

# Ms. Colorado Senior America Pageant 2024

## Recruitment meeting Oct 10th

It's about time you do something for YOU!! It is not too early to register to become a contestant.

If you are 60 years of age or older and you feel you need a new lease on life or a new commitment, and want to be a part of something wonderful, become a contestant in the 2024 Ms. Colorado Senior America Pageant to be held April 27 2024, at the Mizel Arts and Culture Center, Denver, Colorado.

This yearly pageant is to celebrate the fact that women's beauty, talent, and charisma do not diminish with physical age and, instead, that women have reached the "Age of Elegance." This is not a "beauty" contest, but rather an event to highlight women who are vibrant, poised, talented, and personable well into their mature years. During the pageant, contestants will be scored by a panel of judges using the criteria of a private interview, an evening gown competition displaying poise and

elegance, a statement that conveys the contestant's "philosophy of life," and a talent presentation demonstrating a woman's giftedness and accomplishments.

The winner of the contest will be crowned Ms. Colorado Senior America 2024 and will perform at showcases, appear in parades, make personal appearances and, best of all, compete in the Ms. Senior America Pageant in Atlantic City, NJ, in October 2024.

All contestants who compete will automatically become a member of the Colorado Cameo Club and will have the opportunity appear in showcases around the area and become a part of that vibrant group of senior ladies who love to give back to their community by sharing their time and talent with people in nursing homes, veteran's homes, etc.

Contestants are now being sought to compete for the title and crown for 2024. If you feel you exemplify the inner beauty and dignity of a Ms. Colorado



Senior America, contact Colorado State Pageant Administrator, Rene' Green at 720-384-6249 (renemcsap@gmail.com) or visit the club's website at [www.colosramerica.com](http://www.colosramerica.com) for information and all application materials. Please call about details and about the recruitment meeting held Oct 10th. Contestants must be at least 60

years of age to enter. Don't let age stop you- our oldest contestant was 94. Space is limited, so sign up early! Give yourself an experience you will never forget!

Complete your application now and make 2024 a year to remember!

# Wellness Winnie Supports All Denver Citizens

The Wellness Winnie is experiencing short-term schedule changes due to citywide response to Mayor Johnston's emergency declaration around homelessness. Should there be scheduling interruptions, we encourage our clients to utilize Wellness Winnie services in other locations of the city. To inquire about schedule interruptions or cancelations directly with a Wellness Winnie staff member, please call or text 720-908-5401.

Wellness Winnie is Denver's mobile unit offering support, assistance, and resources to those in need, where they are. Each week, Wellness Winnie, a "fun size" RV, has a scheduled travel route through Denver for the purpose of providing behavioral health and support services.

Wellness Winnie is staffed with mental health counselors and peer navigators. Through shared experiences, peer navigators are skilled to support recovery and mental well-being.

The Wellness Winnie menu of services includes: Peer Support

Navigation, Informal classes and presentations, Needle (used syringe or needle) disposal, Active referral to services, such as: medical, legal, social services, Distribution of items, such as: socks, gloves, toiletries, etc., Rehydration and cooling from the heat, Warming from the cold, & Narcan/Naloxone distribution. Please note that COVID-19 testing will not be provided at these sites.

In the fall of 2023, the Wellness

Winnie program will expand to include two additional "Mini Winnies" to the fleet. The new Mini Winnies will allow for more mental and behavioral health services at additional locations and community events.

Available dates for the Wellness Winnie van in Denver at the Street Fraternity, 8720 E. Colfax Ave. (back parking lot), in Denver is on Tuesday, October 03, 10, 17, 24, & 31 from 03:30 - 06:00 pm.



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# OCTOBER

Calendar

## Wednesday/11

Foothills Genealogical Society presents a free hybrid on-line program on “Researching Quaker Records” by Glenn York at 1 pm at the Applewood Valley United Methodist Church 2035 Ellis St. in Golden. Glenn will cover some of the basic beliefs and organization of the Quaker communities. He will discuss migrations and records left behind that can advance your research. Please register online at <https://foothillsgenealogy.org/>.

## Saturday/21

Colorado Genealogical Society presents a free program on various genealogy topics at 10 am on Zoom. Please register on their website at <https://cogensoc.us>.

Castle Rock Genealogical Society presents a free online program on “Help! I Don’t Speak the Language! Tips and Tricks For Deciphering Foreign Language Records” by Katherine Schober at 10 am on Zoom. Learn the must-know tips and tricks that will make reading those foreign-language genealogical records much easier. Register to receive the handout and Zoom info at <https://crcgs.org/>.

## Tuesday/24

Senior Connection shows presents a free resource fair from 9 am to 1 pm. Over 30 vendors includes hourly entertainment, door prizes, and wonderful desserts at the Arvada ACES Events Center in Arvada.

AARP presents free online webinars on their website at <https://local.aarp.org/virtual-community-center/>. They offer many daily webinars on various topics on nutrition, movies, exercise, finances, fraud prevention, and technology.

The Colorado Gerontological Society presents free online videos on their website at [www.senioranswers.org](http://www.senioranswers.org). They offer many videos on Aging in Place series including home & healthy living, finances, fraud, & technology for seniors.

Check individual venues for current information

Calendar sponsored by:  
**Beyers Law**

We Care

# Ten Prescription Drugs Medicare Will Negotiate First

The names of the first 10 Medicare drugs whose prices the federal government will negotiate directly with manufacturers were released Aug. 29. It marks the first time in history that the price of life-sustaining medications that millions of older Americans in the nation’s largest health program rely upon to prevent strokes and blood clots and to treat diabetes and cancer will be subject to direct negotiation.

“This is an important first step toward finally allowing Medicare to use its purchasing power to lower drug prices,” says Nancy LeaMond, AARP executive vice president and chief advocacy and engagement officer. “Medicare spends more than \$135 billion on prescription drugs every year.”

Between June 2022 and May 2023, Medicare Part D spent \$50 billion on the first 10 drugs selected for negotiation. That represents 20 percent of Part D spending during that time period. These medications were used by 8.2 million Medicare beneficiaries.

In the long run, Medicare beneficiaries who often must pay a percentage of a drug’s cost would benefit directly from lower negotiated prices, and the government could use the money saved to shore up Medicare’s finances. Negotiations will be expanded to include additional drugs in the years ahead, which would magnify the savings.

“Letting Medicare negotiate for lower prices is a commonsense solution that will save seniors money and cut government overspending,” LeaMond says.

Here are the 10 drugs that will form the inaugural group of medications subject to negotiations between Medicare and drugmakers.

Spending and number of enrollees was between June 2022 and May 2023. These include Eliquis, Jardiance, Xarelto, Januvia, Farxiga, Entresto, Enbrel, Imbruvica, Stelara, and Novolog.

Federal officials drew the list of 10 from among the 50 medications that Medicare Part D spends the most on and that are used most by beneficiaries. All but three of the first 10 drugs are small molecule medicines. Drugmakers that decline to negotiate prices face substantial financial penalties or must stop participating in Medicare and Medicaid, the health coverage program for people with low incomes.

When Congress first added a prescription drug benefit to Medicare nearly two decades ago, the law explicitly forbade the program to negotiate drug prices with pharmaceutical companies. AARP has been one of the most outspoken advocates for changing that policy. “Medicare negotiates a lot of different services that it covers, and prescription drugs were not a part of that until now,” says Leigh Purvis, AARP’s prescription drug policy principal.

Medicare has tens of millions of beneficiaries and brings a lot of bargaining power to the table. Nearly 52 million Medicare beneficiaries are either enrolled in a Part D prescription drug plan or get drug coverage through their Medicare Advantage plan.

