



NRVC

NATIONAL RETIREE
VOLUNTEER
CENTER

*"Grow old along with me,
the best is yet to be..."*

Robert Browning

The older segment of the population is booming, largely because people are living longer. The average male spends 20 percent of his life in retirement. By 1990, that number will reach 30 percent. Soon, the number of people aged 65 and over will equal those aged 20 to 65.

Therefore, the subject of retirement has taken on new importance. Amidst such dramatic social changes, a significant idea has emerged and the National Retiree Volunteer Center is the energizing force behind its success. With the leadership of the National Retiree Volunteer Center, many of the country's premier corporations have organized exciting retiree volunteer programs.

Thousands of retiree volunteers are now making a difference in the quality of life in their communities. Corporations — educational and governmental institutions as well — have found that today's retirees are eager to utilize the ability of their fellow retirees and the support of their former employers to help guide them into significant volunteer projects and activities. At the same time, such programs provide companies with new opportunities to meet their social responsibilities. And, everybody wins — the retiree, the community and the corporation.

We know that you will share our enthusiasm for the tremendous success that the National Retiree Volunteer Center has achieved thus far and the role that our organization will continue to play in the future. Through the continuing efforts of the National Retiree Volunteer Center, in conjunction with corporations and their retirees, "the best is truly yet to be."

Sincerely,



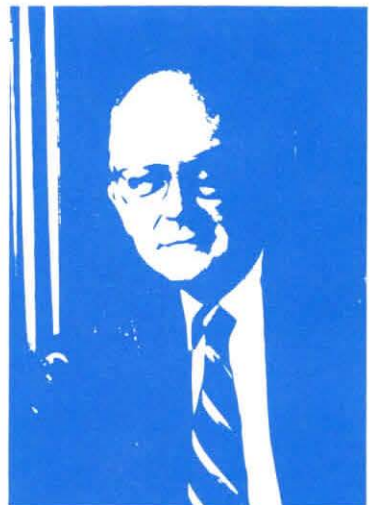
Elva D. Walker
Chairman, National Retiree Volunteer Center
Chairman, National Purity Soap and Chemical



Otto A. Silha
Vice Chairman,
National Retiree Volunteer Center
President, Silha Associates
Retired Chairman, Cowles Media Company



Elva D. Walker, Chairman



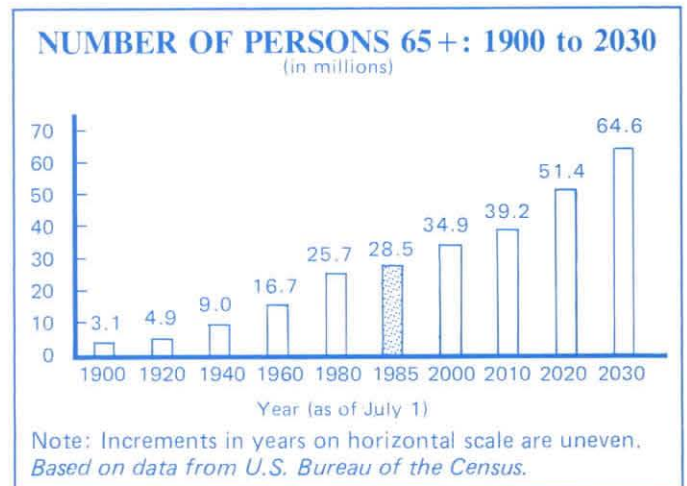
Otto A. Silha, Vice Chairman

A TWOFOLD NEED FOR RETIREE VOLUNTEER PROGRAMS

AMERICA IS GETTING OLDER...

Two important socioeconomic trends merit the attention of community leaders across the country. One indicates a rapidly growing resource; the other seems to be shrinking. The implications for society are many.

No doubt about it. The 65-and-over age group is now the nation's fastest growing population segment. Seniors already outnumber teenagers. And life expectancy lengthens constantly.



The older population is expected to continue to grow. The most rapid increase is expected between the years 2010 and 2030 when the "Baby Boom" generation reaches 65.

For example: In 1900, a man could expect to live just 1.2 years after he retired at age 65. In 1980, that figure was 14 years; just five years later, in 1985, it was over 20 years. In the future, medical and technological advances could mean years of retirement equal to years in the workplace.

Today, however, retirees are not only living longer — they are healthier, wealthier and better educated than ever before. Moreover, there has been a trend toward early retirement and a move toward corporate down-sizing. Consequently, there is a tremendous pool of retirees available with time and skills to contribute.

It's not surprising that studies indicate many retirees are interested in continuing to make meaningful contributions to society. Statistics indicate that productive activity can be an important factor in maintaining quality of life for retirees and their communities.

Until recently, this enormous human resource was largely untapped!

But today, the goal of NRVC is to provide greater opportunities for retirees to assume a leadership role to meet important community needs using their career skills and interests.

COMMUNITY FINANCIAL RESOURCES ARE LIMITED

Both public and private sectors have felt financial stress in recent years. Government budgetary restrictions are making it increasingly difficult for most communities to meet demands for existing services as well as to initiate new programs to solve new problems.

At the same time, the volunteer pool that many community agencies have traditionally relied on has been affected by the movement of more women into the workplace.

This combination of forces — the need for creative solutions to old and new problems on the one hand and the growing number of talented retirees on the other — presents a special challenge and an unusual opportunity.

The National Retiree Volunteer Center addresses these issues and offers unique and workable answers. Its program has evolved from experience over the past decade.



“The timing of this NRVC volunteer effort was most appropriate as the availability of public funds diminished. The ability of the corporate retiree volunteer to fill this community gap was quite apparent. The management of Cargill is pleased to give its full support to this effort with the goal of making our community a better place to work and live.”

— W.B. Saunders
Vice Chairman of the Board
Cargill

THE ORGANIZATION

NRVC is the catalyst which empowers retirees to be a force in their communities through the investment of their skills and expertise. It initiates, develops and expands retiree volunteer programs under the auspices of corporations, government, educational institutions and professional organizations.

NRVC seeks lasting solutions to community problems and mobilizes retiree leadership and assistance, enriching the quality of life for both retirees and their communities. It brings retirees together with their communities and their corporations to produce a dynamic result: a vastly improved standard of living for all involved!

