
The 50+ Market

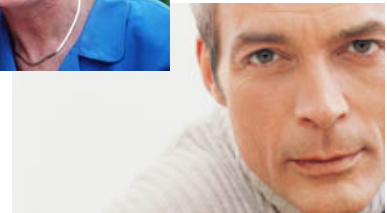
- spends \$1.7 trillion on goods and services annually
- accounts for 50% of total consumer spending
- owns 65% of the net worth of US households
- totals one-third of the US population today

Today, more and more businesses are recognizing that older adults are valued employees and customers in their community. The Senior-Friendly Business Program was created to acknowledge those businesses that have instituted and promoted best practices toward employment, independence and service to older adults. Specifically, it seeks to recognize businesses that have not only met the legal compliances of the ADA, but have also demonstrated a clear and conscious effort to be Senior-Friendly. We are seeking only those businesses that go above and beyond!



UPPER COASTAL PLAIN
AREA AGENCY ON AGING
PO Drawer 2748
1309 S. Wesleyan Blvd.
Rocky Mount, NC 27803

Do You Know Who Your Consumers Are?



**What Are You Doing To Attract
and Keep These Consumers?**

We Can Help!

Senior-Friendly Business Certification

Senior-Friendly Business Certification



An Overview...

The Senior-Friendly Business Program is an initiative of the Area Agency on Aging, which serves Edgecombe, Halifax, Nash, Northampton and Wilson Counties. The program was designed through a partnership with the Nash County Senior-Friendly Action Team. It is currently being piloted in Nashville, NC.

How It Works...

Step 1: Request an information packet by contacting Heather Proctor at the Area Agency on Aging, 252-446-0411.

Step 2: Review the Assessment Questionnaire and determine if your business would like to move forward.

Step 3: Make the necessary improvements to your business with the assistance of a local contact.

Step 4: Complete the Certification Request Form to receive an evaluation from our trained volunteers.

Step 5: Enjoy the benefits of being a Certified Senior-Friendly Business.

Key Components

The process for receiving Senior-Friendly Certification involves three key components; Evaluation, Training and Education, and Moving Into the Future.

Evaluation

Each business will request evaluation as part of the Senior-Friendly Business Program. Three trained volunteers will visit your business over a two week period to complete the questionnaire. A business must meet all the required items and at least 80% of the suggested items to reach certification. The Senior-Friendly Evaluation team will hold a team meeting to tally the questionnaire and determine certification.

Training and Education

At least one manager and 25% of the employees must attend a Senior-Friendly Orientation to reach certification. The goal of the training is to educate businesses about the Senior-Friendly concept, aging facts and myths and challenge them to provide exceptional, Senior-Friendly service. These trainings will be offered at different times and days so that everyone has an opportunity to participate.

Moving Into the Future

Certified businesses will receive the following benefits:

- Framed Senior-Friendly Certification certificate for display
- Senior-Friendly window decal
- A CD-ROM with Senior-Friendly logos for use by your business
- A customized press release submitted to your local newspaper
- Senior-Friendly Certification letter, ready for customization, for customer education of the Senior-Friendly concept
- Your business listed on the Area Agency on Aging website
- Ongoing support, training opportunities, and outreach events



**TAKE THE CHALLENGE!
CALL TODAY!**

252-446-0411