While Medicare enrollees will not feel the first effects of negotiated drug

prices until 2026, experts point to several other provisions of the new law that are already beginning to save beneficiaries money. Plus, other cost-saving provisions will be rolled out between now and when the negotiated prices kick in.

In 2024, beneficiaries with high drug expenses will get a break from paying any out-of-pocket costs once they reach the so-called catastrophic phase of the Part D prescription drug benefit. Part D premiums will not be allowed to increase more than 6 percent.

The impact of this new policy will go beyond the savings to Medicare beneficiaries who take the 10 drugs on the initial negotiations list. Medicare is scheduled to choose 15 additional drugs for negotiations with prices to take effect in 2027, another 15 in 2028 and 20 more medications annually starting in 2029.



# Time to Get Your Flu, RSV, and New COVID-19 Vaccines!

Everyone 6 months and older in the United States should get an influenza (flu) vaccine every season with rare exception. CDC’s Advisory Committee on Immunization Practices has made this “universal” recommendation since the 2010-2011 flu season.

There are several flu vaccine options to choose from. If you have questions about which vaccine is best for you, talk to your doctor or other health care professional. Vaccination to prevent flu and its potentially serious complications is particularly important for people who are at higher risk of developing serious flu complications.

Also consider the RSV vaccine as it is becoming a major issue with older adults. Respiratory syncytial virus, or RSV, is a com-

mon respiratory virus that usually causes mild, cold-like symptoms. Most people recover in a week or two, but RSV can be serious. Infants and older adults are more likely to develop severe RSV and need hospitalization. Severe infections can include bronchiolitis and pneumonia. Vaccines are available to protect older adults from severe RSV. Monoclonal antibody products are available to protect infants and young children from severe RSV.

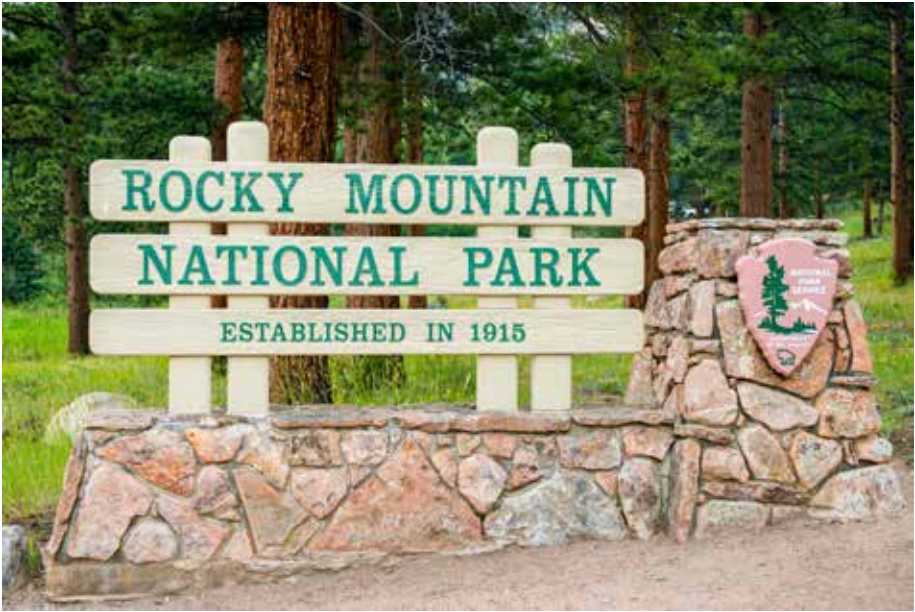
The FDA authorized and CDC also approved newly updated formulations of COVID-19 vaccines made by Pfizer and Moderna. These vaccines protect against the COVID-19 variants that are anticipated to circulate during the 2023-2024 respiratory virus sea-

son. A limited number of providers will have availability over the next few weeks, so please check with your preferred provider and local pharmacies for more information.

Please note that due to the privatization of COVID-19 vaccines, most doctors, pharmacies, and health departments can only provide vaccines to individuals who have Medicaid, are uninsured, underinsured, or are paying out of pocket. These facilities do not accept or bill private insurance. Those who are eligible can make an appointment in the coming weeks at your local medical facilities. With An early winter expected, don’t wait to get your family vaccinated!



# Rocky Mountain National Park Road Closure Update



to trail status and bicycles and leashed pets will not be allowed on the road.

Bear Lake Road and Trail Ridge Road will be closing by the end of October or earlier if bad weather comes sooner. Call the Trail Ridge Road recorded phone line at 970-586-1222 for the latest road updates. Remember, you will need a timed entry reservation to access these areas.

Rocky Mountain National Park timed entry permit reservation system ends on October 22, 2023. To visit destinations along the Bear Lake Road Corridor or Trail Ridge Road between the hours of 5 a.m. and 6 p.m., you will need a Park Access Plus Bear Lake Road Timed Entry Permit.

For more information about Rocky Mountain National Park please visit [www.nps.gov/romo](http://www.nps.gov/romo) or call the park's Information Office at (970) 586-1206.

Old Fall River Road will be closing for the season to vehicles beginning Tuesday, October 3. The road will be closed to all uses through Friday, October 6, for park staff to conduct road maintenance. Old Fall River Road will reopen temporarily to bicycles, leashed pets, and walkers from Saturday October 7, through Monday, October 9.

Starting, Tuesday, October 10, Old Fall River Road will close again to all uses for continued road maintenance through Friday, October 13. On Saturday, October 14, the road will reopen to bicycles, leashed pets, and walkers through November 30. Leashed pets and bicycles are only allowed on the road, not on side trails. On December 1, the road will revert

## Health & Older Adults Resource

ODPHP launched the new Social Determinants of Health and Older Adults resource.

Social determinants of health (SDOH) have a big impact on our health, well-being, and quality of life — and they significantly affect our chances of staying healthy as we age. In addition, the older adult population is steadily growing: By 2040, it's expected that about 1 in 5 people in the United States will be age 65 years and older .

Public health organizations, health care providers, policymakers, and partners in the public and private sectors all play a role in improving SDOH to support older adults' health and well-being. Social Determinants of Health and Older Adults takes a close look at how each of the 5 SDOH domains relates to older adults — and provides resources and actionable scenarios to help professionals working with and for this population.

Check out the new SDOH resource today and share it with your networks — and explore all the Healthy Aging resources that support older adults' health and well-being. For example, you can:

- View relevant Healthy People 2030 objectives on the Older Adults page
- Browse the Healthy Aging Custom List
- Find evidence-based resources to support your healthy aging work

And don't forget to visit our new Healthy Aging Resources page for more helpful tips and tools!

## Denver Regional Council of Governments (DRCOG)

Denver Regional Council of Governments (DRCOG) [www.drcog.org](http://www.drcog.org) 303-480-6700. Free transportation for personal and medical trips available to those 60 and over who reside in Ad-

ams, Arapahoe, Broomfield, Clear Creek, Denver, Douglas, Jefferson, Gilpin counties. Trips available on-demand or schedule 3 days in advance. Please call to learn more or sign up.

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**50 Plus Marketplace News, Inc.** encourages contributions from readers and business in the form of articles, schedules and reported events. Articles and other written material 300 words or less are to be emailed to [sales@50plusmarketplace.com](mailto:sales@50plusmarketplace.com). Faxes and hand-written materials are not accepted. Pictures with captions are appreciated. Digital photos are accepted (170 to 300 dpi, JPEG files) and also emailed.