Founded and headquartered in Minnesota, NRVC today leads a national effort to mobilize "Retirees: America's Untapped Resource" as a vital element in the future prosperity of this country. NRVC's strategic plan calls for the development of ongoing partnerships between U.S. corporations, retirees, and community action groups.

NRVC has counseled many existing corporate retiree volunteer programs, including those of Cargill, General Mills, IBM, Pillsbury, 3M, Dow Chemical, Unisys, Honeywell, IDS American Express, International Multifoods, Dayton Hudson Department Stores, Target Stores, and St. Paul Companies. NRVC continues to develop and implement similar programs for other employers and their retirees across the country. And the number of organizations consulting NRVC about corporate retiree programs continues to grow rapidly!

By working in cooperation with corporations, government and educational institutions as well as professional organizations, NRVC serves as a guiding force in the development of retiree volunteer programs.

In the top photo, NRVC Executive Director Donna Anderson (far left) is pictured with the key organizers of a retiree volunteer program for IDS Financial Services.

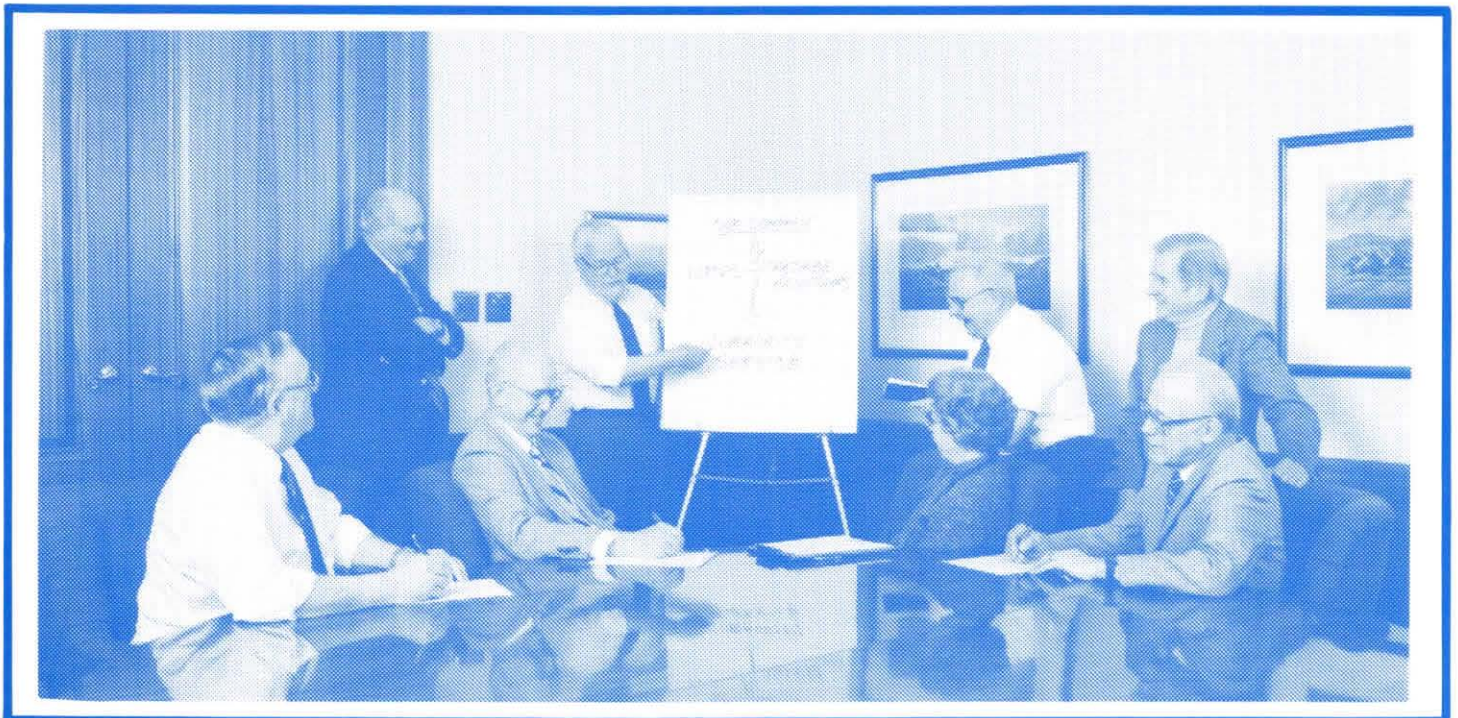
They are (left to right) Marjie Hawthorne, business systems analyst; George Moskalik, IDS retiree; Bev Trenda, the company's community relations coordinator; Harvey Golub, President and CEO, IDS Financial Services.

