

the north carolina center for **Creative** Retirement



AFFILIATED WITH THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

May 14, 1987
Roll out Event
Coville Park Inn

Improved quality
of life through
Enhancement of
the talents and
resources of
retired persons
of all ages.

The Center for Creative Retirement is
a Vision ...

- ... of an improved quality of life for older Americans
- ... of individuals continuing their own development
- ... of more and better options for retirement living
- ... of local communities enriched by the creative talents and resources of retirees living within them
- ... of an American society which is rejuvenated by the effective utilization of the creative resources of its retired citizens.

The Center for Creative Retirement is
an Educational Center...

- ... designed to assist older Americans to have a more fulfilling and satisfying quality of life
- ... offering a wide variety of programs and services:

THE PRE-RETIREMENT INSTITUTE
THE COLLEGE FOR SENIORS
THE ADULT WELLNESS CENTER
THE SENIOR LEADERSHIP ACADEMY
THE PUBLIC FORUM ON RETIREMENT ISSUES
THE SENIOR SERVICE LEAGUE
THE RETIREMENT ENTERPRISES COUNCIL
THE RETIREMENT RESEARCH INSTITUTE
THE "RETIREMENT ADVENTURE"



The North Carolina Center for Creative Retirement is a not-for-profit organization affiliated with the University of North Carolina at Asheville.



the Pre-Retirement Institute

offers a variety of courses, programs and workshops designed to help nearly and partially retired persons make wise decisions about when, where and how to spend their retirement years.

The PURPOSE of the PRE-RETIREMENT INSTITUTE is to provide the information and skills necessary for increasing the options for style and quality of life in retirement.

- more options in retirement life-style
- more options in housing
- more options in finances
- more options in health care
- more options in creative use of time and talent

COURSES AND WORKSHOPS are offered in the following areas:

- Financial Planning
- Wellness and Health Care
- Housing and Lifestyles
- Time Management
- Retirement Careers
- Death and Bereavement
- Human Development and Life Cycles
- Recreation and Continuing Education

the National Pre-Retirement Festival

- combines a week-long vacation in beautiful Western North Carolina with an opportunity to increase knowledge about how to prepare for a good retirement
- Offers a full range of pre-retirement programs
- Provides a rich menu of theatre, music, arts and crafts
- Offers a rare opportunity to increase options for retirement while enjoying a wonderful vacation

All programs of the PRE-RETIREMENT INSTITUTE are open to the general public. There is usually a fee charged.





the College for Seniors

is an ongoing series of courses and learning experiences in a wide variety of subjects of interest to retirees. It offers courses within the resource-rich academic environment of the University, but free of the pressures of such traditional requirements as testing and grades.

THE PURPOSES of the COLLEGE FOR SENIORS are:

- (1) to provide Retirees with opportunities for continuing intellectual and cultural enrichment
- (2) to help retirees discover or enhance their creative talents and energies
- (3) to provide a congenial and supportive social environment for recreation and learning

COURSES AND PROGRAMS of the COLLEGE FOR SENIORS:

- are selected and scheduled by a Committee of retirees in cooperation with the COLLEGE Director
- are taught by:
 - Qualified Members of the COLLEGE FOR SENIORS
 - Members of the SENIOR LEADERSHIP ACADEMY
 - Regular Faculty Members at UNCA
 - Other experts in the area

TRAVEL-STUDY COURSES are regularly offered in various parts of the world.

MEMBERSHIP in the COLLEGE FOR SENIORS is by application. A MEMBERSHIP FEE is required.



the Retirement Wellness Center

is an educational program designed to help older persons lead healthier and happier lives through an enhanced understanding and experience of the relationship between physical, emotional and intellectual well-being.

PROGRAMS of the WELLNESS CENTER are designed to help retirees in two ways:

- (1) to understand the physiological and psychological aspects of the entire process of human development from birth to death
- (2) to develop the physical skills, personal attitudes and discipline necessary for truly healthy lives.

