Marketing

Stages Not Ages

Perhaps the biggest challenge facing those who serve mid-life adults is the language used to describe and engage them. Terms like “senior,” “eldery,” even “older adult” carry negative connotations that usually suggest diminished or declining capacities. A term like “retirement” is becoming irrelevant in today’s world of extended and active work lives.

Marketing leaders believe that active older adults are best reached by appealing to their core values, interests and lifestyle choices rather than by targeting their chronological age. Many mid-life adults who are active, engaged, adventurous types respond best to experiences that promise them the same.

Resources

BOOK

BOOK
Tech Boomers
https://techboomers.com/
Use a computer to do almost anything!

Choose a course below to start learning or search courses.

If you are new to computers, haven't used them for a while, are a little unsure and uncomfortable, or just need a bit of a refresher, we have the tools to help you tackle technology at your own pace and gain the confidence you need to succeed.

<table>
<thead>
<tr>
<th>Course</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Use a Computer?</td>
<td>15 mins</td>
</tr>
<tr>
<td>Getting Started on a Computer</td>
<td>15 mins</td>
</tr>
<tr>
<td>Using a PC (Windows 10)</td>
<td>13 mins</td>
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GCF Learn Free
http://www.gcflearnfree.org/
DigitalLiteracy.gov
http://www.digitalliteracy.gov/

Libraries and Digital Literacy

In today’s 21st century digital economy, libraries play a critical role in providing access to high-speed internet and training to help more Americans compete in today’s...

> Read more

This is the destination for digital literacy resources and collaboration. Use it to share and enhance the tools necessary to learn computer and internet skills needed in today’s global work environment.
Elections and Voting
2016

Jill Smith, Bayport Public Library
POLLING PLACE FINDER

Enter your address into this Polling Place Finder to find out important voting information for your precinct, including:

- Your Polling Place (where you vote, map & directions)
- Districts for your precinct (including maps)
- “Candidates on My Ballot” (candidates and questions on the ballot at your next election, when available)

Find by ZIP code: [ZIP] [GO]

- OR -

Search by County: [County] [GO]

The Office of the Secretary of State thanks Minnesota’s 87 counties for providing the information this system relies on.
Vote Smart
http://votesmart.org/
Our latest fact-checks

DONALD TRUMP
"NAFTA, signed by Bill Clinton, has been a disaster for Pennsylvania."
— PolitiFact Pennsylvania on Thursday, August 18th, 2016

John Burton
"While introducing Donald Trump, former New York City Mayor Rudy Giuliani omitted the September 11, 2001, strikes as a ‘successful’ terrorist attack during the eight years before President Obama’s 2008 election."
— PolitiFact California on Thursday, August 18th, 2016

How to contact us
Email comments and suggestions for fact-checks to truthometer@politifact.com or find us on Facebook, Twitter and Google+. (If you send us a comment, we'll assume you don't mind us publishing it unless you tell us otherwise.)
2016 Presidential Election: The Candidates and Where They Stand on the Issues

As ProCon.org has done for millions of readers in past elections, you get reliable, sourced information about where each presidential candidate stands on important issues. We have posted candidate responses to 68 issues so far, and we are adding new information regularly with the goal of covering 75 issues by Oct. 8, 2016 - one month before Election Day.

To get started, click on a candidate, scroll down to click on an issue, or go straight to our presidential candidate matching quiz and the side-by-side candidate comparison.
FactCheck.org  http://www.factcheck.org/

Trump’s False Obama-ISIS Link
August 11, 2016

Donald Trump claims that President Barack Obama and former Secretary of State Hillary Clinton “founded ISIS.” But the origin of the Islamic State terrorist group dates back to the Bush administration.

Read the full question and answer
View the Ask FactCheck archives
Have a question? Ask us.
The Federal Election Commission’s Campaign Finance Disclosure Portal provides a single point of entry to campaign finance data. You’ll find easy-to-navigate maps and charts that display the campaign finance data you’re most interested in. You’ll also find many search tools that will help you through our data sources. You can download many of these data sets to perform your own analyses.

Hot Topics
- Presidential Elections
- House and Senate Elections
- Super PACs and Other Independent Expenditure Filers
- Candidate & Committee Viewer
Indigenous Studies

Hannah Buckland, Leech Lake Tribal College
Tribal Governments

In Minnesota, there are seven Anishinaabe (Chippewa, Ojibwe) reservations and four Dakota (Sioux) communities. Find links to the web sites of those communities that have web sites. Also included are links to other valuable resources.

- **Minnesota Indian Tribes**
  Connect to the websites of the Anishinaabe (Chippewa, Ojibwe) reservations and Dakota (Sioux) communities in Minnesota.
  /portal/government/tribal/mn-indian-tribes/index.jsp

- **American Indian Center, St. Cloud University**
  The American Indian Center empowers indigenous people through quality educational programming. The center’s outreach activities promote awareness, better understanding, and sensitivity to the American Indian Culture.
  http://www.stcloudstate.edu/aic/

- **Indian Women's Resource Center, Minnesota**
  To assist American Indian Women so they can enjoy a better quality of life for themselves and their families.
  http://miwrc.org/
Creating an account enables you to add resources to your own personal library. Then, when you return to the site, log in, click the "My Library" tab, and access the resources you’ve tagged during prior visits.

The "My library" feature is useful for educators who find videos, readings, and other resources that they wish to use in their classes. It’s also useful for scholars and students who conduct research for academic publications, term papers, etc.

Create an account today!

On LOGIN if you already have an account.
Indigenous Food Systems Network

The Indigenous Food Systems Network Website was developed by the WGIFS and is designed to allow individuals and groups involved with Indigenous food related action, research, and policy reform to network and share relevant resources and information.

Welcome to the IFSN Website!

We are very grateful for the many recent opportunities to network and learn about the work you are all doing on Indigenous food related action, research and policy reform.

We invite you to become a part of our rapidly expanding online community. It’s real easy!

Just visit the help page on the yellow bar above to join our network and register. Once you are registered, all you have to do is log in and create content.

Above all, have fun surfing the IFSN website and be creative with the context you share!
Nature and Biology

Mary Healy, Anoka County Library
Federal recreation, camping, tours
www.recreation.gov
Flower Identification
www.minnesotawildflowers.info

Minnesota Wildflowers:
A Project for Environmental Justice

Here you'll find photos and information about wild plants that grow in Minnesota, both native and non-native. More than just wildflowers, we also include trees, shrubs, vines, ferns and fern allies, and grasses, sedges, and rushes.

Our mission is to educate Minnesotans on our native plants, raise awareness on threats like invasive species, and inspire people to explore our great state, appreciate its natural heritage, and become involved in preserving it.

Over 1,100 plant species and more than 10,000 high quality photos are cataloged here, with more added each week, working towards recording all 2100+ plant species in Minnesota.
Legal Resources

Liz Reppe, Minnesota State Law Library
Uniform Conveyancing Blanks
http://mn.gov/commerce/consumers/tips-tools/uniform-conveyancing-forms/

Uniform Conveyancing Forms

Important
If you have questions regarding these forms, we strongly recommend you speak with an attorney.

Please understand, our staff is prohibited from providing legal advice, including which form you need for your situation or how to fill in a form. The Minnesota Department of Commerce provides free public access to these forms as a convenience for the public.

How to Access the Forms
1. You may search for specific forms through our online document search tool (CARDS). In the drop down list select "Uniform Conveyancing Forms" (forms open in the browser).