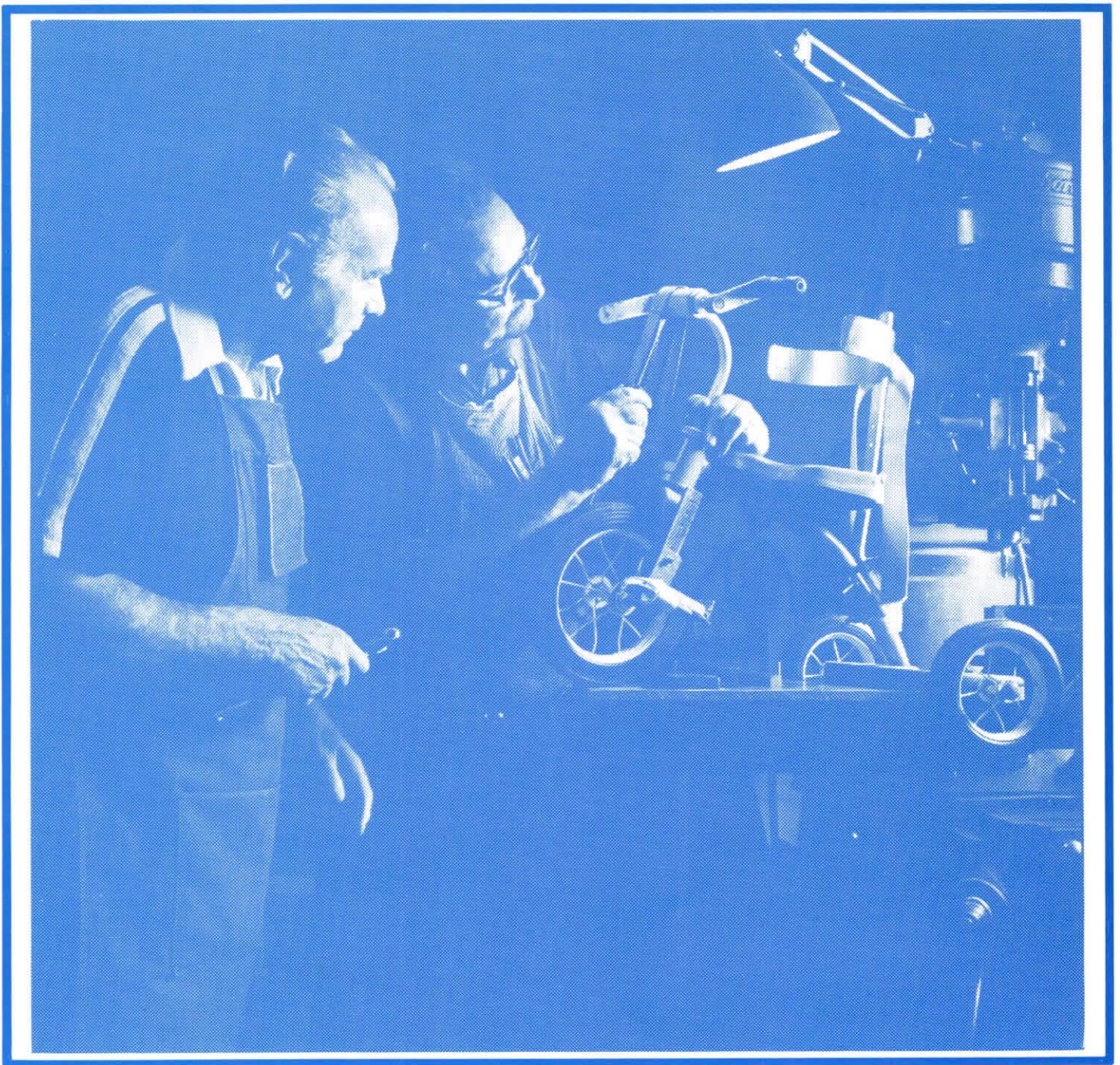
In the bottom photo, retiree program leaders receive thorough training from NRVC to assist in their ongoing development of retiree volunteer programs.



“Volunteerism supports our corporate values that individuals and teamwork make the difference. We are pleased to be a partner with NRVC in this network of corporate retiree volunteer programs.”

— Harvey Golub
President and Chief
Executive Officer
IDS Financial Services, Inc.





"NRVC's help in establishing our Dow SERV program three years ago and continuing counsel in its development has been a real asset. To date, we've had over 100 retirees working in projects in our community and in Michigan, and many more involved in one-time group projects."

— Paul F. Oreffice
Chairman, President & CEO
Dow Chemical

NATIONAL RETIREE VOLUNTEER CENTER ADVISORY BOARD

- Daniel F. Bonner*, Associate Director, Domestic and Anti-Poverty Operations. ACTION, Washington, D.C.
- Merrell M. Clark*, President & CEO, ELDERWORKS, Scarsdale, NY
- Jim Colville*, Executive Director, United Way of Minneapolis Area
- Dave Durenberger*, United States Senator, Minnesota
- Bette Fenton*, Vice President of Community Relations and Public Affairs, B. Dalton Booksellers, Minneapolis, MN
- Meredith M. Fernstrom*, Senior Vice President, Public Responsibility, American Express Company, New York, NY
- Dr. Arthur Flemming*, Former U.S. Secretary of Health, Education and Welfare, Washington, D.C.
- Joseph H. Franzgrote*, President, KARE-Channel 11, Gannett Co., Minneapolis, MN
- Margaret M. Graham*, Director, Measurable Growth Program, INDEPENDENT SECTOR, Washington, D.C.
- Joseph V. Haggerty*, President, United Way of the St. Paul Area, St. Paul, MN
- Thomas E. Holloran*, Professor, Graduate Programs in Management, College of St. Thomas, St. Paul, MN and Past Chairman, Inter-Regional Financial Group, Minneapolis, MN
- Robert E. Kimney*, President, IDS Investors Mutual Fund Group, Minneapolis, MN
- David A. Koch*, Chairman & CEO, Graco, Inc., Minneapolis, MN
- Lewis W. Lehr*, Retired Chairman & CEO, 3M, St. Paul, MN
- Ronald A. Matricaria*, President & CEO, Cardiac Pacemakers, Inc., St. Paul, MN
- Stephen R. McConnell*, Minority Staff Director, Special Committee on Aging, United States Senate
- Kendrick B. Melrose*, President & CEO, The Toro Company Minneapolis, MN
- Marilyn C. Nelson*, Director of Community Relations, The Carlson Companies, Minneapolis, MN
- A. William Olsen, Jr.*, Managing Director, Russell Reynolds Associates, Inc., New York, NY
- Paul F. Orefice*, CEO, Dow Chemical Company, Midland, MI
- Jack Ossofsky*, President & CEO, National Council on the Aging, Washington, D.C.
- Frank Pace, Jr.*, Chairman & CEO, National Executive Service Corps
- The Honorable George Romney*, Chairman, VOLUNTEER: The National Center, Washington, D.C.
- Maryan S. Schall*, Psychologist and Consultant on Organizational Behavior, Sanibel, FL
- Richard L. Schall*, Retired Vice Chairman, Dayton Hudson Corporation, Sanibel, FL
- Deborah L. Seidel*, Executive Director, Association of Junior Leagues, New York, NY
- William Urseth*, Chairman & CEO, U.S. Communications, Minneapolis, MN
- Winston R. Wallin*, Chairman, President & CEO, Medtronic, Inc., Minneapolis, MN

NATIONAL RETIREE VOLUNTEER CENTER BOARD OF DIRECTORS

NATIONAL RETIREE VOLUNTEER CENTER BOARD OF DIRECTORS

CHAIRMAN:

Elva Walker, Chairman, National Purity Soap & Chemical and
Chairman, Minnesota Board on Aging

VICE CHAIRMAN:

Otto Silha, President, Silha Associates and Retired Chairman,
Cowles Media Company

TREASURER:

Jack Thomas, Senior Vice President, IDS Financial Services

BOARD MEMBERS:

William Bartel, President, Hot Shot Products Co., Inc.