### DEADLINE 10th of the Preceding Month

Advertising supports all publication efforts. Call 303-694-5512 to request a media kit. Ads are accepted until the 16th of the month, provide by email in PDF, or JPG files. Ad space is provided in column-inches, equating to fractions of a page, up to a full page, with many sizes to choose from. We have an excellent graphics design team by request.

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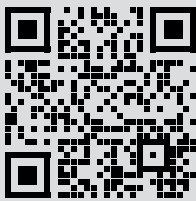
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### Smart Phone Access



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A logo featuring a blue whale with a stack of books inside its body, swimming in blue waves.

# WHALE OF A USED Book Sale

## FALL 2023

### Thurs.- Sun., OCT 19-22

**Jefferson County Fairgrounds**  
15200 W. 6th Avenue Frontage Road | Golden, CO

**Admission: \$5 adult/day (under 18 and SNAP families free)**

**THURS., OCTOBER 19, 6 PM - 8 PM**  
Friends ONLY Preview Night

**FRI., OCTOBER 20, 9 AM - 5 PM**  
Early Bird (8 AM - 9 AM + Full Day) \$10 Admission

**SAT., OCTOBER 21, 9 AM - 5 PM**  
Teachers, Friends of JCPL, and Jeffco Employees save 50% on purchases (with ID)

**SUN., OCTOBER 22, 11 AM - 3 PM**  
Bag Day, Bag of Books starting at \$10

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A logo for the Jefferson County Library Foundation, featuring a stylized sun or flower.A logo for Friends of Jefferson County Public Library, featuring a mountain range and the word "Friends".



## Reflections

### The Lights Are Out



**Martha Coffin Evans**

It was a sidewalk,” we had commented over strange sensation the other night when I turned out our lights. I looked east toward our neighbor’s home. I noted with sadness, no lights shown.

I realized how over these last 15 years, I had looked there in closing out the day. From my five windows, I now saw their home totally in darkness. I had become accustomed to seeing lights in their four or five windows throughout the late evening and even early morning hours.

We never talked about our late night lights. Which one of us might be working at the computer, creating art projects, studying or just reading into the evening or, even the early morning?

A spotlight affixed near their basement door had provided illumination for any four-legged interlopers wandering between our homes. That light added a sense of peace and security.

Our neighbors have shared tomatoes, lettuce and other veggies from their garden. “Look, Ken just used his snow blower on our

sidewalk,” we had commented over the years. Unless he beat us to it, we returned the favor clearing his sidewalks.

During our pandemic time, we enjoyed a masked Happy Hour on their driveway. On occasion, basketball tickets were shared when we had extras along with rides to the Bolder Boulder.

I realize now this house will remain darkened as its owners have moved into a new chapter of their lives. They are in transition with their planned move to family in the Northwest.

Our neighborhood is also transitioning as we await new owners who will call this place home. We understand the snow blower has been provided for them!

Will they have lights on in the evening, early morning hours? I hope so as I settle into looking again to the east as I close out the day.

*Martha (Marty) Coffin Evans, Ed.D., is a freelance writer with MACE Associates, LLC. She can be reached at itsmemartee@aol.com.*

*We Care!*

## Uniquely Bea

### First World Problems...An Attitude of Gratitude



**Bea Bailey**

“Double, double toil and trouble”....

With all the issues and concerns in almost EVERY part of the world, it is very easy to become overwhelmed. I will have a stroke if I don’t stop reading the political news. I thought that I had side-stepped this because I canceled my cable subscription, but there is that thing called the Internet or Facebook.

One can get so caught up in all this death, racism, destruction, political uncertainty, and climate change that it could lead you down into a deep hole. You can either stew in your own juices, get involved in making a change or simply look around at all the blessings that surround you. When I talk to my daughter and one of us begins to complain, one of us will tell the other that whatever we are complaining about is simply a FIRST World Problem. The United States may no longer be that shining beacon on the hill, but when you look at the resources that we have here, compared to Third

World countries, we don’t have much to complain about. I am not suggesting that we pretend that we live in Shangri-La or Camelot, but there is so much to be grateful for. It is beyond depressing to look at the rights and privileges being stripped away of anyone who is not viewed as mainstream or women not being in control of what they can or cannot do with their bodies. In some ways, one can feel that we are now living in the Upside-Down World (“Stranger Things” analogy)

Pushing and striving for equality and inclusion is a must, no matter how you slice it. However, as you do these important tasks, try to do a reset, and develop an Attitude of Gratitude for what you do have in comparison to others. Consider reaching out and helping someone along the way is also a great idea.



❖ one medical seniors

# Join us for an upcoming event!

One Medical Seniors is a doctor's office for those on Medicare. These events are open to the community!

**Bring a friend to a technology series class and learn about smartphone and tablet fundamentals for older adults.**

**October 19 | 10:00 - 11:30 a.m.**

1692 Wadsworth Blvd  
Lakewood, CO 80214

**October 26 | 10:00 - 11:30 a.m.**

8246 W Bowles Ave, Bldg 1 Unit T  
Littleton, CO 80123

To learn more about our upcoming events, scan the QR Code or call **720-798-3822**





# You want a connection to your doctor. We'll help make one.

As each of us gets older, what we need for our healthcare changes—sometimes more than once. That's why Humana has providers like Oak Street Health in our network that specialize in geriatric care. We connect you with doctors who take time to get to know you, offering care that evolves alongside you and a dedicated team who prioritizes your whole health.



Specialized primary care for adults 65+



A professional care team that takes the time to listen



Care beyond the clinical, with mental health and social wellness support

## Find an Oak Street Health location near you

**Now Open: Harvey Park**  
740 Peoria St.  
Aurora, CO 80011

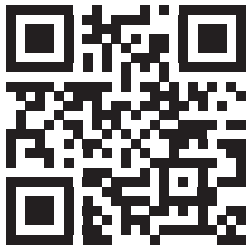
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Visit [HealthThatCares.com/Oak-Street-Health](https://HealthThatCares.com/Oak-Street-Health) or scan the QR code



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 Oak St. Health



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# FREE Senior Resource Fair



## ACAN Resource Fair

Thursday November 9th, 2023

**You are invited to attend any time from 9:00am - 12:00pm**

City of Thornton Community Connections Center  
9471 Dorothy Blvd, Thornton CO 80229

- Meet with various exhibitors sharing local Senior Services and Information on Aging Well in Adams County.
- Learn about new programs and products to help you and your loved ones age with health and safety in your community
- Refreshments will be served; registration is available at the door

### Pets Are Family



As the leaves change and Halloween approaches, it's essential to remember that our beloved pets need a little extra care during this spooky season. Here are some quick tips to ensure your pet's safety during the month of October and Halloween.

**1) Costume Cautions:** While dressing up your pet can be adorable, not all pets enjoy wearing costumes. Make sure the costume is comfortable and doesn't restrict their movement or breathing. Avoid masks that can obstruct their vision, and keep an eye on your pet while they're dressed up to ensure they don't chew on or ingest any costume parts.

**2) Treats, Not Tricks:** Keep Halloween candy and treats out of reach from your pets. Chocolate, artificial sweeteners (xylitol), and some candies can be toxic to animals. If your pet ingests something harmful, contact your veterinarian immediately.

**3) Safe Space:** Halloween can be noisy and chaotic thanks to parties and trick-or-treating, and this might make some pets feel stressed or anxious. Create a quiet and safe space in your home where your pet can retreat to if they become overwhelmed. Consider using pheromone diffusers or calming music to help ease their anxiety.

