

BUSINESS FORUM: AGING MEANS BUSINESS

Business Forum: Aging Means Business



Monday, November 22, 2010 | 8:30 am - 4:30 pm | Hilton New Orleans Riverside | New Orleans, LA

Hosted by



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MetLife
Mature Market
INSTITUTE



Agenda

Business Forum: Aging Means Business

8:30am - 9:00am

**Breakfast, Registration,
Lunch Table Sign-Up**

9:00am - 9:15am

Welcome

James Appleby, RPh, MPH,
Executive Director,
The Gerontological Society of
America

Greg O'Neill, PhD, Director,
National Academy on an Aging
Society

Opening

Harry R. Moody, PhD, Director
of Academic Affairs, AARP

Sandra Timmermann, EdD,
Executive Director, MetLife
Mature Market Institute

9:15am - 9:45am

**Demographic Trends and the
Business Case**

Joseph Coughlin, PhD, Director,
Massachusetts Institute of
Technology

9:45am - 10:30am

**Keynote: Technology for
Aging in Place—Why it
Matters, Why Now?**

Laurie Orlov, Founder, Aging in
Place Technology Watch

10:30am - 10:45am

Break

10:45am - 11:30am

**Topic Briefing #1: The
Competitive Advantage
of Aging: The
AdvantageNewcastle Project**

Gregor Rae, Chairman and
Co-Founder, BusinessLab

Gary Moulton, PhD, Product
Manager, Microsoft

11:30am - 11:45am

**Introduction of Lunch Tables
and Break**

Harry R. Moody, PhD, Director
of Academic Affairs, AARP

Sandra Timmermann, EdD,
Executive Director, MetLife
Mature Market Institute

11:45am - 12:45pm

Lunch with Table Topics

12:45pm - 1:45pm

**Marketing to Boomers and
Beyond and Results of
Student Ad Contest**

Lori Bitter, MA, President,
Continuum Crew

Judges Panel:
Lori Bitter, MA, President,
Continuum Crew

Helen Foster,
Principal and Lead Strategist,
Foster Strategies;

Tara Letort, Director,
Group Communications &
Public Relations,
New Orleans Metropolitan,
Convention & Visitors Bureau, Inc.

1:45pm - 2:00pm

Break

2:00pm - 2:45pm

**Topic Briefing #2:
Transportation**

Katherine Freund, ITN
TBD

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2:45pm - 3:30pm

Topic Briefing #3: Tele-Homecare and Home Modification

David Lindeman, PhD,
Director, Center for Technology
and Aging

Jon Pynoos, PhD,
UPS Foundation Professor of
Gerontology, Policy, and
Planning, Andrus Gerontology
Center of the University of
Southern California, and
Director, National Resource
Center on Supportive Housing
and Home Modification

3:30pm - 4:15pm

12 Steps to Take Your Business Idea in Aging to Market

Mary Furlong, EdD, CEO, Mary Furlong & Associates, Professor of Entrepreneurship, University of Santa Clara, and Founder, SeniorNet and ThirdAge Media

4:15pm - 4:30pm

Closing

Harry R. Moody, PhD, Director of Academic Affairs, AARP

Sandra Timmermann, EdD,
Executive Director, MetLife
Mature Market Institute



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Presenters

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Lori Bitter, MA, is president of Continuum Crew, an integrated communications firm focused on engaging mature consumers, which she launched following the closure of JWT BOOM, the nation's leading mature market advertising and marketing company. In 2010 Continuum

Crew was named on *Entrepreneur* magazine's 100 to Watch List. Lori has more than 25 years of advertising, public relations and strategic planning experience and is the author of numerous white papers on topics relevant to the senior and Boomer population. Lori holds a Master's degree in Advertising from the University of Illinois, Urbana-Champaign.

others. Before developing Foster Strategy in 2007, Helen was a partner and co-manager of the 50+ consumer division for the major multinational communications firm, JWT BOOM.



Katherine Freund, MPP, is the founder of the Independent Transportation Network® (ITN), and President of ITNAmerica®. She served on the Advisory Committee for the 2005 White House Conference on Aging, as a National Transit Institute Fellow, and for ten years on the

Transportation Research Board's Committee on the Safe Mobility of Seniors. Katherine was featured in the *Wall Street Journal* as one of the "12 People Who Are Changing Your Retirement," and has received numerous awards, including the AARP Inspire Award, the 2006 Maxwell Pollack Award from the Gerontological Society of America, and the Archstone Award for Excellence in Program Innovation from the American Public Health Association.