Gerald Bloedow, Executive Secretary, Minnesota Board
on Aging

Gerald Brower, Retired Vice President, Pillsbury

Anne Carrier, Junior League of Minneapolis

Harlan Cleveland, Dean, Hubert H. Humphrey Institute of
Public Affairs, University of Minnesota

Paul Curran, Vice President & Director of LAPEXO,
General Mills

Dean Fenner, Administrator, 3M CARES

Jim Fish, Dean, Graduate Programs in Business
Communication, College of St. Thomas

John Fischer, President, Professional Fundraising Services

Elmer Frykman, Manager, Honeywell Retiree Volunteer
Project

Will Gove, President, Episcopal Community Services

Louis Hohlfeld, Director of Community Resources Division,
United Way of Minneapolis Area

Olaf Kaasa, Past President, AARP

Paul Leinberger, Consultant

Ken Moritz, Chairman, Cargill Retiree Volunteer Program

Stan Nelson, Management Consultant

Bill Priedeman, President, William R. Priedeman &
Associates

Barb Schmidt, Director, Twin Cities Community Relations,
Norwest Banks

Everett Sherman, Retired Director of Employee/Retiree
Benefits, Honeywell, Inc.

Barbara Wilk, Junior League of Minneapolis

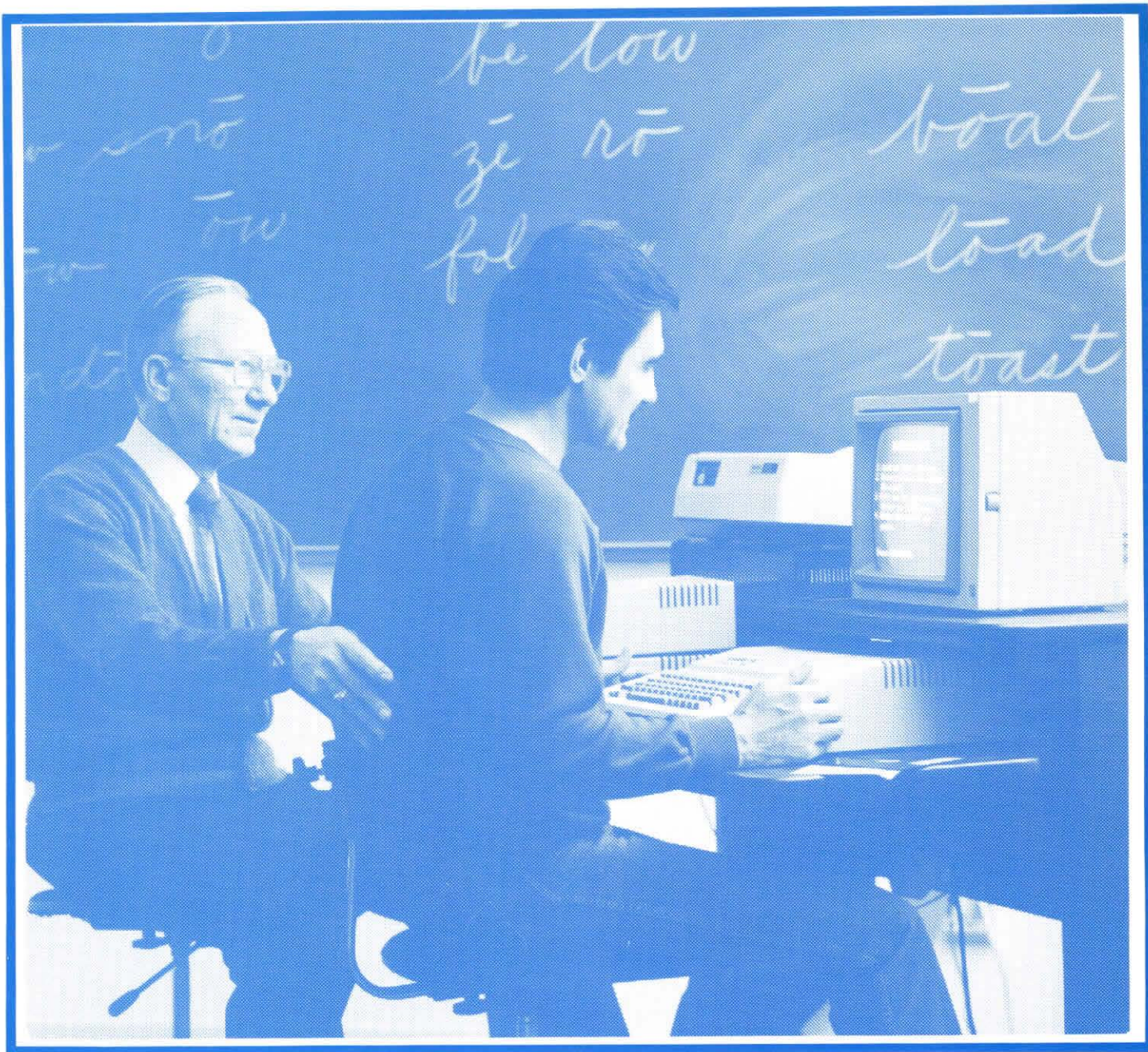
EXECUTIVE DIRECTOR:

Donna S. Anderson



“Young or old, most people will find their adventure not in their leisure time, but in their working time. The fortunate ones will not be able to tell the difference.”

— Harlan Cleveland
Dean
Hubert H. Humphrey Institute
of Public Affairs



"My first-hand observation is that maintaining an active role in society is vital to a healthy life for those who leave corporate life because of retirement. I salute the successful efforts of the National Retiree Volunteer Center as they encourage and facilitate this involvement. As a consequence, Dayton Hudson Corporation is an active supporter of NRVC."

