



*NEWS RELEASE:  
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### **Older Dominion Partnership names first executive director**

RICHMOND, VA – The Older Dominion Partnership, an enterprising non-profit organization working to better prepare Virginia for major impact caused by the aging population boom, has named R. David Ross as its first executive director.

Ross was selected for his extensive experience in non-profit management, providing a diversity of perspectives as a volunteer, consultant, staff person and agency head. His portfolio includes serving as a senior vice president of the Greater Richmond Chamber of Commerce, acting commissioner of the Virginia Department of Rehabilitative Services, a development and management consultant and the current owner and chief executive officer of KLEOS International Inc., a publishing organization focused on highlighting excellence in commerce and business in Central Virginia. He also is publisher and author of the local bestselling series of “Memory Lane-Richmond” books.

The Older Dominion Partnership was created in 2007 by a cross-section of community leaders representing business, state government, health system, non-profit organizations, the philanthropic community, and academicians from Virginia’s universities. The unusual collaboration is focused on helping Virginia ride the age wave – the doubling of the commonwealth’s 65+-year-old population from 900,000 today to an estimated more than 1.8 million by 2030.

Initial financing came from the Richmond Memorial Health Foundation, which supports the ODP during its organizational development phase via a three-year commitment.

Tom Silvestri, chair of the Older Dominion Partnership, said David Ross’ arrival will accelerate several key ODP strategies, including the completion of the first statewide survey since the late 1970s on older Virginians’ needs. Data and conclusions from the survey will serve as a resource to improve strategic planning and policy-making that will benefit our aging Virginians.

Results will be shared at the ODP’s second annual statewide summit on the age wave, tentatively scheduled for March. Already localities throughout Virginia are

seeing the need to better plan and the ODP will become a valued partner in making smarter decisions.

“As one of four baby boomers in my family, I am keenly aware of the issues facing aging Virginians,” Ross said. “From an age range of 46 to 56, my bothers and I deal with the focal points around which ODP was formed.”

Another priority for Ross, who starts Sept. 16, will be to expand the board membership to reflect its statewide impact. The founding members are located primarily in Central Virginia.

In addition to Silvestri, board members are: Sherrie Brach (secretary), who is chief executive officer of United Way of Greater Richmond & Petersburg; Jeffrey S. Cribbs Sr., president and chief executive officer of Richmond Memorial Health Foundation; Kelly L. Hellmuth, associate attorney for McGuireWoods LLP; Dr. Richard W. Lindsay, former head of the Division of Geriatrics at the University of Virginia Health Services Center; John Martin, CEO of the Boomer Project and president and CEO of the Southeastern Institute of Research; and Joel Mier, vice president of marketing at Genworth Financial.

Recently, the board celebrated the contributions of another founding board member, Linda Nablo, who left state government as commissioner of Virginia Department for the Aging for a position with the federal government in Baltimore. Linda was a valued contributor to the Older Dominion Partnership and she will be missed on the board.

The board also thanks its organizational consultant, Martha Frickert, for her excellent guidance during the transition.

*For additional information, contact Tom Silvestri at 804-649-6121 or David Ross at 804-221-0875.*