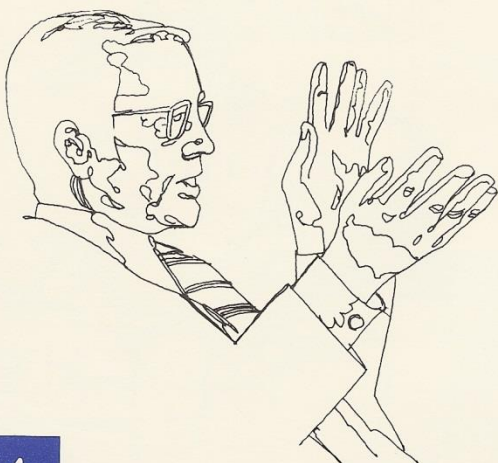
The WELLNESS CENTER makes full use of the rich resources of:

- the HEALTH PROMOTION PROGRAM at UNCA, an established curriculum in health education
- the excellent medical personnel and facilities of Asheville, long recognized as one of the nation's LEADING HEALTH CARE CENTERS
- the nearby MOUNTAIN AREA HEALTH EDUCATION CENTER.

SEMINARS AND WORKSHOPS and TRAINING PROGRAMS include:

Managing Stress	Nutrition
Aerobics for Seniors	CPR
Cholesterol Screening	General Medical
Emotional Health	Diagnostic Skills
The Aging Process	

Programs of the WELLNESS CENTER are offered on a regular basis to older persons in the greater Asheville area and on a less frequent basis to a state-wide and national market.



the Senior Leadership Academy

is a selective group of retired leaders who continue to enhance and use their creative talents.

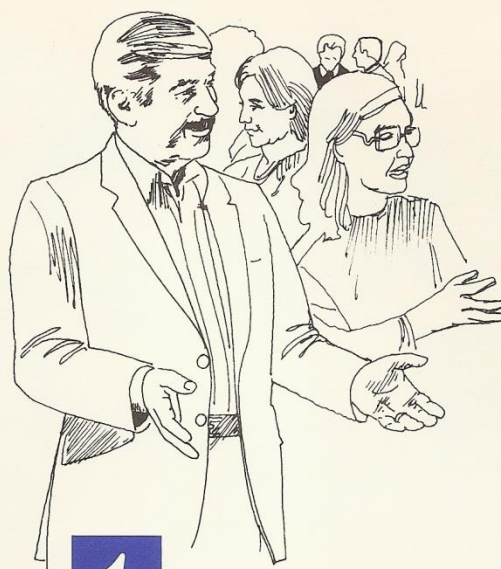
The ACADEMY has two purposes:

- (1) To provide retired leaders in academia, the performing arts, medicine and business a collegial and supportive environment within which to continue to utilize their creative leadership abilities.
- (2) To provide the students and faculty of UNCA and the citizens of the greater Asheville community with the creative leadership of highly talented retirees.

Special Programs of the ACADEMY include:

- (1) Lecturing and pursuing research interests at the University through Adjunct Professorial status in selected academic areas approved by the UNCA Faculty. Such areas may include:
 - Humanities
 - International Business
 - Performing Arts
 - Undergraduate Research
- (2) Joining the Asheville medical community to assist in selected areas of medical education and research
- (3) Participating in regional planning and economic development enterprises
- (4) Pursuing new or continuing interests in writing, research, consulting and other intellectual, cultural or business activities within a supportive collegial environment
- (5) Participating in special symposia and workshops sponsored by the ACADEMY.

MEMBERSHIP in the ACADEMY is by invitation or application (Membership Fee), and includes special privileges (library and computer access, office and meeting rooms, recreational facilities, etc.).



the Retirement Issues Forum

provides a permanent platform for discussion and debate of the great issues of public policy affecting retirees and older Americans generally.

THE FORUM brings to the CENTER the nation's leading political, economic and academic authorities and proponents on issues of Retirement and Aging.

ISSUES regularly discussed in the FORUM include:

Government Responsibility	Insurance
Social Security	Pensions
Generational Equity	Health Care
Pre-Retirement Planning	

THE FORUM regularly PUBLISHES for general distribution excerpts and summaries of its Public Policy debates plus solicited articles by leaders in the field of retirement and aging.