— Kenneth Macke
Chairman and CEO
Dayton Hudson Corporation

“Pillsbury has always recognized its retirees as strong supporters of the Company, and they continue to represent Pillsbury’s Best by expanding that support through community volunteer service. The whole program has brought retirees and the Company closer together and as a result has allowed Pillsbury to make a greater contribution as a corporate citizen. It has benefited us all!”

— John M. Stafford
Chairman of the Board
President and Chief
Executive Officer
The Pillsbury Company

“Honeywell retirees, in partnership with the company, have had a very positive impact on our community. It’s such a good idea that we’re expanding our retiree volunteer project to other locations and the United Kingdom.”

— Edson Spencer
Chairman and CEO
Honeywell

“My experience...has convinced me of the great potential of retirees to provide invaluable service — and how important such service can be to retirees themselves.”

— David Rockefeller

“CARES, the 3M retiree volunteer program, is an important element in 3M’s relationship with the community and our retirees. When we established our retiree volunteer program, the National Retiree Volunteer Center was there to help, with ideas that contributed directly to its success. NRVC is helping our country tap a great under-utilized asset — the experience, skill and dedication of our retirees.”

— Allen F. Jacobson
Chairman and CEO
3M

“General Mills retiree volunteer program, Retirement PLUS, is a significant part of our company’s involvement in the community. Retirement PLUS enables the company to extend General Mills’ tradition of volunteer service to the community.”

— H.B. Atwater, Jr.
Chairman and CEO
General Mills



“Think of what NRVC can mean to older persons. In many instances it will prevent rapid deterioration of physical and mental health. In all instances, working for the good of the community will give older persons the psychic compensation that comes from knowing they are involved in a constructive endeavor.

— Dr. Arthur Flemming
Former U.S. Secretary of
Health, Education and
Welfare

THE PROGRAM

There are three important aspects to the work of the National Retiree Volunteer Center:

- to recognize retirees as a continuing asset to their communities and to their former employers and provide them with the framework to be effective.
- to demonstrate the ability of employers to recapture the knowledge and expertise of their retirees to solve problems for the good of the community.
- to challenge communities and their non-profit agencies to address needs through creative utilization of human resources.

In this effort, the National Retiree Volunteer Center provides the training and consultation that enables retirees, with the support of their employers, to develop and implement productive volunteer programs. Specifically, this means that NRVC will help company retirees organize, plan and budget continuing volunteer programs. NRVC trains retirees to recruit, interview and place volunteers in collaboration with existing community services. NRVC also offers ongoing training to augment the quality of the program.

The NRVC program has been tested and refined since the late 1970s. Presently, more than 18 major corporations, over 4,000 retiree volunteers and 200 community agencies are involved. The concept has spread to professional associations, government and educational institutions.

NRVC'S goal is to expand its successful concept by starting retiree volunteer programs across the country.

The program has proven to have advantages for everyone — retirees, companies, communities. All speak of a variety of benefits.

- **Retirees** find that community service permits them to continue using skills they enjoy to maintain self-esteem, find a sense of purpose in retirement and maintain a relationship with their former employer. As a result, retirees remain healthy and vigorous while continuing to be a meaningful force in their communities.
- **Corporations** report that in addition to meeting important social responsibilities, their involvement in retiree volunteer programs fosters good will with retirees, employees and community leaders. As a result, corporations are provided with an excellent opportunity to utilize this resource in meeting important community needs as well as their objectives to remain concerned corporate citizens.
- Through their retirees, **communities** can expand their delivery of services and have the opportunity to improve the quality of life by leveraging existing government and foundation dollars. In doing so, communities utilize the tremendous skills and leadership abilities of their retirees to achieve innovative solutions to community problems.

THE BENEFITS

As you can see, the returns on a company-affiliated, retiree-managed volunteer program of community service are many. The financial investment to initiate and maintain such a program is relatively modest, yet the returns to participants have proven over the years to be substantial!

NRVC will welcome an opportunity to provide you with further information on this winning program for retirees — America's untapped but great and growing resource. Call or write:

Donna S. Anderson
Executive Director
National Retiree Volunteer Center
905 Fourth Avenue South
Minneapolis, MN 55404
(612) 341-2689

THE COMMITMENT

Credits

Logo and Cover Design — Farmakes Design

Inside Book Design, Typesetting —

Dayton Hudson Department Stores

Copywriting — Fern Noreen,

Terri Peterson Smith, Tim Morin

Photography — Judy Olausen, IDS Financial Services

Printing — 3M

Public Relations Counsel — Edwin Neuger & Associates



NATIONAL RETIREE
VOLUNTEER
CENTER

The National Retiree Volunteer Center (NRVC) is helping our country look at retirement with new vision. Our non-profit organization is the energizing force which enables people — and their employers — to take a new and dynamic approach to retirement. NRVC develops corporate partnerships that provide leadership, vision and programs which empower retirees to become active community contributors and benefit to their communities and former employers. Through NRVC, retirees organize and lead employer-affiliated volunteer programs in which they utilize their career skills and expertise. In doing so, retirees continue to be a meaningful force by addressing critical needs within their communities.

NRVC retirees across the country are making outstanding contributions to human service and other organizations, demonstrating that retirement means a time of renewed opportunity and civic involvement. Join us for a look at the National Retiree Volunteer Center and how we're working to fully utilize the potential of "Retirees: America's Untapped Resource."



NATIONAL RETIREE
VOLUNTEER
CENTER

905 FOURTH AVE. S.

MINNEAPOLIS, MN 55404

(612) 341-2689



NATIONAL RETIREE
VOLUNTEER
CENTER

Benefits

The benefits of NRVC to retirees, their communities and corporations are significant and far-reaching:

Retirees...

- continue to be a meaningful force in their communities
- remain healthy and vigorous through their high level of activity
- remain an important part of the social process
- develop new friendships and intergenerational relationships
- maintain ties to their colleagues and corporations
- find new fulfillment that adds a sense of purpose to retirement
- have an enhanced quality of life with improved self-esteem
- discover opportunities for continued education
- are offered new opportunities for leadership

Communities...