Joseph F. Coughlin, PhD, is founder and director of the Massachusetts Institute of Technology AgeLab. He is one of *Fast Company* magazine's "100 Most Creative People in Business" and was named by *The Wall Street Journal* as one of "12 pioneers inventing the future of aging and

how we will all live, work and play tomorrow." His research seeks to understand how demographic and social trends, human behavior and technology converge to drive future innovations in business and government. He also consults to governments, financial services, consumer products, transportation, retailers, IT and health firms worldwide.



Mary Furlong, EdD, president and CEO of Mary Furlong & Associates, is a leading authority on the baby boom generation as it moves toward and beyond age 50. She has guided the offline and online 45+ market strategies of leading corporations and nonprofit organizations for more than 20

years, and her list of clients includes IBM, Johnson & Johnson, Merrill Lynch, Viacom (CBS), Advance Publications, Proctor & Gamble, Pfizer, Microsoft, regional Bell operating companies and AARP. In addition, Mary is a professor of entrepreneurship at the University of Santa Clara, and founder of SeniorNet and ThirdAge Media. Furlong's book, [Turning Silver into Gold: How to Profit in the New Boomer Marketplace](#), was published by Financial Times Press in 2007.



Helen Foster is the principal and lead strategist at Foster Strategy, a marketing consultancy specializing in 50+ consumers. Helen is a nationally recognized expert in age-qualified real estate, and has served as a speaker, judge, advisor, and editorial contributor for top industry organizations, including

the Urban Land Institute and the International Council on Active Aging. Helen's experience encompasses consulting, planning and/or communications development; her clients include Verizon, the State of Louisiana, Bose, Retirement Living TV, AARP, and

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Tara Letort is the director of group public relations and communications at the New Orleans Convention & Visitors Bureau. In this role, she provides attendance-building tools for upcoming conventions. She serves as an extension of the client's marketing department and works closely with

the group's meeting planner, marketing and PR director, and local committee members to customize marketing plans to help promote the city and the upcoming meeting. Tara is a member of the local American Marketing Association and currently is pursuing her Certified Meeting Professional designation. Tara has been in the advertising/marketing industry for 10 years, since graduating from the University of Alabama in 2000.



David A. Lindeman, PhD, is director of the Center for Aging and Technology, an initiative of The SCAN Foundation and the Public Health Institute. The Center focuses on identifying and evaluating best practices in the diffusion of emerging technologies that enhance home and community-

based care for seniors, and serves as a state and national resource base for providers and policymakers. Previously, Dr. Lindeman was the founder and Director of the Mather LifeWays Institute on Aging in Evanston, IL, an applied research and education center. He has served as director or co-director of federal, state and foundation coordinating centers/program offices, including those for the National Institute on Aging and California Department of Health Services.



Harry R. Moody, PhD, is the director of academic affairs for AARP. Before coming to AARP, he served as Executive Director of the Brookdale Center on Aging at Hunter College and Chairman of the Board of Elderhostel. He is the author of many articles and books, including *Aging: Concepts*

and Controversies (now in its 6th edition); *Ethics in an Aging Society*; and *The Five Stages of the Soul*:

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Charting the Spiritual Passages That Shape Our Lives, translated into seven languages worldwide. He is completing a new book, *The New Aging Enterprise*, highlighting "good to great" organizations in the field of aging.



Gary Moulton, PhD, is a product manager in Microsoft's Trustworthy Computing Group. He is responsible for the company's strategic initiatives that focus on the use of technology by older adults (50+). Prior to his current position he was responsible for Microsoft's vendor program for

assistive technology manufacturers. He held a similar position at Apple before joining Microsoft in 1995. He was trained as a clinician and, at the beginning of his career, worked with individuals with disabilities. He also has taught undergraduate and graduate courses in human development.



Greg O'Neill, PhD, is director of the National Academy on an Aging Society, the public policy institute of The Gerontological Society of America (GSA). The Academy conducts, synthesizes, and disseminates research on issues related to population aging and publishes the quarterly *Public*

Policy & Aging Report. Dr. O'Neill specializes in the demographics of aging, baby boomers, civic engagement, and the future of work and retirement. In 2009, O'Neill's long-standing interest in demographics, business, and aging issues led him to launch the "Aging Means Business" forum at GSA's 2010 Annual Scientific Meeting. Greg's latest venture involves a close collaboration with PBS's Next Avenue project. His publications include *The State of Aging and Health in America*, a national and state-by-state report card on healthy aging. His most recent article: "The Baby Boom Age Wave: Success or Tsunami?" appears in *Boomer Bust? Economic and Political Issues of the Graying Society* (Praeger Publishers, 2009).

