28 – 12:00pm – 2:00pm (for caregivers specifically; lunch provided)

Reason for the Initiative: Athens is consistently included as one of the top retirement destinations in the US by travel and financial publications. With that unique moniker, Athens is beginning to experience a major change in the face of aging with the new generation of older adult, the Baby Boomer. Boomers do not consider themselves as “seniors” and never will. Instead, they are seeking out vital, livable communities and experiences that support their desire to live actively and fully, and also cater to their distinctive needs. With the significant increase in the “new” older adult population, businesses and communities need to prepare themselves for the new needs of this consumer.

The Initiative: In an effort to deal with this new reality, ACCA plans to become the leader and the go-to-organization in creating an exceptional “age-friendly” community in Athens-Clarke County. This initiative is designed to support both this new generation of spirited “seniors” and our local Athens businesses in developing one of the first “age-friendly” communities of its size in the nation and in the state of Georgia. Building on their experience and reputation of its services, staff and their ability to represent and serve this “senior” population, ACCA wants to provide expert guidance to the business, healthcare and governing sectors for becoming “age-friendly”, creating a vital “senior” community experience that benefits all. ACCA is working with thirty Leonard Leadership Scholars in constructing a Business Certification for Age Friendly Businesses in the Athens Community as part of this effort. The Athens Chamber of Commerce has endorsed this project and is excited to partner with ACCA and Terry College of-Business’ Institute for Leadership Advancement moving forward.

We need you: One of the key stakeholders in the project is our community members who are over the age of 55. Your input is essential to the success of this initiative. Please accept this



ATHENS COMMUNITY COUNCIL ON AGING

Live well. Age well.

invitation to contribute your comments and ideas. Please RSVP to KaDee Holt for one of the times above at kholt@accaging.org or by phone at 706-549-4850. Space is limited.

For the Caregiver Focus Group on Friday, March 28th, pre-registration is recommended and care for your loved one and lunch will be provided at no cost to you.