- receive more in-depth services from non-profit agencies
- can solve problems more creatively
- can expand their delivery of services
- have the opportunity to stretch government and foundation dollars

Corporations, Government, Educational and Professional Associations...

- value retirees as an innovative vehicle to impact community needs
- are recognized as leaders in the creative use of retiree resources
- can more effectively meet their community responsibilities
- acquire visibility among their retirees, employees and community as a leadership force in addressing needs

The National Retiree Volunteer Center

The Goal: "To mobilize retirees through their corporations to produce volunteer leadership in their communities"

The talk is of "countless opportunities" and "partnerships." The mood is almost missionary. And the setting is the National Retiree Volunteer Center (NRVC), which since 1986 has been translating a decade of experience as a Minnesota organization into its present nationwide mission.

Donna Anderson, NRVC executive director, sums up the center's goal: "To mobilize retirees through their corporations to produce volunteer leadership in their communities." She points out that every day an unprecedented number of persons attain retirement. The big question is: how to develop the vast potential of this expanding army of retirees in ways that benefit the retirees and their communities?

NRVC has set four primary goals:

- To recognize retirees as considerable assets to both their former employers and their communities
- To provide retirees with the framework to realize their abilities and to be effective
- To demonstrate the capability of employers to invest in their communities by using the knowledge and experience of their retirees
- To challenge communities and their nonprofit agencies to make creative matches with retirees.

To these ends, NRVC offers training, support, and consultation to employers and their retirees in companies that have invited NRVC's services. NRVC also trains retirees to recruit, interview, and place volunteers in community services that can make good use of their experience and skills.

A good example of NRVC at work is the relationship of retired Honeywell tool-and-die engineer Len Eckerle to The Courage Center, a Minneapolis agency serving persons with disabilities. Eckerle gives at least one day a week to the center's shop, designing and creating special appliances for center clientele. One child at the center could not pedal a conventional tricycle; Eckerle created a tricycle that could be pedaled by hand. Eckerle has recruited forty other Honeywell retirees to serve with him at the center.

NRVC's support for volunteer programs is helped along in the Minneapolis-St. Paul area by the NRVC Roundtable. These monthly meetings provide a forum for retiree volunteers and community service leaders. Gradually, the forums are contributing to building a cooperative network for corporate retiree volunteer programs and their communities.

Originally under the auspices of the Junior League of Minneapolis, NRVC is reaching out to the rest of the nation. Its 14 National Field Directors, recruited to assist in targeting communities and

Continued on page 19

RETIREE VOLUNTEER CENTER.
Continued from page 7

implementing programs nationwide, have volunteered their services. Thirty-six cities have expressed interest in NRVC's program and six are targeted for 1988-90. Louisville, Ky., and Roanoke, Va., were the initial sites selected for replicating the NRVC model.

Donna Anderson reports that new work in Pittsburgh is already well under way, with ten representatives now serving on a national advisory board of over 50 chief executive officers and community leaders.

The growing list of fundors now includes the Charles Stuart Mott Foundation, Dayton Hudson Foundation, Exxon Fund for Productive Aging, IDS/American Express, Medtronic, Prudential, and the Villers Foundation.

A major research effort is the next step: to document the economic and sociological impact of corporate retirees' volunteer programs on retiree health and wellness, corporate health spending, nonprofit agencies, and the community as a whole. This research with the Wilder Foundation of St. Paul will examine established programs first in companies in the Minneapolis-St. Paul area and then in selected large national corporations.

Elva Walker, Chair of the National Council on the Aging, is also Chair of NRVC. She, Donna Anderson, and their volunteers look to a future that offers "opportunities to create more partnerships and educate our nation to the need for and value of persons past their middle years."

For additional information:
National Retiree Volunteer Center,
905 Fourth Ave. S. Minneapolis,
MN 55404; call 612-341-2689.



At The Courage Center: Retired Honeywell tool-and-die engineer Len Eckerle enables a child challenged by a disability to get moving, on a and built arm-powered tricycle. (See The National Retiree Volunteer Center, page 7.)

The Community Relations Report

March 1989 Vol. 8 No. 4

Community Relations News And Ideas

NATIONAL RETIREE VOLUNTEER CENTER HELPS COMPANIES ORGANIZE RETIREES

By **Sunny Tiedemann**

YOU WON'T FIND A MORE effective, more efficient, more economical, or more innovative way to enhance your company's image than a retiree volunteer program, says Donna Anderson, President of The National Retiree Volunteer Center. She's proved it. For 11 years, Anderson has been showing companies in the Minneapolis-St. Paul area how to develop programs that energize retirees, companies and communities. Results have been "magical," according to Anderson and the companies she's helped.

/// NATIONAL RETIREE VOLUNTEER CENTER

The National Retiree Volunteer Center shows businesses how to set up programs designed to involve experienced, talented people with local agencies, so together they can develop solutions to community problems.

"It's really powerful what happens when retirees are given the opportunity to run their own program," says Anderson.

/// USING RETIREES' SKILLS

Retirees' skills are just what many agencies need. The skills and expertise these people have developed through years in the workplace are now being used to solve problems for communities and individuals. For example, Honeywell retired engineer Len Eckerle gives a day a week to The Courage Center, a Minneapolis agency serving the disabled. When he learned that a child at the Center couldn't operate foot pedals because of a physical handicap, Eckerle invented a way to adjust a tricycle so it could be pedaled by hand.

INSIDE

▲ National Retiree Volunteer Center Helps Companies Organize Retirees.....Pg. 1-4

▲ Potomac Electric Power Celebrates Black History Month.....Pg. 5

▲ Third Book in Public Affairs Council Series A Winner.....Pg. 6-7

▲ Independent Sector Releases Survey on Individual Giving & Volunteering.....Pg. 8

▲ Community Relations News Digest.....Pg. 9-16

/// EVERYONE BENEFITS WHEN RETIRES GET INVOLVED

Susan Enright, Volunteer Coordinator for Pillsbury Foods, says everyone benefits when retirees get involved. "They're so smart. They have so many skills and they want to do things. It's a great advantage to have these people out in the community representing the company. Retirees also work closely with the employee volunteer program, which gives us a bigger impact since we have more people working on projects.