All programs and publications of the FORUM are available to the general public.





the Senior Service League

is a group of retired persons who wish to become informed, committed and involved citizens of the community in which they are retired.

THE PURPOSE of the SENIOR SERVICE LEAGUE is to provide the KNOWLEDGE and the ACCESS which can lead to creative community leadership and service.

THE PROGRAM of the SENIOR SERVICE LEAGUE consists of:

- Eight all-day seminars in the history, culture, politics, economics and social structure of the local community
 - taught by local leaders and experts on public issues and community problems
 - lecture/discussion format
 - available in many communities
- A process for facilitating contacts necessary for involvement in the civic life of the community
- An opportunity for social interaction with other retirees and community leaders.

The SENIOR SERVICE LEAGUE is open to retirees by invitation and application. A membership fee is charged.

the Retirement Enterprises Council

is an association of businesses and industries that produce and market goods and services to retirees. It is also an association of retired business leaders who use their talents and resources to assist local leaders in the encouragement and creation of economic development.

The COUNCIL has three purposes:

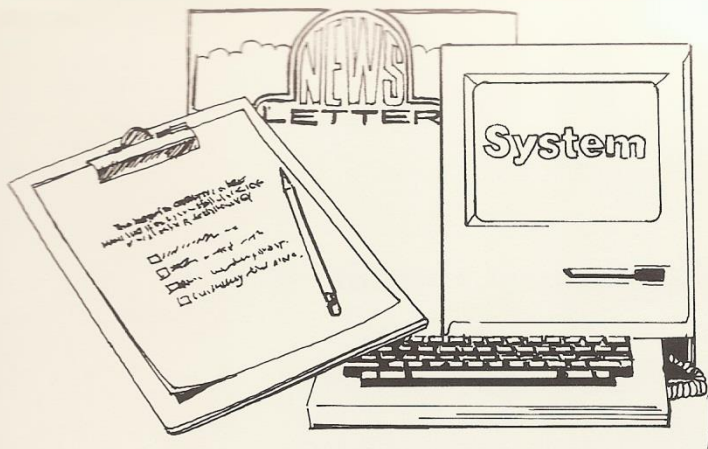
- (1) to increase the attractiveness of the Asheville Area to entrepreneurs who are targeting the national market of retirees
- (2) to improve decision-making in businesses serving the national retiree market by providing information and networks to decision makers
- (3) to stimulate the economic development of North Carolina by attracting and harnessing the creative talents and resources of an outstanding group of retired business leaders.

PROGRAMS of the COUNCIL include:

- Invitational Conferences for CEO's serving selected sectors of the national retiree market
- Publication of a trade Journal for the national retiree market
- an ECONOMIC DEVELOPMENT COUNCIL within the SENIOR LEADERSHIP ACADEMY to work with SCORE, RSVP and local economic development agencies to provide advice, entrepreneurship, venture capital and incubation to existing and new businesses.

MEMBERSHIP in the Council:

- is by invitation or application
- affords a unique opportunity for continued investment of business experience and financial resources.



the Research Institute

The CENTER operates a small RESEARCH INSTITUTE headed by a resident gerontologist.

ACTIVITIES of the INSTITUTE include:

- (1) Design, study, monitoring and evaluation of the CENTER'S programs
- (2) Conducting research on issues related to the mission and programs of the CENTER
- (3) Serving as a clearinghouse for information about pre-retirement and retirement programs throughout North Carolina and the Southeastern United States
- (4) Publishing a NEWSLETTER containing information about programs, results of research, and articles on retirement issues.

