

SEC Grassroots Effort – 2018 & 2019

The 60 Plus Association has successfully brought together a coalition of grassroots organizations to raise awareness regarding the relatively obscure issue of Proxy Advisors related to financial investments. This two fold effort brings the issue to the forefront of the Securities and Exchange Commission, while simultaneously educating the general public on the subject.

Op-Ed Writing

Our leadership team consisting of Chairman Jim Martin and President Saul Anuzis can leverage years of knowledge and experience to craft an opinion piece that will persuade even the most cynical reader to view an issue from a different perspective. In this effort, Chairman Martin and President Anuzis wrote a piece that made the issue easy for the average to understand. Additionally, the article communicated the relevancy to our vast senior community.



Letter Campaign

Our network of supporters were able to communicate a powerful message through a letter writing campaign directed at the US Securities and Exchange Commission voicing opposition to the idea of unaccountable proxy advisors. This effort demonstrated to be extremely effective and was completely organic in nature.

Grassroots Coalition

The 60 Plus Association assembled a coalition of like-minded grassroots organizations who rallied behind our effort. As the subject matter experts, we were able to take the lead for the effort and mobilize an effective voice of advocacy that had a much higher degree of resonance due to a strength in numbers multiplier effect.



Primer Report

60 Plus authored the report entitled “Consequences of Proxy Advisors on Senior Investments.” This well researched piece is easy to understand and thoroughly cites industry information to provide a comprehensive primer on a subject of which many are not aware.



Founded in 1992 by Chairman Jim Martin, the 60 Plus Association is a non-partisan seniors advocacy group with a free enterprise, less government, less taxes approach to senior's issues.



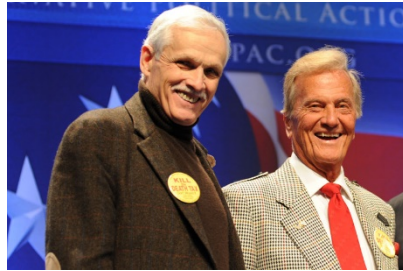
60 Plus has spent the past 25 years building our network of seniors nationwide with particular efforts to educate them on issues that affect them, their children and grandchildren.

Our strength lies in our seniors' activism. We call on more than 5 million activists nationwide to help us get our message to Congress and State Legislatures. 60 Plus activists are engaged in every level of the process. They participate in press conferences, call their Members, write letters, craft op-eds, participate in tele-townhalls, attend rallies, and testify before various committees.



Long Time Player in the Beltway

The 60 Plus Association has been active in Washington DC for nearly 30 years. Our leadership team of Jim Martin and Saul Anuzis boasts a combined 105 years of political experience.



Pat Boone & Our Vast Senior Network

With the legendary Pat Boone as our national spokesman, 60 Plus has a very unique advantage with seniors over other organizations! We can engage, organize, mobilize, and motivate seniors to participate in any event.



Social Media Presence & Reach

60 Plus can rally support with lightning speed through our multiple social media accounts reaching thousands of organic followers in an instant.