**5) Keep ID Updated:** Ensure your pet's ID tags and microchip information are up to date. With the constant opening and closing of doors during trick-or-treating and parties, there's a higher risk of pets escaping. A well-identified pet is more likely to be returned safely if lost.

By taking these precautions, you can ensure that October remains a fun and safe time for both you and your furry family members. With a little extra care and attention, you can enjoy the spookiest season of the year without any scary incidents. Learn more at [larimerhumane.org](http://larimerhumane.org).



## Active Minds

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**Call us at: 303-320-7652**

[www.activeminds.com](http://www.activeminds.com)

### Technology is Hip!

#### Is Online Banking Safe?



**Bob Larson**

Do you use online banking instead of writing checks? The number of global online banking users will exceed 3.6 billion by 2024. India is the top mobile banking country in the world. In the U.S., it is estimated 216.8 million or two-thirds of Americans use online banking, however 25% of customers prefer to still write checks. Besides banks, credit card, retail and utility companies, major corporations, payment services, and investment houses also use online banking too.

Online banking is commonly used for opening an account, paying bills, transferring funds, applying for loans, depositing checks, and viewing transaction histories. As the number of features are added to online banking, users will use more banking actions online. The reasons are faster service, easy to use, and less expensive than writing checks.

The Covid-19 pandemic accelerated the use of online banking as banking customers were forced to use online banking. After the peak of the pandemic, many customers experienced the advantages of on-line banking and decided to continue using them.

Online banking uses encryption to protect your data from hackers. Encryption is a process of encoding information in a way that only authorized parties can access it. The current standard for online banking encryption is 256-bit AES, or advanced encryption standard. This is also considered "military-grade" encryption because the military uses it to protect some of their classified information. Some banks may also use other types of encryption algorithms.

Your home computer or smartphone browser includes the 256 AES encryption method to protect your banking accounts. When you access your banking account from your computer or smartphone, the banking computer tells your computer or smartphone browser to use the special encryption to protect your banking data.

This is another great use of technology in helping the human population operate more efficiently. *Bob Larson is a technologist and Marketing Director for 50 Plus!*





## Membership

### JOIN US!

Hispanic Chamber membership is open to small businesses and non-profit organizations as well as small, mid-sized and large corporations. For more information about Hispanic Chamber membership please contact us at **303.534.7783** or e-mail us at [info@hispanicchamberdenver.org](mailto:info@hispanicchamberdenver.org)





**Social Security Today**  
**Minimizing The Risk Of Financial Abuse**  
**For People Living With Dementia**

Financial crime against older Americans is a growing problem. People living with dementia are at an especially high risk of becoming victims. That's why we're committed to combatting fraud.

As their memory and other thinking skills decline, people with dementia may struggle to make financial decisions. They may not remember or report the abuse – or understand that someone is taking advantage of them. This abuse can occur anywhere – including at home or in care settings.

Victims of fraud who are 80 years and older lose an average of \$39,200 every year. Studies show that financial exploitation is the most common form of elder abuse. However, only a small fraction of these incidents are reported.

You can help protect others by learning to recognize common signs of financial exploitation and abuse, including:

- Unopened bills.
  - Unusual or large purchases.
  - Utilities being shut off due to unpaid bills.
  - Money given to telemarketers or soliciting companies.
  - Unexplained withdrawals from the person's bank account.
- There are also many simple things that caregivers can do

to reduce the risk of financial abuse for people with dementia and similar conditions, like Alzheimer's. Do your best to make sure they're involved in deciding which safety measures to put into place.

Some options include:

- Agreeing to spending limits on credit cards.

- Signing up for the "Do Not Call" list at DoNotCall.gov.

- Setting up auto-pay for bills instead of paying them by check.

- Signing up to receive automatic notifications for withdrawals from bank accounts or large charges to credit cards.

- Requesting electronic bank and credit card statements and watching for unusual purchases or changes in how the person typically spends money.

- Asking credit card companies to stop sending balance transfer checks and opting out of future solicitations.

- Creating a separate account where you can keep a small, agreed-upon amount of money that the person can use for recreational activities, meals with friends, etc.

*To learn more about combating elder abuse, visit our blog at <https://blog.ssa.gov/world-elder-abuse-awareness-day-combating-injustice/>.*

**Find Einstein**



Can you find the hidden Einstein in this paper?

E	M	I	R	T	E	N	T	H	V	A	S	T
P	A	L	E	A	D	O	R	E	I	N	C	A
I	S	L	E	M	E	A	R	S	E	N	A	L
C	H	I	F	F	O	N	C	A	U	D	A	T
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Storytellers TELL stories to Cherry Creek elementary school children. Volunteer storytellers enhance literacy, stimulate imagination, and broaden multicultural understanding. Pus: It's fun and rewarding, For information and to sign up for training contact [drpbusch42@aol.com](mailto:drpbusch42@aol.com)

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**Support Groups**

**Sky Cliff Center Stroke Support**

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Senior Community over 55 in southwest Littleton \$95,000. 2 bedrooms, 2 Full Baths, washer/Dryer, for sale by owner. Must see To appreciate the incredible value, call 303-358-4046

**Groups**



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Golf,Dine,Bowl, Arts and Culture

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**DENVERSSC.org or Call 720-941-6405**

**Caregivers**

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Small group music, movement, and art dementia-focused day program.

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Buying Old Baseball and Sportscards and memorabilia. I'm also buying Vinyl Albums. Cash paid. For an honestoffer feel free to call CJ at 303-916-8143

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**Help Wanted**

Sales and Marketing Assistant to call on Weld County Businesses. A passion to help Seniors is a plus. Call Michael Buckley, Associate Publisher at 970-673-5918 for more details.

**For Sale**

Large Private Collection of 100 Hummel's and 20 Pewter. Figurines all excellent condition. Please call 970-515-6769 For Larry and location!

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## Senior Law Day in Thornton

*Law Day attendees taking advantage of visiting the wide variety of vendors specializing in senior oriented products and services.*



*Breakfast for the attendees and speakers to listen to.*

The 17th JD Law Day Committee serving Adams and Broomfield

Counties outdid themselves hosting and presenting an outstanding and exceptionally well-organized educational event which was quite successful in connecting senior folks with their families, and caregivers and probably concerned and caring friends. The assembled resources – specialized vendors, programs and speakers completed the mission of helping all concerned to navigate the aging journey a bit easier and more comfortably with valuable information and knowing professionals are ready to be of assistance. The event was of great benefit to everyone who attended. Thank you to the committee for doing such a fabulous job!

## Ageism Matters

### Walk A Mile In Someone Else’s Shoes

At Changing the Narrative, we’ve facilitated many intergenerational conversations about ageism. Sometimes in these conversations, people go on the defense about their views. Conversations can become passionate, with participants stuck in an “us vs. them” mindset, such as Millennials versus Boomers.

It can be challenging to consider perspectives different from one’s own. However, research has found that when people have constructive conversations about age it reduces our stereotypes and prejudice about other age groups.

The key to bridging generation gaps is cultivating compassion and this starts with listening to other people’s experiences. Acknowledging differences between people at different stages in life can be useful for raising awareness about certain issues, but it doesn’t have to be divisive.

Popular narratives play up differences between ages, pitting us against each other. We see it in advertising and entertainment, in political commentary, and from industries pushing anti-aging solu-

tions. Consider the “OK Boomer” comeback, where younger people dismiss older people, based on the idea that older generations selfishly created a world full of challenges for younger generations.



**Kris & Sara**

In response, both sides dig in their heels. Ideas like this lump everyone in an age group together, despite a huge range in the views of people of a similar age. They perpetuate inaccurate stereotypes and distract us from finding real solutions to our shared concerns.

