

IMPACT



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Amy Ginensky

President and CEO,

Pepper Center for Public Service;

Senior Counsel, Troutman Pepper

Attendee, Aspen Ideas: Health 2019

When Marc Freedman came to Aspen Ideas: Health to talk about *How to Live Forever: The Enduring Power of Connecting the Generations*, Amy Ginensky was listening closely. Inspired by his earlier book, *Encore: Finding Work That Matters in the Second Half of Life*, she had recently helped establish the Pepper Center for Public Service in Philadelphia, where 44 retired attorneys now grapple with profound societal challenges.

After meeting at Aspen Ideas: Health, Freedman volunteered to come to the Pepper Center to talk more about the satisfaction gained from having purpose and building relationships across the generational divide. His remarks deepened the center's commitment to pull young lawyers and law students into its work, mentored by their older colleagues. Together, they have handled more than 150 immigration cases, taken a deep dive into voter protection issues, and developed a law and justice mentoring program.

"Working to make a difference in our community, while enjoying intergenerational relationships that benefit everyone, provides the glue keeping our voluntary organization together," Ginensky says. "Mark's words inspired us to focus on purpose and not silo ourselves by assuming that young people would not want to be involved with us."