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Laurie M. Orlov, a tech industry veteran, writer, speaker, and eldercare advocate, is the founder of Aging in Place Technology Watch, a market research firm that provides thought leadership, analysis, and guidance about technologies and related services that enable boomers and seniors

to remain longer in their home of choice. In addition to her technology background and years as a technology industry analyst, Laurie is a certified long-term care ombudsman in Florida and the author of [When Your Parents Need Elder Care: Lessons from the Front Lines.](#)



Louis Tenenbaum, is a leading thinker, speaker and consultant on Aging in Place-the idea that our homes are the most desirable and economical place for housing and care. Based in Washington, DC's Maryland suburbs, Louis helps businesses, nonprofits and individuals formulate and refine

design, strategies, marketing and programming for Aging in Place homes, products and age friendly communities. He began working as a carpenter and contractor, and was the first design build contractor specializing in home modifications for Aging in Place starting in 1991. In 2010, Louis wrote *Aging in Place 2.0: Rethinking Solutions to the Home Care Challenge*, published by the Metlife Mature Marketing Institute.



Jon Pynoos, PhD, is the UPS Foundation Professor of Gerontology, Policy and Planning at the Gerontology Center of the University of Southern California. He is also director of the National Resource Pynoos Center on Supportive Housing and Home Modification, and co-director of the

Fall Prevention Center of Excellence. Pynoos researches, writes, and advises the government and non-profit sectors concerning how to improve housing and long term care for the elderly. He has conducted numerous applied research projects based on surveys and case studies of housing, aging in place and long-term care. He teaches courses on Social Policy and Aging.



Sandra Timmermann, EdD, is an assistant vice president of the Retirement Strategies Group at MetLife, and the director of the MetLife Mature Market Institute. The Institute informs product development, enables MetLife associates to better understand and engage mature customers,

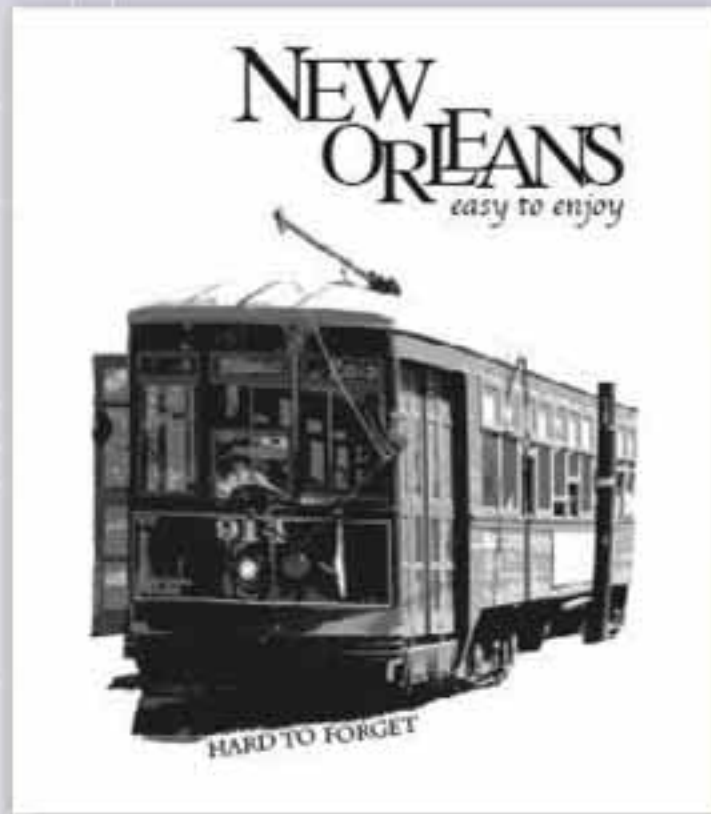
and influences public opinion. Prior to joining MetLife, Sandy held senior staff positions with several national aging organizations including the American Society on Aging, AARP and SeniorNet. Earlier in her career, Sandy worked with corporate clients in public relations and marketing agencies. Sandy is the Financial Gerontology columnist for the Journal of Financial Service Professionals, and has been interviewed by major media including the Wall Street Journal, the New York Times, and USA TODAY.



Gregor Fraser Rae, chairman and co-founder of BusinessLab, an IT-related research consultancy, is a strategist with over 20 years experience in corporate and product positioning, marketing, and communications. He has coordinated a number of collaborative research programmes

including "ActiveAge," which is committed to finding innovative solutions for an aging society. Recent conference presentations include, "The Competitive Advantage of Aging," "Assistive Technologies: All Change," and "The Aging Boomers - Watch This Space."

First Annual Aging Means Business Student Ad Contest



*Congratulations to the winner,
Ophelia Battle*

Thanks to our judges:

Lori Bitter
President
Continuum Crew

Helen Foster
Principal and Lead Strategist
Foster Strategies

Tara Letort
Director
Group Communications &
Public Relations
New Orleans Metropolitan,
Convention & Visitors Bureau, Inc.

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