We need to understand one another’s perspectives in order to live and thrive together. We need to walk a mile in someone else’s shoes. At Changing the Narrative, we believe this is both possible and necessary to end ageism.

Want to learn more? See our website for resources.

*Sara Breindel & Kris Geerken are Co-Directors of Changing the Narrative, [www.ChangingtheNarrativeCO.org](http://www.ChangingtheNarrativeCO.org), a leading effort to change the way we think, talk and act about aging and ageism.*

## Ron Stern’s Travel Series

### Loveland Chocolate Festival



**Ron Stern**

The Loveland Chocolate Festival was held at The Ranch event complex on September 16, 2023. This year’s event saw lines extending well into the parking lot with chocolate lovers waiting to sample the wares of some of the region’s best chocolatiers. If you missed the event, you can still find many of the 57 represented vendors either online or at some of Northern Colorado’s farmers markets.



Audacious Truffles uses no artificial colors or ingredients and prepares his truffles using a slow reduction process to intensify the flavors. The House of Stewart creates traditional Scottish shortbread, caramels and tablets. The

latter is a creamy confection prepared with condensed milk, butter and sugar that melts in your mouth. The owners of M2 The Confections love to create unique flavors that you typically don’t see elsewhere. Some of the popular seasonal specialties include caramelized passionfruit and Palisade Peach caramel.



Sourcing from small farmers in Latin American countries seems like a growing trend in the industry. IXKAKAW is a woman-owned Ft. Collins business that works directly with farmers sourcing cacao that is grown in the wild. They are hand-picked and the fermented beans are then dried under the sun, sorted and roasted. They offer a variety of chocolate bars including a rare version called Macambo that uses light-colored cacao nibs, butter and sugar. The resulting delicate flavor is similar to that of white chocolate.

*You can find more information about future chocolate festivals at Dana Cain Events (<https://www.danacainevents.com/>).*

*Story by Ron Stern (The Global Gumshoe), [travelwriter01@comcast.net](mailto:travelwriter01@comcast.net).*

## In The Spirit

### Rejoice Anyhow!

*“When his brothers saw that their father loved him more than any of them, they hated him and could not speak a kind word to him.” Genesis 37:4 (NIV)*



**Dr. Armington**

When you read the well recited verse “And we know that all things work together for good to them that love God, to them who are the called according to his purpose” we fail to truly realize what GOD is saying through the Apostle Paul. Basically, the revelation is, “God is in all things, working them out for our good, if we love God and have made ourselves available to be used for His purpose.”

Everyone is troubled, except Joseph in the text; he’s trusting

GOD. Joseph’s brothers planned, they plotted and they schemed. With all they had done, they never included GOD, but GOD included Himself. Remember, Joseph is only seventeen years old, and has been walking with GOD for a short while now. He’s not disturbed by the events taking place in his life because his Faith in GOD has matured to Trusting GOD. He never shows a disturbance about his plight, but focus on the facts of Faith: Trust GOD in the midst of it all.

*For more inspirational nuggets you may purchase a copy of “How To Get Your Hands Out The Lion Mouth” @ [www.DrArmington.com](http://www.DrArmington.com) bookstore.*

**32 Years of Service Providing  
Information for the 50+ Community**



# Lakewood and Elks Lodge Host 10th Free Annual Veterans Fair

The Elks Lodge and the City of Lakewood will partner once again to celebrate the 10th anniversary of the West Metro Veterans Fair with a record 50 organizations in attendance to serve military veterans and their families. The free event will be on Thursday, Oct. 5 from 11 a.m. to 2 p.m. at the Lakewood Elks Lodge #1777, 1455 Newland St.

Recognizing all branches of the armed forces, the fair provides resources and information for anyone who has served in the military and their families to learn about benefits, counseling, employment, health care and housing options. Support kits will also be available

for unhoused veterans. “I am proud to be a small part of the 10th annual West Metro Veterans Fair, an important event which prides itself on connecting veterans from across the metro area with the many organizations with missions to support and serve veterans,” said Master of Ceremonies Chris Hoeh, who is a United States Army Veteran and sergeant with the Lakewood Police Department.

Flu shots will be available for veterans at no cost. There will also be opportunities for one-on-one discussions with exhibitors at the fair and a free barbecue for all to enjoy.



## Colorado Gerontological Society Medicare Monday Highlights 2024 Changes



Denver, CO. Every year, Medicare beneficiaries are encouraged to review coverage, especially drug coverage. Premiums and co-pays, health plans and prescription drug, as well as new benefits from the Inflation Reduction Act (IRA) will be the subject of Medicare Monday. Medicare open enrollment runs from October 15 to December 7. The Colorado Gerontological Society will be offering a combination of in-person events and virtual programs. Kick-off events will begin Monday, October 16 with both in-person events in the metro Denver area, as well as a virtual event. The Society will also be offering a series of virtual Wednesday Lunch and Learn’s on topics such as enrollment in a Part D plan and the difference between Medicare Advantage (MA) and Medicare Supplement Plans. New MA companies will be entering the market. These plans will

compete with companies already in the market with low to zero premiums, limited co-pays, and lots of additional benefits such as dental care, hearing aids, meals following a hospitalization, and product catalogs for over-the-counter drugs and other devices. Similarly, expect changes to the Prescription Drug Plans (PDP). As MA and PDP companies prepare for changes in how the Centers for Medicare and Medicaid negotiates drug costs in 2025 with pharmaceutical companies directly to bring down the cost of ten most frequently used prescriptions, expect the MA and PDP companies to make changes of their own. Individuals who attend in-person will be able to do comparison shopping by visiting with insurance companies to learn more about their products. Information will be available upon request for virtual attendees. Check our ad for locations, visit senioranswers.org, or call 303-333-3482 or 1-855-293-6911 (toll free) or 1-866-880-4777 (Spanish). *Eileen Doherty, MS is the Executive Director of the Colorado Gerontological Society.*

## Genealogy Rocks!



Carol Darrow

The most common reason people embark on a genealogy search is to find the story behind the facts. Sometimes that story is in census records (missing husbands) or marriage records (more than one). Newspapers are often the richest source of events in the lives of our ancestors. Something such as an obituary or burial notice can supply children’s names both living and deceased, parents’ names, even occupation and fraternal affiliations. Newspaper collection services cost about \$100 a year and may seem too expensive. Often there are three-month subscriptions that will let you do the needed research in a short period of time. Every newspaper service contains different newspapers. So if you’re looking for the St. Louis Post-Dispatch, you need to subscribe to Newspapers.com while those seeking San Francisco news should turn to GenealogyBank.com. Denver newspapers, both the

Denver Post and Rocky Mountain News, are digitized on GenealogyBank.com but only up to 1940. There are free newspaper resources in some U.S. states. Colorado Historic Newspapers covers Denver news as well as up-state news from the Western Slope. Google your state of interest to discover such as Iowa Historical Newspapers. Beware of commercial tags that will take you to non-newspaper sites. If security warnings start flashing, cancel the site. If you have a specific date, such as a death date or marriage date, you can contact the local public library which is often the repository of local newspapers. They may or may not be indexed but librarians will look up newspapers near the date you supply. This will often get you a digital copy of an obituary. This is helpful for small towns in rural counties that have not had their newspapers digitized. Happy hunting! *Carol Cooke Darrow is a Denver-based professional genealogist who teaches classes throughout the area and facilitates the WriteNOW family writing group on Zoom.*

Medicare Counseling: Call 303-333-3482

# MEDICARE MONDAY

WEEKLY MEDICARE TOPICS FOR OLDER ADULTS

JOIN US IN PERSON OR ONLINE FOR VIRTUAL SESSIONS

## 2024 Medicare Changes

In-Person Meetings (Starting at 9:30 a.m.)

