TRANSFORMING LIFE AFTER 50 INSTITUTE

November 27-29, 2007
Pasadena, CA
How Libraries Can Respond

Where to Go from Here
“Transforming Life After 50”

Who?

Boomers? Libraries?

Yes Yes
The Intersection:

What we know about Boomers

What you know about Libraries
The Broader Goal: Making your library more relevant in your community
Our Challenge:

Understand and appreciate differences while looking for commonalities
What we know so far about Boomers:
It isn’t “them” we’re talking about; it’s US
They see themselves in early middle age, and won’t ever be “seniors”
Knowing their age won’t tell you as much as knowing their life stage
They have a myriad of life styles – so no “one size fits all programs”
All demos are local; develop programs for your Boomer Consumer
Viva THE Vital

- Financial
- Physical
- Mental
- Social
- Spiritual
Baby Boomers

Green Movement!
More Learning

- Libraries can play an important role in encouraging “health.”
  - Rights come with responsibility

- Libraries are the best “Brain Health Centers” on the planet.
  - Despite diversity, everyone has a brain and wants to keep it healthy

- “Engagement” is key.
More Learning

- Words we use make this more difficult.
- We don’t have to reinvent libraries, just repackage our offerings to be more relevant.
- Boomers as volunteers will bring new opportunities and new challenges.
- Naps are required.
- It’s time for Cul de Sacs to come to a Dead End.
- Older Boomers need Latino immigrants.
What we learned from others:
Lessons Learned in California and Elsewhere

- Talk to your Boomers to develop your programs.
- Get partners to help with visibility, access.
- Avoid “seniors” and the “R” word.
- “Boomer” isn’t an affinity group.
- Tie in with local volunteer matching organizations, not national.
- Develop programs with an audience in mind, but underneath a broader umbrella.
An “A-ha” Moment?

The audience isn’t the umbrella
Programs on Health  Programs on Money  Programs on Careers  Programs on Volunteering
Programs on Health
Programs on Money
Programs on Careers
Programs on Volunteering
What This Means:

Goal: Becoming more relevant to your community

Strategy: Develop an umbrella position under which specific programs for specific audiences can be implemented.
Frock Out Denver: Independent Designers Challenge

The Denver Public Library has joined forces with one of Denver’s fashion icons, The Fabric Lab, and Denver Fabrics, to create Frock Out Denver—a celebration of Denver’s vibrant fashion scene.

Traci Willis, co-founder and owner of The Fabric Lab, has guided twelve fashion designers as they have created fashion designs to demonstrate their best style innovations.

Pick up your tickets to this free event or buy VIP tickets for the show and Cocktail Reception:

Buy VIP Tickets

Learn more about VIP Tickets

Raise Your Freak Flag

November 13 – December 5
Go to the Raise Your Freak Flag page for details.

Frock Out Designer Exhibit - November 13 – December 5
You Are Your Interests - December 3

Film Series – Backstory

November 6 - December 4
Go to the Film Series page for details.

Noises Off! - November 6
Moon Over Broadway - November 13
Vanya on 42nd Street - November 20
Waiting for Guffman - November 27
Scene Stealers - Cooking Demos

November 10 - December 8
Go to the Cooking page for details.

Croquembouche - A Cream puff Sculpture - November 10
Italian Tiramisu - November 17
The French Carde Manger - Blue Cheese and Grapes in Pistachios - November 24
Chocolate Truffles - December 8

Making a Scene

November 5 - December 8
Go to the Making a Scene page for details.

Preserving the Memory of Anna - November 5 - Registration Required
Pride and Prejudice: Putting it Together - November 11 - Registration Required
Molly Brown - Stage Whispers - November 10
A Grateful Heart with Janice Hoffman - November 19
Unconventional Women of the West - December 8

Make it, Give it

November 5 - December 5
Go to the Make it, Give it page for details.