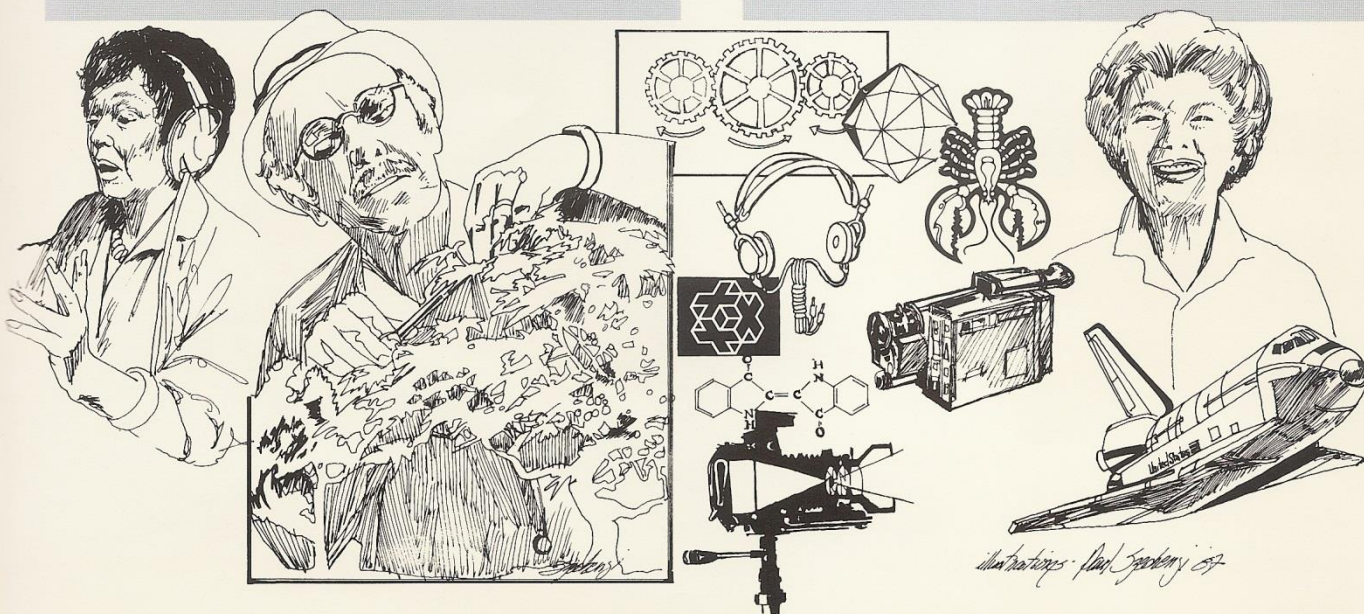
the Retirement Adventure

is an adventure in creative aging. It is a teaching and learning "museum", designed as a living/learning experience. Pre-retirement planning provides hands-on experience with the actual problems, joys, and adventures of retirement living.

"THE RETIREMENT ADVENTURE" is about:

- health
- housing
- aging
- recreation
- financial planning
- retirement careers
- community services
- quality of life
- and fun!

"THE RETIREMENT ADVENTURE" is a teaching facility in an early design stage by the NORTH CAROLINA CENTER FOR CREATIVE RETIREMENT.



he North Carolina Center For Creative Retirement

The North Carolina Center for Creative Retirement is a not-for-profit organization affiliated with the University of North Carolina at Asheville.

The purpose of the CENTER is to advance the quality of life for retirees and pre-retirees and the quality of the communities in which they live by enhancing their creative talents and leadership.

To achieve its mission, the CENTER will operate a wide range of programs and services for retirees and pre-retirees in Western North Carolina and throughout the state and nation.

Programs of the CENTER will include: (1) The Pre-Retirement Institute; (2) The College for Seniors; (3) The Adult Wellness Center; (4) The Senior Leadership Academy; (5) The Public Forum on Retirement Issues; (6) The Senior Service League; (7) The Retirement Enterprises Council; (8) The "Retirement Adventure" (a retirement teaching museum).

The CENTER also includes a research institute which provides a clearinghouse of information, training workshops and materials for civic and business organizations desiring to develop their own retirement and pre-retirement programs.

For more information about any of the CENTER's programs, write or phone:

The North Carolina Center for Creative Retirement
The University of North Carolina at Asheville
Asheville, North Carolina 28804-3299
(704) 251-6512