Oct. 23: Northglenn Senior Center (Northglenn)  
Nov. 6: Good Samaritan Society (Fort Collins Village), Garden Square (Greeley), and Inner City Parish (Denver)  
Nov. 13: River Pointe Senior Living (Littleton) and Cherry Creek Retirement (Aurora)

In-Person Afternoon (Starting at 1:30 p.m.)

Oct. 30: Holly Creek Retirement Community (Centennial)  
Nov. 6: Foothills Parks and Recreation (Littleton)

Register Online for these Virtual Meetings! (Zoom-Only)

➔ **2024 Medicare Changes**  
Oct. 16: 9:30 a.m. and Oct. 30: 1:00 p.m.

**New to Medicare**  
Oct. 16: 1:00 p.m. and Nov. 13: 6:00 p.m.

*Wednesday!*  
**LUNCH & LEARN**

All Virtual Meetings (Zoom-Only)

Oct. 25: 12:00 p.m. to 1:00 p.m.  
**Choosing a Prescription Drug Plan**

Nov. 1: 12:00 p.m. to 1:00 p.m.  
**What is the Difference: Medicare Supplement & Medicare Advantage**

Nov. 8: 12:00 p.m. to 1:00 p.m.  
**Medicare Benefits: Home Care, Nursing Home & Hospice Care**

Nov. 15: 12:00 p.m. to 1:00 p.m.  
**Medicare: The Little Things You Need to Know**

Colorado Gerontological Society Leaders in aging

VISIT SENIORANSWERSORG FOR LOCATIONS, REGISTRATION AND COMPLETE EVENT DETAILS

Scan QR Code for Details



Denver Regional Mobility  
& Access Council (DRMAC)



Denver Regional Mobility & Access Council (DRMAC) is a non-profit organization that addresses transit needs for all by coordinating, advocating, and educating to achieve our mission of mobility & access for all! DRMAC serves the following Colorado counties: Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Gilpin, and Jefferson

Getting There Travel Training

DRMAC provides a FREE multi-modal transit training course, teaching individuals in our community how to use a variety of mobility options other than SOV. To register for a travel training email [soneill@drmac-co.org](mailto:soneill@drmac-co.org)

Getting There Travel Guide

Our Getting There Guide is a printed guide to transportation services for the Denver Metro area. To download a PDF version of the guide, or to request a paper copy please visit our website at [www.drmac-co.org](http://www.drmac-co.org) or call us at 303-243-3113.

Monthly Meetings & Events

DRMAC hosts monthly meetings, events, and trainings in partnership with the community to share information and resources. The overall goal is to make transportation accessible and affordable for all

Information & Assistance Line

The DRMAC Transportation I&A Center is a free, live-line resource to help users identify transportation options in the Metro Denver area. The I&A line is open Monday-Friday from 8:30am to 5:00pm. Call 303-243-3113

Getting There Travel App

The Getting There app is a great tool to use when looking for transit options on the go! Our app provides transit options tailored to location, accommodations, age, and more! It is free to download, easy to use, and can be downloaded on to apple and android devices

Membership

The support of our members and community partners is crucial to our mission. Membership helps us continue our work from a four-pronged approach: advocacy, coordination, education, and information.

For more info about DRMAC programs please email [info@drmac-co.org](mailto:info@drmac-co.org) or call 303-243-3113



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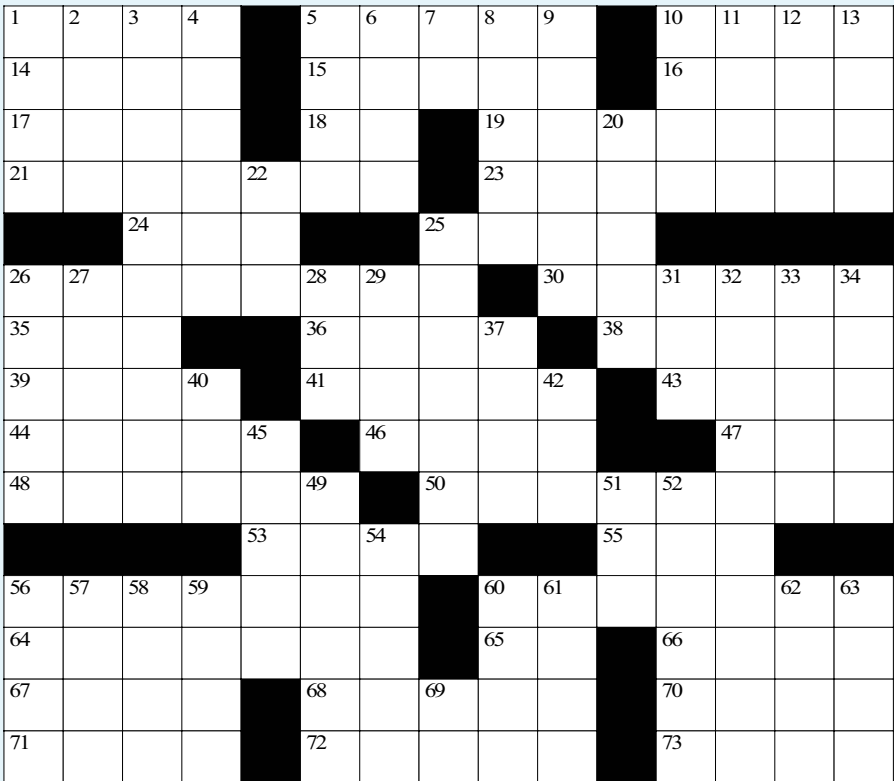


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Crossword Puzzle



ACROSS

- 1 Islamic chieftain
- 5 One of ten equal parts
- 10 Immense
- 14 Not bright
- 15 Worship
- 16 South American Indian
- 17 Small island
- 18 Objective case of I
- 19 Collection of weaponry
- 21 Sheer fabric of silk
- 23 Having a tail
- 24 Light meal
- 25 Assist
- 26 Infinite time
- 30 Stage plays
- 35 Beetle
- 36 Spawning area of salmon
- 38 Mature

39 Republic in SW Asia

- 41 Unit for measuring gold
- 43 Potpourri
- 44 Source of cocoa
- 46 Animistic god or spirit
- 47 Faucet
- 48 Pertaining to the thymus
- 50 Broadcast by television
- 53 Ornamental fabric
- 55 Edge
- 56 Offensive
- 60 Rootlike
- 64 Marshy
- 65 Which satellite of Jupiter discovered by Galileo in 1610, is that planet's third largest
- 66 Drug-yielding plant
- 67 On the top
- 68 A poplar

- 70 Charge per unit
- 71 Limbs
- 72 Well-known
- 73 Small drink of liquor

DOWN

- 1 Heroic
- 2 Soft pulpy mass
- 3 State of being illiterate
- 4 Marijuana cigarette
- 5 Cap of Scottish origin
- 6 Paradise
- 7 Negative vote
- 8 Vestige
- 9 Messenger
- 10 Competed
- 11 Old Indian coin
- 12 Move off hastily
- 13 Story
- 20 Above
- 22 Devoted follower
- 25 Combine chemically with water
- 26 Decree
- 27 The Pentateuch
- 28 Annoy
- 29 Furniture wood
- 31 Fuss
- 32 Having many poles
- 33 Assumed name
- 34 Mine excavation
- 37 Matron
- 40 Vietnam
- 42 Sesame plant
- 45 Greased
- 49 The land of promise
- 51 Biblical high priest
- 52 Visor
- 54 Second largest violin
- 56 Gemstone
- 57 Restrain
- 58 Long, laborious work
- 59 Drinking vessels
- 60 Hoar
- 61 Covering for the head
- 62 Very small quantity
- 63 Hold as an opinion
- 69 Near to

October 2023  
Answers page 7



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Senior Answers and Services provides counseling and consulting for seniors and their families as well as information, resources, and services to improve quality of life for older adults.



