



**Shirley
Luttrupp**
Volunteer Evaluator

"I like to be an **Elder Friendly** evaluator because businesses do pay attention. The program does make a difference by teaching businesses how best to accommodate the older customer. In accommodating the older customer it helps everyone like moms with small children, and people with mobility problems regardless of age. It's a win-win situation, where what benefits one, benefits all. I encourage older adults to volunteer as an evaluator and shop **Elder Friendly Certified Businesses**."

**Elder Friendly® is a hot idea.
How can I get certified?**

It's simple. Just write or fax us at the address or phone number below. Please include the address of your site(s) to be evaluated, the name of your company contact and a check for the appropriate fee.

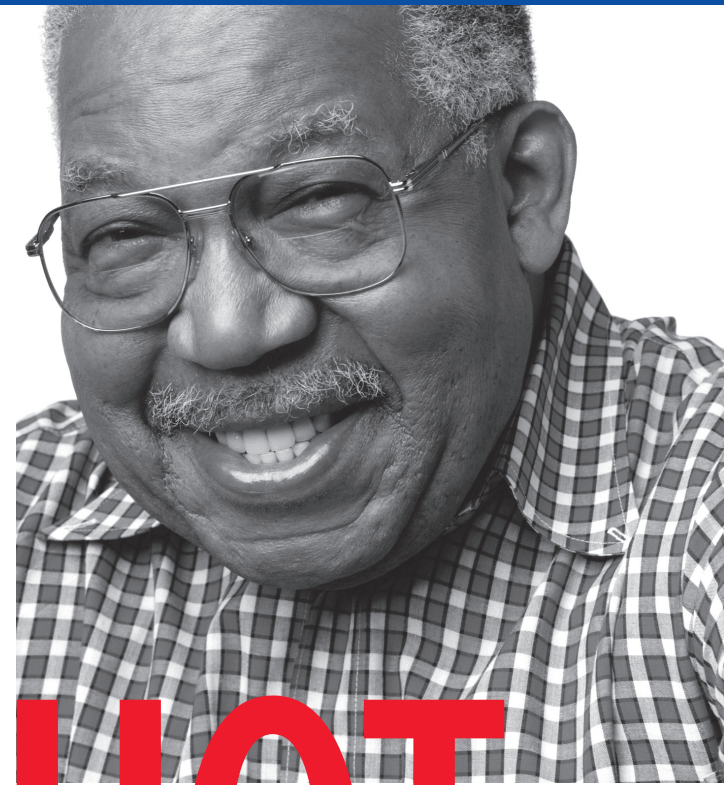
Upon certification, you will be informed of training opportunities for your employees and staff. What's more, you'll receive Elder Friendly decals, ideas on how to publicize your new-found status and a listing in our publication of Elder Friendly businesses that go directly to those consumers 50+.

For questions, please call us for more information.



Elders in Action

1411 SW Morrison St Suite 290
Portland, OR 97205
Phone 503-235-5474 • Fax 503-595-7599
www.eldersinaction.org



HOT

[50-plus...
Where
the real
action is.]

Elder Friendly® Business Certification: Can you say revenue source?

You're looking for ways to grow your business. More specifically, how you can improve your bottom line.

We've got two words for you: fifty-plus. The fact is, people 50 and over represent not only the fastest growing segment of our population, but they're consumers who are extremely loyal to the businesses they patronize.

Consider these statistics. People 50+:

- Spend \$800,000,000,000 annually
- Command half of all discretionary income
- Hold 77% of all financial assets
- Make up 42% of consumer demand,
- Continue to grow at a rate where one in three Americans will be 50+ by 2010.

Most important to you, elders do business with retailers that make them feel both welcome and appreciated. And by being certified Elder Friendly, they know your business does both.



"Certified Elder Friendly": A sign that attracts discretionary income.

We're Elders In Action.

Our goal is simple: to actively involve elders in making their community a better place to live. Which makes us uniquely qualified to help your business meet the needs of this powerful group of consumers.

Earning Elder Friendly Business Certification is a simple process. Trained elder evaluators from our agency,



We pride ourselves on our service and were able to implement the easy suggestions into our operations. It's been a successful program for us, and I'd encourage other businesses to participate.

**Matt Corbin
Marketing Director
Shari's Restaurants**

following specific guidelines, "shop" your store(s). Our evaluators check out how helpful your telephone and customer service is. We assess your building layout and access. When completed, we provide feedback and training information to both management and the people involved in helping start such a program.

Results, of course, are confidential. If your business fails to pass the evaluation, specific suggestions will be made to

help you meet certification standards. Then you decide whether to make the changes and request a complimentary evaluation.

Evaluation criteria: What standards make your business Elder Friendly.

When evaluating your business or service in order to certify your company as Elder Friendly, our undercover shoppers go through your store and rate your telephone access, physical access, customer service and the physical layout of the store. If you're a service business, we'll want to know about your business operations.

The investment for certification: Not much for such a hot demographic.

- Fee based on number of employees.
- Businesses also reimburse any out-of-pocket expenses incurred, such as meal costs.
- Not-for-profit organizations receive a 10% discount.
- Certification is good for two years, at which time, a business in good standing may be re-evaluated at half the cost.

**Find more information on
Elder Friendly® Business
Certification at:**

www.eldersinaction.org