Knit One, Purl Too - Beginning Knitting - November 5, 19 and 26 - This class is full, registration is closed.
Holiday Felting Workshop - Intermediate Knitting - November 5, 19, 20 and 27 - Registration Required
Pop Up Cards - November 7 or 18 - This class is full, registration is closed.
Fused Glass Workshop - November 8 - This class is full, registration is closed.
Needle Felting - November 14 or 15 - This class is full, registration is closed.
Cathedral Window Handmade Books - December 2 or 9 - This class is full, registration is closed.

Luxury Facts

November 6 - 24
Go to the Luxury Facts page for details.

Winter Teas for Muguggers - November 6
Luxury Facts

November 6 - 24
Go to the Luxury Facts page for details.

Winter Teas for Maghuggers - November 6
Gifts from the Kitchen with Susan Evans - November 14 or 24
Gifts from the Garden - November 17

Author, Author

November 5 - 8
Go to the Author, Author page for details.
Focus on the Fabulous - November 5
Maiden Tribute: The Life of W. T. Stead - November 7
Capt. Jopp and the Little Black Book - November 8

Wintersong

December 1 - 9
Go to the Wintersong page for details.
Celebrate the Season - Denver Gay Men's Chorus - December 1
Baby, It's Cold Outside - Winter Duets with Marta Burton - December 8

Hand Gestures

November 5 - December 9
Go to the Hand Gestures page for details.
What Does Your Handwriting Say About You? - November 5
Creating a Scene - Mixed Media Journaling - December 2 and/or December 9 - This class is full. Registration is closed.

Ghost Hunting and Denver's Local Haunts

Ghost Hunting and Denver's Local Haunts
Monday, October 29, 6 - 7:30 p.m.
Central Library, Level B2 Conference Center

Learn about some of Denver's most haunted spots. Bryan Bonner and Matthew Baxter, of The Rocky Mountain Paranormal Research Society, are seasoned ghost hunters and will discuss the research of paranormal activity.
Film At Central Cinema Club

October 24 - December 12
Go to the Cinema Club page for details and a complete listing of films.

- The Blair Witch Project - October 24
- The Witches of Eastwick - October 31
- Planes, Trains and Automobiles - November 7
- Home for the Holidays - November 14
- Pieces of April - November 28
- Hanging Up - December 5
- Raiders of the Lost Ark - December 12

Tikkun Olam: Repairing the World

Tikkun Olam: Repairing the World Exhibition
September 7 - December 3
Central Library, Schlessman Hall
Presented by artist Christy Houghtman and created in collaboration with the Mazel Museum.

Representing 54 participants from 27 different countries, the Tikkun Olam project illustrates the fundamental truth of our time: the interconnectedness and mutual interdependence of people, regardless of race, ethnicity and experience. The project's participants, many of whom are survivors of torture and exile, showcase their ideas of Tikkun Olam through their unique works of art.

The Tikkun Olam: Repairing the World exhibition serves as the third component of the Mazel Museum's flagship education program, Bridges of Understanding. For further information, contact Christy at 303-822-1402.

The Tikkun Olam Exhibition has been made possible by SCDP, Social Energy, Rees Foundation, Allied Jewish Federation, Key Bank and Great Plains Moving and Storage.

Fresh City Life Internship Program

This fall, the highly celebrated arts, cultural and adult education department at the Denver Public Library, Fresh City Life, will launch a new internship program. Learn more about it on our Internship page.

Keep exciting and inspiring adult cultural programming alive at the Denver Public Library!

Join Fresh City Friends to support the 2007-2008 Fresh City Life classes and events.

In appreciation for your gift, you'll receive:
- Special recognition in the Fresh City Life brochures
- Invitations to VIP events
- Acknowledgement in the Annual Report

Fabulous Fresh City Friends $1,000+
...at any age
Program Ideas

...at any age

- Livin’ Large at any age
- Being Green at any age
- Brain Health at any age
- Giving Back at any age
- Learning at any age
- Financial Planning at any age
- Getting Spiritual at any age
Program Ideas

...at any age

- What’s Your Game Plan for Life?
- Hello Future: Planning Your Next Chapter
- Mastering Being a Caregiver
- Encore Careers
- Dating at Any Age
- New Grandparents Rules & Regulations
- Volunteer Speed Matching
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