Apex Community Recreation Center

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Below is a sampling of Apex’s upcoming Active Adult program. You can stay updated on all the latest offerings by visiting Apex-PRD.org. The following activities are all hosted at the Community Recreation Center, 6842 Wadsworth Blvd., Arvada, unless otherwise noted. Please register in advance for all programs by visiting online or calling 303.425.9583.

**NEW: Blues and BBQ:** Thursday, Oct. 12, 12 pm  
Enjoy a delicious lunch followed by entertainment by Chris Daniels. Register by October 9. Sponsored by the Scientific Cultural Facilities District. \$16

**Acrylic Painting:** Wednesday, Oct. 4, 6:30 pm  
Whether you have been painting for years or just starting out, come and learn techniques in acrylic painting. \$67 (\$80 non-res.).

**Active Adult – Book Club:** Wednesday, Oct. 11, 1 pm  
We will discuss “The Dutch House” by Ann Patchett. Light refreshments will be provided. \$5 (\$6 non-res.).

**The Loneliness Pandemic:** Monday, Oct. 16, 11 am  
Nearly half of Americans report sometimes or always feeling lonely, and studies from around the world show that there is a global pandemic. Dr. McCann will review the prevalence, causes, and consequences of loneliness and discuss research-based ways to decrease loneliness. \$5 (\$6 non-res.).

**Info Session – Canadian Rockies via Rail:** Wednesday, Oct. 18, 11:45 am  
Are you ready for adventure? Join us for an information session on October 18 to learn about Premier World Discovery’s Canadian Rockies via Rail trip. Mandy McCarthy from Premier will be at the

CRC to discuss the trip itinerary and explain the registration and payment process. Free, but advanced registration is appreciated.

**NEW: Active Adult Welcome Breakfast:** Thursday, Oct. 26, 9:30 am  
Whether you’re new to the district or ready to try some new activities, discover the many diverse opportunities across Apex. Enjoy a light breakfast while you learn about various social activities, education, arts and crafts, fitness, aquatics, trips, hikes, clubs, volunteering, and how to get involved. We will also be discussing the benefits of insurance-based memberships. Free, but advanced registration is appreciated.

**NEW: Fall Fashion Show and Ice Cream Social:** Thursday, Oct. 26, 1 pm  
In honor of breast cancer awareness month, come dressed in your pink and experience a fall fashion

show brought to us by Cato Fashions. Afterwards, enjoy an ice cream social with all the delicious toppings. Register by Oct. 23. \$8

**Holiday Rental Opportunities at the Center** Are you looking to host a holiday gathering or party? Look no further as the Center provides affordable spaces for smaller groups to up to 250 people. Call Michelle at 303.467.7197 for more information and for pricing.

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Wheat Ridge Active Adult Center (AAC)  
6363 W. 35th Avenue - Wheat Ridge, CO 80033 • 303-205-7500

**Halloween Spooktacular**  
Don’t miss an enchanting yet quirky afternoon of music. A witches brew of yummy morsels will be served for lunch. Attend dressed in costume, if you dare and join the costume contest for prizes. This spooky event will be held on Friday, October 20th. Cost is \$17-call 303-205-7500 to register.

**Batik with Watercolor**  
With watercolor batik, wax is used as a resist that blocks the areas that are not intended to receive paint. Batiking is not an exact science, be prepared for unintentional drips of wax and oozing color. \$10 supply fee due to the teacher on the first day of class (Sat. Oct. 7th) for additional supplies that are more complex to find. Call 303-205-7500 to register.

**Pottery - Intro to Throwing**  
All levels of clay experience welcome. This foundations class will

explore the fundamentals of hand construction and wheel throwing. The class will contribute to developing muscle memory, upper body strength, as well as eye-hand coordination. You will be introduced to clays, glazes, surface decoration techniques, and bisque/glaze firing within the electric kiln. All clay and glazes must be acquired from the studio. Please, no outside projects, clay bodies or glazes. Basic tools will be provided and shared by the class. This class will be held on Friday mornings, Oct. 6-27, cost is \$75, call 303-205-7500 to register.

**Gentle Yoga**  
Find your inner power! With an emphasis on fitness and a health-based approach to Vinyasa style yoga, you will develop core strength, improve flexibility, and become more centered through a series of yoga asanas (poses). Bring

your yoga mat and join instructor Lisa Toyne on Tuesday evenings from 6-7pm. Cost for each monthly session is \$25, call 303-205-7500 to pre-register.

**Movie Matinee**  
Enjoy the movie “80 for Brady” on Thursday, October 26th at 1pm, the movie is free but pre-registration is required, call 303-205-7500 to register. Bring \$1 for pop & popcorn, if you like!

**Trips**  
We have numerous outings planned for October, stop by the AAC to pick up a copy of the trip guide. We also offer hikes and weekly walking outings. Call 303-205-7500 to register or register online at: rootedinfun.com


**Special Interest Drop-In Groups** (Drop-in fees \$4.50 paid for with an Electronic Enrichment Pass)  
**Train Dominoes** - 2nd Mondays, 1pm

**Silversmith Lab** – Every Wednesday, 9am - noon  
**Booktalk** – Thursday, Oct. 26th – Book: Lessons in Chemistry by Bonnie Garmus  
**Pastel Painting** – 2nd Thursdays, 10am  
**Maj Jong** – Wednesdays, 9-11am  
**Canasta** - 1st and 3rd Fridays, 1-3pm  
**Fitness and Dance**  
While many of our dance and fitness classes have returned to in-person, some of our classes remain on Zoom. Registration is required for Zoom classes, call 303-205-7500 to register.  
*More information on all AAC activities offered are available in the printed Rooted in Fun Guide or online at: www.rootedinfun.com. You can also pick up a copy at the AAC or the Wheat Ridge Recreation Center.*

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9/7-10/19 Th 10 a.m. -NOON  
41761011 \$60/\$55 \*(No class  
on 10/12)  
10/26-11/30 Th 10 a.m. -NOON  
41761012 \$50/\$46 \*(No Class  
on 11/23)  
**Education & Enrichment**  
**Basic Photo Composition**  
Instructor: Cynthia Slade Location:  
MRC  
10/7-10/28 Sa 9:30- 10:30  
41460812 \$27/\$22  
ROOM RES  
**Digital Photography Techniques**  
Instructor: Cynthia Slade Location:  
MRC  
9/8-29 F 2:30-3:30  
41460711 \$27/\$22

10/7-10/28 Sa 11-12  
41460712 \$27/\$22  
**Continuing Bridge Lessons**  
Instructor: James Buck Location:  
MRC  
10/18-11/22 W 10 a.m.- noon  
41465012 \$57/\$46  
**Social Security Basics**  
Please note: this class may be broad-  
cast live-virtually at the Malley Rec-  
reation Center or provided in-person  
depending on number of attendees.  
Free, registration is required. Loca-  
tion: MRC  
10/27 F 10 a.m.-NOON  
41461212 Free, Registration  
Required  
**New! Nymbl Science Digital App**  
**101**  
Presenter: Sasha Story, Nymbl Com-  
munity Outreach Manager  
10/23 M 1-2 p.m. 41461811  
\$7/\$5  
**Young at Heart**  
Instructor: Kelly Andis (Natural  
Grocers)  
10/26 Th 1:00-2:00 p.m.  
41460611 \$7/\$5 MRC  
**New! Mental Health Awareness**  
**and YOU** 10/10 Tu 41461912  
12:30-1:30  
**New! Alzheimer’s Association**  
**Education: 10 Warning Signs of**  
**Alzheimer’s**  
Presenter: Representative with Alz-  
heimer’s Association  
10/18 W 1-2:00 p.m. 414623  
**Building Physician Partnership**  
Sponsored Presenter: Ben Torrez,  
Humana  
10/30 M 11 a.m.-1 p.m.  
41450911 \$7/\$5  
**Sponsored Classes**  
**Medicare 101**  
Sponsored Presenter: Allen McGirl  
Insurance Location: MRC  
10/12 Th 1:30-3:00 p.m.