"Using retirees' expertise to solve commu-

"Using retirees' expertise to solve community problems gives companies more good community relations exposure than those companies could ever buy, no matter how limitless their budget."
—Donna Anderson, National Retiree Volunteer Center

nity problems gives companies more good community relations exposure than those companies could ever buy, no matter how limitless their budget," Anderson says. "And retiree volunteer programs provide a link to that company's retirees, who are stockholders. We've all seen how important that can be."

/// NRVC EXPANDING ACROSS THE UNITED STATES

Sponsored by the Minneapolis Junior League and initiated in 1977, the project was named the National Retiree Volunteer Center in 1986. Their work in the Twin Cities involves a wide variety of employers, small businesses, as well as major corporations. Today there are 17 retiree groups with 6,000 volunteers involved with 700 community agencies. With such stunning success in the past, it's not surprising NRVC is expanding and now is working with companies across the United States.

"We're talking to CEOs and other corporate staff of companies in Louisville, Roanoke, Pittsburgh, Boston, Grand Rapids, San Antonio, Portland, Maine, and others," says Anderson. And NRVC's mission is not limited to private employers.

"We work with all types of state and government agencies, school districts, and the University of Minnesota, in addition to large Fortune 500 corporations and medium-sized companies," says Anderson. "Their retirees are involved in every form and fashion of work."

/// NRVC'S HELP IS EASY TO GET AND INEXPENSIVE

If you're interested in a program like this to complement your community relations work, NRVC's help is easy to get and it's inexpensive, thanks to funders such as the Charles Stuart Mott Founda-

tion, Dayton Hudson Foundation, Exxon Fund for Productive Aging, IDS/American Express, Medtronic, Prudential, and the Villers Foundation.

/// INITIATING A RETIREE VOLUNTEER PROGRAM

When a company decides to establish a retiree volunteer program, a letter or telephone call to Donna Anderson begins the process.

"We would come to your company and meet with the Chairman and President, as well as representatives of all departments that would be concerned, like Human Resources, Community Affairs and Public Relations," says Anderson. Working with this group of company experts, NRVC demonstrates how retirees can be an asset. They help identify eight to 15 retiree leaders who will be the founders of the new volunteer group.

"Typically, the corporation would invite the selected retirees to a luncheon. We would be there to talk about what the program is, what it means to them, how they can get involved."

Then when everyone is all signed up and ready to go, NRVC shows the new group how to match community needs and agencies with the talents of their retiree volunteer force, then leaves them on their own to get started.

"Every four to six weeks NRVC would return to work with that management team, develop training sessions, help them get in touch with and develop community collaborations," says Anderson. "Within 12 to 15 months their program would be off and running very smoothly, completely developed and managed by those retirees."

It's not expensive to implement your own program. The National Retiree Volunteer Center

Literacy and education issues are most popular among volunteers because they're seen as being in such desperate need.



3M retirees participate in 150 different community activities, from providing transportation and collecting blood for the American Red Cross to tutoring in schools and colleges.

charges \$10,000 plus expenses to set it up and get it going.

When a retiree volunteer program is organized, the company usually supplies office space, desks, telephones, and Rolodex files. The retirees do the rest, recruiting other retirees and matching skills and interests with areas of need and issues of concern in the community. They're finding plenty to do.

/// LITERACY AND EDUCATION TOP LIST FOR RETIREE INVOLVEMENT

Literacy and education issues are most popular among volunteers because they're seen as being

in such desperate need. Other retiree volunteers work in child care, hunger, youth at risk, rehabilitation centers for the handicapped, school curricula, and planning commissions for cities and states.

3M set up a retiree volunteer program through the help of NRVC, and 3M retiree Harlie Gibbons was awarded the Better Business Bureau's Arbitrator of the Year Award for outstanding service as a volunteer arbitrator of consumer/business disputes. "The main thing is a feeling of satisfaction," Gibbons says of his volunteerism. "I believe it's serving justice whether it be an automobile case or a refrigerator case. Whatever you're hearing, it saves the consumer attorney fees and court fees."

Lives are being turned from the hopelessness of welfare and poverty to productivity by retiree volunteers. And that's where more of the magic comes in.

"One General Mills retiree served as mentor to an illiterate young man from a welfare family," says Anderson. "He stuck with the youngster, taught him to read, encouraged him to continue his education, and continued being a mentor when he went into the job market. It completely changed the young man's life."

/// PILLSBURY'S GOLDEN AMBASSADORS

Although each retiree volunteer group is as different as the people in it and the company sponsoring it, Pillsbury's Golden Ambassadors are typical. Established in 1983, the group includes all company retirees and their spouses.

"The purpose of the Golden Ambassadors is basically to encourage retirees to become
(Continued on Page 4)

"When a retiree goes out into the community and volunteers, agencies and individuals know this person is a Pillsbury retiree."
—Susan Enright, Pillsbury.

involved in volunteer service to the community," says Susan Enright, Volunteer Coordinator. "That can take two forms. They can be in company-sponsored volunteer projects or linked with community agencies. We also have an outreach component that communicates with retirees about various subjects of interest and concern."

/// 3M'S RETIREES INVOLVEMENT

"3M retirees participate in 150 different community activities," says Dean Fenner, Manager of Retiree Volunteers, "from providing transportation and collecting blood for the American Red Cross to tutoring in schools and colleges." 3M's Management Assistance Project, which provides consultants to help nonprofit organizations with management problems, has helped numerous groups in the community. Other retirees contribute their talents to a wide variety of activities ranging from the Elderhostel to a local zoo.

In a recent talk to retirees, 3M CEO Allen Jacobson said: "It's been an exciting year and we've got a lot of people to thank for it, among them all of you retirees, who helped us get to where we are."

The same kind of wholehearted upper-level management support exists at Pillsbury, according to Susan Enright. One of the reasons the program enjoys such support is the great community relations the retirees do for the company.

/// RETIREES' COMMUNITY INVOLVEMENT ENHANCES COMPANY'S IMAGE

"When a retiree goes into the community and volunteers," Enright says, "agencies and individuals know this person is a Pillsbury retiree. The company benefits by having an ambassador out there in the community who has professional skills and expertise, helping where those skills

are needed. The company gains enhancement of their image and also remains involved in the community."

