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## Winter 2011 Newsletter

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### Dear Friend of Discovering What's Next®,

Exciting things are happening behind the scenes at Discovering What's Next®!

### Boomers at 65

The media just can't resist another story about the impact of the baby boomer generation as they age, and we saw a flurry of such stories in early January. Inevitably, they start from a negative premise: boomers, by their sheer numbers, are about to become an unmanageable burden on the rest of society. Typical of this was a front-page [article](#) in The New York Times on January 1, headlined "Boomers Hit New Self-Absorption Milestone: Age 65."

This article certainly didn't reflect the attitude and experience of the many boomers (and others) who participate in our programs. Nor does it reflect our fundamental belief that people

in the second half of life have a wealth of knowledge and experience to contribute, turning age from a societal liability to an asset. A [letter](#) expressing this view, written by Doug Dickson, president of DWN, was printed in the January 5 edition of the NYT.

An [op-ed column](#), written by Ellen Goodman and appearing in The Boston Globe on the same day as the NYT story, takes this affirmative view as well. It was a refreshing antidote to the rash of negative stories appearing elsewhere. Ellen was the keynote speaker at our recent Encore Summit and is herself engaged in very creative and fulfilling work after her 40-year career as a syndicated columnist.

### Encore Summit Videos on YouTube

If you were not able to participate in our Encore Summit in November (and even if you did), you may want to take a few minutes to view excerpts on [YouTube](#). Of particular note are the keynote speech by Ellen Goodman, labor force projections by Barry Bluestone and presentations by people who have transitioned to encore work in health care, education, environment and social entrepreneurship.

### DWN in the News

We continue to receive good press coverage of our programs and services. Three recent examples include:

- The November 17, 2010 issue of [Newsweek](#) in an article called "Second Life," describes organizations nationally that support people during mid-life transitions. The article quotes Carol Greenfield, founder of DWN.
- The January-February edition of the [AARP Bulletin](#) contains an article on our Encore Summit, held in November 2010. The article is titled "How to Get an Encore" and features Polly Cummings, who participated in the Summit.
- The January-February edition of [Harvard Magazine](#) discusses the process of finding an encore career and cites the work of Discovering What's Next.

### New Tufts Foundation Grant

For the second year, we have received a grant from the Tufts Health Plan

Foundation to support the growth of our Encore programs. This \$45,000 grant is part of the foundation's healthy aging initiative and is intended to help DWN solidify our program, expand its reach and make it sustainable into the future.

In making the announcement, David Abelman, executive director of THPF, said, "We look forward to continuing these collaborative efforts with these community-based programs that are truly making a difference in our neighborhoods."

### Program Fees

Six months ago, DWN moved from the Newton Free Library to new space in the Newton Cultural Center (225 Nevada St. in Newtonville). We made the move for two reasons. First, we had outgrown our space at the library, and the library needed the space we were using. Second, we recognized that we could never be self-sustaining in the library since, as a public institution, they don't allow fee-based programs.

One of the most important ways for DWN to support itself going forward is to charge reasonable fees for its programs and services. We also receive income from sponsors and foundation grants, but those funding sources also want to know that we can generate our own revenue. They also want to see that we have the infrastructure to support our growth and to be sustainable over time.

For this reason, we have begun to charge modest fees for our programs. Our goal is to cover our costs while keeping our programs affordable. We look for your feedback about whether we are meeting that goal. We are also seeking to create a "scholarship" fund so that no one is left out because of cost.

### Program Calendar

Click on [January 2011 Programs](#) to view DWN January Program calendar.

### Use Our Amazon Link

DWN has a link to Amazon.com on our web site. When you use [this link](#) to order books and other merchandise from Amazon, they contribute a percentage of the proceeds to DWN. With just one click, you can help to support our work every time you shop on Amazon!

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