41460112 FREE  
**Will Maker- Legal Seminar**  
Instructor, Rebecca Bennetti- Attor-  
ney of Estate Planning Law. Loca-  
tion: MRC  
10/24 Tu 12:30 – 4:30 p.m.  
41460412 \$15/\$12  
**The Probate Process**  
Presenter: Ryan Scott of BC Scott  
Law  
10/16 M 10-11:30 a.m.  
41461511 \$7/\$5  
**Reverse Mortgage Myths**  
Sponsored Presenter: Tom Openka,  
Orion Mortgage  
10/9 M 41461011  
10-11  
**Excursions**  
Please visit the website for details!  
**Blackhawk & Central City**  
Registration Deadline: Thursday pri-  
or to excursion date by 7pm. MAX  
14  
10/9 M 9am-4pm  
42060313 \$25/\$20  
10/16 M 9 am-4 pm  
42060314 \$25/\$20  
**Rockies**  
We will depart Malley at 12:15pm,  
and plan to return by 6pm. Food and  
refreshments are on your own. Play  
ball! Cancellations must be made one  
week prior to game date, no refunds  
after that date.  
10/1 Rockies vs. MN Twins  
Su 12:15-6 p.m.  
42060712 \$48/\$38  
**Mystery Matinee & Meal**  
10/18 W 12:45pm- 5:30pm  
42060112 \$30/\$25  
**Cripple Creek Caravan**  
10/27 F 8am-5pm  
42060211 \$42/\$34  
**Lariat Loop Scenic Drive &**  
**Lunch- Evergreen**  
10/2 M 10am-3:00pm  
42061011 \$30/\$25

**Guanella Pass Scenic Drive &**  
**Lunch- Georgetown**  
Menu price range is \$10-\$30. Lunch  
is on your own. My need to wait- no  
reservations, call before coming  
10/23 M 10am-2:30pm  
42061111 \$30/\$25  
**Polish Pottery Outlet and Pierogies**  
**Factory Lunch- Littleton**  
10/10 T 9:45-3pm  
42060511 \$27/ \$22  
**Balistreri Winery Tour & Lunch-**  
No cancellations after 10/16.  
10/24 T 11 a.m.-3:30 p.m.  
42060811 \$78/\$66  
**National Renewable Energy Lab &**  
**Lunch** (Tour 10-11:30)  
After the 90-minute guided tour, we  
will head to lunch (on your own) at  
Golden Diner, menu price range is in  
the \$9-\$16.  
Please Note: proof of US Citizenship  
status and email address is required  
for participation in the NREL tour.  
10/13 F \$36/\$30  
42061611 9:00am-3pm  
**Yanni’s Greek Restaurant -Dinner-**  
**Greenwood Village**  
Menu offers many Greek cheeses  
and appetizers. Price Range: \$12-\$35  
10/12 Th 4-7:30  
42062211 \$17/\$14  
**Sam’s No. 3 Diner- Lunch- Glen-**  
**dale**  
Menu price range: \$10-\$23  
10/26 Th 11-2pm  
42062311 \$17/\$14  
**Culinary Drop Out- Lunch-Den-**  
**ver**  
Menu Range \$20-\$30  
10/5 Th 11:15-3pm  
42065411 \$26/\$22  
**Oktoberfest**  
10/6 F 11:30-1pm \$12  
**Haunted Denver-**  
10/31 Tu 1:00-2:00pm  
41451011 \$13

The Dirty Dozen Myths of Marketing to Older Americans

Young at heart and flush with cash, they’re the tech-loving, gym-using, trend-setting, fun-seeking, fashion-shopping, car-buying, food-experimenting, ad-consuming marketer’s dream, who are often ignored by businesses and sometimes society in general. These are active aging consumers who spend close to \$3 trillion annually on products and services.

In his recent webinar, Jeff Weiss, a marketing expert of older Americans over 55 (agers), defines who this target is and why they are different compared to how society portrays them. He reveals the Dirty Dozen Myths associated with agers. By crushing these myths attached to older consumers, there is a significant opportunity to change how society and businesses/ organizations see and engage the older, active adults.

Over 110 million (one-third) Americans are over age 55 today, thus by 2042, 42% of the total population will be over 55. Consumers over age 55 represent 40%

of the market, while the younger Gen Y and Z consumers represent less than 18%, where most marketers target their marketing. However, most older Americans are much better informed, still have the most money, and very healthy, so why aren’t the retailers focusing on these agers?

Myth #1: Marketers feel older Americans have one foot in the grave! They think most agers are not very happy from age 65 to 79. They think seniors are really depressing and don’t have much to live for! Statistics prove otherwise!

Myth #2: What is Bluetooth? Agers over 55 are actually leading adopters or early majority buyers of tech devices such as high-tech hearing aids, high tech cars or SUVs, smartphones and tablets, and medical monitoring devices.

Myth #3: You can’t teach an old dog new tricks! Many Agers are trying skydiving, playing pickleball (fastest growing sport with agers), and other active sports besides taking classes for many topics like genealogy and other fun hobbies.

Myth #4: Don’t forget my senior discount! Most agers ask for their senior discount to make their money last longer! Most retailers, restaurants, and medical facilities offer senior discounts to attract the many agers to their businesses!

Myth #5: I’ve fallen and can’t get up! Marketers feel agers are less mobile and have more disabilities. While some single agers may stay home, couples or older friends are healthy and live it up, don’t have kids to raise, and can afford a better lifestyle.

Myth #6: You look great for your age! Today’s agers feel and look good, exercise regularly, don’t smoke, and eat better than their younger generations!

Myth #7: You’re out to pasture! Marketers feel most agers end up in nursing homes, but in reality, they rather live at home or in independent living facilities. With the reverse mortgage option, agers can live comfortably without worrying about money problems!

Myth #8: When I was your age! Marketers feel agers are disengaged from life and society. To-

day’s agers are more engaged because they are healthy and active!

Myth #9: You’re out of sight! The younger generations are critical of their older ones.

Myth # 10: You’re past your prime! Marketers and some businesses feel the agers are not as productive as the younger generations. Interestingly, agers’ past skills and better work ethic are still welcome at many businesses.

Myth #11: You’re tried and true! Even with the older skills, agers are willing to learn new methods and technologies to keep up with the new living standards!

Myth #12: Oh, to be young again! Agers are actually embracing new concepts and trying new ideas in living, having fun, and enjoying life!

In summary, today’s agers feel more alive, have more fun, enjoy life, have more money, are more active than their parents were or even their grandkids. They are physically, socially, mentally, and digitally more active! For more info on this topic, visit [www.ageofmajority.com](http://www.ageofmajority.com).