Another bit of magic happens when the skills and interests of senior citizens meet the needs of the community. Things get done. Needs are met.

/// HONEYWELL RETIREE SHOWS HOSPITAL HOW TO SAVE \$189,000

Consider what happened when one of Honeywell's retired energy experts was asked by a local hospital to help with an energy audit. He put his experience, his energy and his time into the project and in three months showed hospital officials how to save \$189,000 a year just by changing small things here and there. The administration was so pleased they converted a broom closet into an office for him and he continued finding new ways to save large amounts of money for the hospital. As usual, both parties benefited. The retiree gained a self-esteem and purpose in his retirement life that he'd been missing, while the hospital saved money.

/// EVERYONE BENEFITS—RETIREES, COMMUNITIES AND COMPANIES

Benefits to retirees are obvious—knowing they're still wanted and needed as contributing participants in community and company life, an enhanced sense of self-respect, a continued sense of direction, purpose, and accomplishment in their lives.

If you'd like to find out more about how NRVC can bring its magic to your community relations projects, contact: Donna Anderson, National Retiree Volunteer Center, 905 Fourth Avenue South, Minneapolis, MN 55404.
Tel: 612/ 341-2689.

Finding The Right Volunteer Slot

Matching Your Skills With The Needs Of A Worthy Organization Can Provide A Satisfaction You Just Can't Get Any Other Way

by Betty McMahon

Volunteering is good for you. Ask almost anyone who has tried it — your neighbor, your co-worker, acquaintances in your club, church or synagogue. Ask the eighty-nine million Americans (an amazing third of the population), who last year donated their time and skills to help others. Chances are, they'll say they like volunteering because "It simply feels good to do good."

Volunteering is especially good for retirees. Just ask this "retired" couple — President Jimmy Carter and his wife Rosalynn. In 1984, the two spent an entire summer helping renovate a dilapidated old building on New York City's Lower East Side. The restored structure eventually housed nineteen families who would not otherwise have found homes. Carter said of the experience, "there's nothing like seeing the faces of those who've received the homes."

That desire to help others inspire many people to volunteer. Sam Bergaas, for example, was a tool and die maker at Honeywell for twenty-seven years. He retired in 1977. For the past few years the Edina retiree has put his skills to work for handicapped people at the Twin Cities' Courage Center.

He remembers with special satisfaction a wheelchair he helped

build for a handicapped woman, who can now recline, wheel around the block, and stand up without assistance. Bergaas' volunteer activities don't stop at Courage Center. He also helps solve mechanical problems at the Faribault Regional Center and the Minneapolis Rehabilitation Center.

Why does he spend so much time on the kind of work he retired from when he could be fishing?

Bergaas says it's worth it for the simple satisfaction of helping others. "I like to use my skills for something worthwhile," he reasons. "It's satisfaction you just can't get any other way."

If volunteering might fulfill a private need in *your* life, begin now to search for that special place. It's important, though, to match your characteristics with the right volunteer slot. The trick is how to find that "right slot."



Courage Center photo by Terry Poente

Sam Bergaas, Courage Center volunteer.

outdoor equipment in addition to holding clinics and sponsoring fly fishing trips.

Opening a new business eight years ago was a big change for Tom, who left his position as an editor at the Star Tribune, "primarily to make a change." For four years, he and two partners operated the store while he continued editing part-time. Eventually, he bought out his partners, and now runs his business full-time. Tom hasn't abandoned his writing, though. Last spring, he started publishing a magazine — *Midwest Fly Fishing*.

"One thing I've learned," he says, "is it's important to know that you can make changes. They're always kind of scary and risky, but you can do it. I don't think we were meant to work twenty years in any one place."



Dee Ryden photo

Tom Helgeson, with fly.

At fifty-five, Pearl Higginbotham's dream was to build and sell the finest whirlpool bathtubs in the U.S., so she started Pearl Baths in Brooklyn Park. After a successful career selling Jacuzzis, she knew the market well.



Pearl Higginbotham

In the first year, Pearl Baths manufactured only one tub, and it was a disappointment. Both it and its mold were destroyed. But, wisely Pearl didn't give up. Ten years later, Pearl Baths is a multi-million dollar business with fourteen models of tubs.

"Our mission," says Pearl, "is to build the best tub we can and give the best service we can." She feels so strongly about customer service that she often takes customers' calls herself, a practice that stems from her business philosophy. "Profit is not the objective of our company. The objective is to provide a product and service good enough for people to willingly pay us a profit for providing it. When we take care of our customers extremely well, and make them a focal point, profit inevitably flows from that."

With her company now well-established, does she think of slowing down? Not at all, says Pearl.



Carmen Jones

Kid's Korner is a pizza place just for kids — whatever their age. At seventy-two, owner Carmen Jones says she's still a kid, and running a business makes her feel young.

The pizza business is nothing new for Carmen. She and her husband, Jess, ran a pizza restaurant until they retired twenty years ago. Then they golfed, traveled, and wintered in California, but Carmen tired of that. "I've done my crocheting, my knitting, my sewing . . . all that sort of thing. Then you have to find something else."

After ten years of retirement, Carmen opened the first Kid's Korner in Wausau, Wisconsin, selling unbaked pizzas for customers to take home and bake themselves. Carmen, who now runs thirty franchises in six states from an office in Waukegan, Illinois, uses fresh ingredients, makes her own sausage and sauce, and buys 98% lean meat. "It's a satisfaction in itself having the finest quality," she says. Obviously, her customers like it.

An Edina resident, Neysa C.M. Jensen is a free-lance writer and reviewer.

teering. "We're on this earth to put back as much as we get out and to help people. Helping others is the rent we pay for living on this planet," says Dick.

Volunteering could brighten your life if you're an active senior. But NRVC is only one of the agencies in the Twin Cities that can help you map out a volunteer strategy. You might contact SCORE (Service Corps of Retired Executives), RSVP (Retired Senior Volunteer Program) and smaller local groups run by community centers or churches. If none of these match your expectations, look in the yellow pages under "Volunteer" or "Voluntary Action Center."

If you have the time, energy and interest, consider joining the army of volunteers, where you could enrich not only the lives of those you help, but your own as well. □