

Honors await those who turn tables after 60

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(10-24) 18:42 PDT -- On Monday, 10 "social innovators" will learn that they have received awards of as much as \$100,000 for work they're doing "in their encore careers solving big problems facing our communities and the world."

"Encore careers" refers to people older than 60 who have undergone a "midlife redirection," in the words of **Marc Freedman**, founder of San Francisco's **Civic Ventures**.

The chosen 10, who have opted to apply their skills and experience for social purposes, are the recipients of the organization's fourth annual Purpose Prize awards. And it's not just about the money. Civic Ventures describes the prize as "a down payment on what these 60-plus innovators will do next."

The 5,000 prizes given over the past four years are integral to Civic Ventures' Baby Boomer-targeted mission. That is, to help "define the second half of adult life as a time of individual and social renewal." It's an appeal that appears to have resonance with professionals of a certain age, especially here. "The Bay Area is a mecca for social enterprise," Freedman said.

In January, the organization began an initiative called the Silicon Valley Encore Fellowship Program, funded by Hewlett-Packard and the **David and Lucile Packard Foundation**. Ten retired Silicon Valley executives were each given \$25,000, partially subsidized by their former employers, to work for six months to a year at Bay Area nonprofits that focus on education and the environment. "Internships for grown-ups," Freedman calls the organization's Encore program (www.civicventures.com).

"Some of these people are doing their most significant work now," he said.

Life after journalism: Civic Ventures is even helping us ink-stained wretches find new lives. It just launched an Encore Fellowship program aimed at preparing downsized journalists "for the next phase of their careers." It's starting small - just four fellows, ex-star reporters and editors from the **Washington Post**, **Chicago Tribune**, **Los Angeles Times** and **New York Times**, have been selected.

For the next nine months, they'll be writing for the **Columbia Journalism Review**, a sponsor along with the **Poynter Institute**. "With no real bottom in sight," as one media critic observed about our shrinking profession, the fellows will hopefully benefit from getting, according to the program, "support to help them choose how best to use their experience in the years ahead."

Return of a dearly departed: My colleague **Carolyn Said** passed along some good news about **Black Oak Books**. The longtime Berkeley institution, which closed its doors in May, is set to be reborn as early as December. With some additions.

"Our idea is to have something that's an interesting combination of a retail bookstore and a restaurant-entertainment area," said **Gary Cornell**, one of a group of investors who bought Black Oak in 2008 in an attempt to rescue it. The restaurant and entertainment components, assuming the city of Berkeley agrees,

include "coffee, pizza and light foods; folk music and jazz in the evenings," he said.

Black Oak will also be moving from its old home, at Shattuck Avenue and Vine Street, in the heart of Berkeley's Gourmet Ghetto, to San Pablo Avenue a block and a half south of Dwight Way - an area seeking to promote itself as "the left bank of Berkeley." The old location was no longer affordable, Cornell said.

"You can't have a retail bookstore in a high-rent district anymore. Our landlord wasn't willing to regard the bookstore as an anchor tenant he wanted in his building."

Cornell recognizes the new realities of the business. "The margins on coffee are a lot more than on books," he said. "The idea is to combine both, and attempt to come up with a more viable business model."

Climatic differences: One of the key stumbling blocks in the U.N. climate negotiations, which are staggering toward the Copenhagen summit in December, is the issue of intellectual property rights relating to the transfer of U.S. emissions-reducing technologies to developing nations. India and China essentially want them given away. U.S. high-tech and business interests, notably including the **U.S. Chamber of Commerce**, feel differently.

A two-day conference, held by the **Center for Environmental Public Policy** at **UC Berkeley** beginning Monday, is looking for ways to hash the differences out. It's open to the public. Details at links.sfgate.com/ZILM.

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