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## Cyber-Seniors in Best Buy Teen Tech Centers

[Best Buy Foundation](#) has been a champion of preparing young people from underserved communities for the tech-reliant jobs of the future, establishing Teen Tech Centers in over 50 communities in 22 states across the U.S. We are privileged to be one of their national partners in this effort.

This year we are running Cyber-Seniors programs at the Best Buy Teen Tech Centers in Los Angeles, Minneapolis/St. Paul, and San Marcos, CA. Our focus is to provide teens who participate in the program with an opportunity to use their new skill sets in community-supported paid internships. We are proud of the positive feedback we are receiving from employers and the pride the teens feel in their successful job placements.



Kascha is one of the founders of the Cyber-Seniors program. She started the Cyber-Seniors program when she was in high school after seeing how the Internet positively impacted her grandparents' lives. Kascha wanted to share that experience with other older individuals so she and her sister developed teaching aids and recruited their friends to help teach seniors how to get online. Their work was the inspiration for the system we have today. Today Kascha is a Cyber-Seniors rep in Los Angeles where she also works as a Creative Producer specializing in Digital Media.



Beth Slater Winnick is our Twin Cities-based Best Buy Cyber-Seniors Program Manager. She's previously worked in the U.S. Senate as Legislative Clerk and at the United Nations Association as Communications Director, and holds a Master of Public Administration from New York University focusing on Non-Profit Management and Communications. After living on the East Coast for twenty years, Beth came back home to Minneapolis, where she's settled into her most important role, that of parenting three hooligans (including a newly-trained Cyber-Seniors Teen Tech Mentor!) with her philosophizing Prince Charming. A local artist, she also loves traveling and learning about the amazing histories our seniors bring to the table. Beth can be reached at [beth@cyberseniors.org](mailto:beth@cyberseniors.org)



Charlene Vick is our Best Buy Cyber-Seniors Program Manager based in San Marcos, CA. Charlene has worked in the non-profit world for over 7 years serving seniors in North San Diego County. She has a 13-year-old son and understands first hand just how tech savvy teens really are and the importance of connecting generations. Her professional background includes management, sales, marketing and real estate and she holds a Bachelors degree in Business Marketing from California State University Long Beach. She lives in San Marcos with her husband and son. Charlene can be reached at [charlenev@cyberseniors.org](mailto:charlenev@cyberseniors.org).



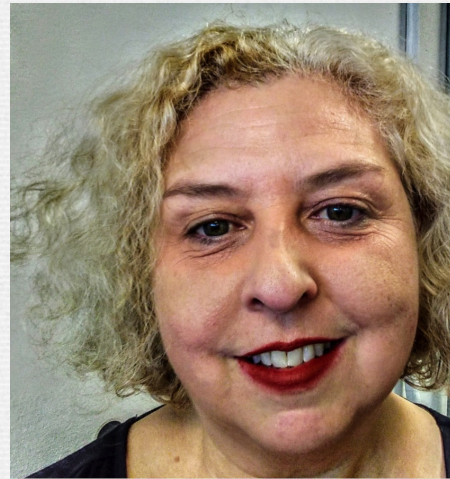
### **Cyber-Seniors in the Niagara Region**

The [New Horizons for Seniors Program](#) supports projects designed by and for seniors who make a difference in the lives of others and their communities. We are grateful for the support we have received from this Foundation to establish four



new Cyber-Senior programs in the Niagara Region. Together with our many community partners we will establish a self-sustained Cyber-Seniors model that will ensure seniors remain socially connected to their community.

Nancy Siciliana is our Cyber-Seniors Program Coordinator based in the Niagara Region. Nancy has a background in Adult Education and started the Seniors' Computer Lab Project (SCLP) when she realized that so many seniors wanted to learn tech skills but couldn't access or attend classes even if they were available in their local communities. The first lab opened in 2016 in Beamsville and the project continues to grow with the implementation of Cyber-Seniors' Mentoring program. With the support of the New Horizons for Seniors Program, this summer, Cyber-Seniors will bring together students from Niagara College and the senior learners of the SCLP in four locations throughout Niagara. We will also be establishing a steering committee to get input to improve the program.



### **Consumer Technology Association (CTA) Support**

The [CTA Foundation](#) brings technology to those most in need - seniors and people with disabilities. Earlier this year we carried out focus groups to collect feedback on the Cyber-Seniors web portal and its contents. Through this process we became aware of the need to provide translated resources for senior citizens wishing to learn technology. We are grateful to the Consumer Technology Association (CTA) Foundation, for providing us with funding that will allow us to begin translating some of our key resources into Spanish. We hope to find additional funding that will allow us to continue to expand our reach by translating all of our resources into a number of different languages.

The CTA Foundation has launched its CES 2020 Eureka Park Accessibility Contest. They are looking for startups with technologies that can benefit older adults or people with disabilities. Five startup companies will be chosen to receive a complimentary booth at [CES® 2020](#) in [Eureka Park™](#), the show's flagship startup Marketplace, and a \$2,500 prize. CES is the world's gathering place for all who thrive on the business of consumer technologies and will run January 7-10, 2020, in Las Vegas, NV. Companies that meet the [Eureka Park entry criteria](#) and [contest rules](#) have until 11:59 PM EST on September 22nd to enter at <https://www.cta.tech/CTA-Foundation/Foundation-CES-Contest.aspx>

### **Our Growing Network**

Our network continues to grow and Cyber-Seniors programs continue to flourish. Since the development of our Cyber-Seniors web portal, containing over 1200 resources and accessible by logging onto [www.cyberseniors.org](http://www.cyberseniors.org), we have registered almost 300 organizations and over 1,200 individuals. Almost 900

mentors and 350 seniors have logged thousands of hours working together and learning from one another.

We love feedback and suggestions and encourage you to post to the Discussion Forums on our web portal. The Forum is meant to be a community for Cyber-Seniors members to share and learn. If it's a technical question, staff will answer the question as quickly as possible, usually within 24 hours. If it's a compliment, thank you! If you have any ideas for activities for seniors to get the most out of their Cyber-Seniors learning experience, please post your idea.

## News

We keep an eye on happenings with seniors and technology and we post many news items on our social media feeds. To find current news, follow us on Facebook at [@CyberSeniorsDocumentary](#), on Twitter at [@cyberseniors](#), or on Instagram at cyberseniors.

Our Director of Communications, Tess Finlay, is off on maternity leave until June 2020. We are delighted to announce the birth of her son on July 3rd. Congratulations, Tess!

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