

Present
**WHAT'S
NEXT?** →
Business Conference



Transforming Boomers' Needs and Interests to Success in the Marketplace

Tuesday, April 13, 2004, 8:00 AM – 5:30 PM, Reception following
Renaissance Parc 55 Hotel, 55 Cyril Magnin Street, San Francisco, CA 94102

REGISTER NOW →

Visit www.maryfurlong.com/whatsnext/ for complete agenda
Call 1-800-537-9728 x9675 (8:30 AM-5:00 PM PST)
Mail or fax the form below

Every seven seconds, someone is turning 50!

Co-produced by the American Society on Aging's Business Forum on Aging and Mary Furlong & Associates, the What's Next? Business Conference is a preconference held in conjunction with the 2004 Joint Conference of ASA and The National Council on the Aging (NCOA). For more information on the Joint Conference, visit www.agingconference.org.

What should you know about this burgeoning 50+ market? What new ideas and companies are succeeding? Learn about new emerging business ventures and how they are capitalized. Hear from business leaders, venture capitalists, brand managers, media, entrepreneurs and experts from the field of aging. [Get the latest research on this market.](#) Discover what's working in marketing, product development, sales and other business aspects of serving this influential over-50 segment.

What's Next? Business Conference Agenda at a Glance

8:00 AM – 8:15 AM – Welcome Remarks

Gloria Cavanaugh, President & CEO, American Society on Aging
Mary Furlong, Ed.D., President, Mary Furlong & Associates

8:15 AM – 9:30 AM – Keynote Presentations

From Baby Boom to Age Wave: How the Boomers Will Age Differently than any Previous Generation
Ken Dychtwald, Ph.D., author of *Age Wave and Age Power: How the 21st Century Will be Ruled by the New Old*

Finally...the Old Continent Discovers the Potential of Older Consumers

Jean-Paul Tréguer, CEO and founder of Senioragency®

Where are the Boomers?

Brad Edmondson, vice president, ePodunk.com, former editor-in-chief of *American Demographics* magazine

10:00 AM – 11:15 AM – Morning Panel Discussion

Trends and Success Stories

Andrea Bevacqua, Director/Team Leader, Pfizer for Living Share Card
Tracey Warson, Executive Vice President, Regional Managing Director, Private Client Services, Wells Fargo & Company

11:15 AM – 12:00 PM – Morning Panel Discussion

What Do Women/Men Want?

Mike Perlis, managing partner at SOFTBANK Capital Partners and former President/CEO of Ziff Davis Publishing
Myrna Blyth, editor and author, former Editor-in-Chief of Ladies' Home Journal and founding Editor-in-Chief of *More* Magazine

12:15 PM – 1:30 PM – Luncheon Program

What Does an Aging Market Value? The Leading Brand Tell Its Story
Dawn M. Sweeney, president of AARP Services, Inc.

1:30 PM – 2:30 PM – Afternoon Panel Discussion

Emerging New Business Ventures

Moderator: Steve Jurvetson, Draper Fisher Jurvetson
Brent Knudsen, partner, North Castle Partners
David Yarnell, Managing General Partner and co-founder of BEV Capital
Greg Thompson, Executive Director & CEO of Pulse Data HumanWare
Jeff Zimman, CEO, Neuroscience Solutions Corporation

3:00 PM – 4:00 PM – Afternoon Breakout Sessions

Breakout #1 – Health & Vitality

Breakout #2 – **On the Move, Marketing to the 50+ Traveler**
Breakout #3 – **Media Buyers Panel**

4:00 PM – 4:30 PM – Closing Session, Keynote Presentation

Aging Societies and the Third Cultural Age of the Modern World
David B. Wolfe, Wolfe Resources Group, principal author of *Ageless Marketing: Strategies for Reaching the Hearts and Minds of the New Customer Majority*

4:30 Conclusion and Inspirational Close, Reception Following

Sandra Timmermann, Ed.D., Director, MetLife Mature Market Institute and Chair, ASA's Business Forum on Aging
Mary Furlong, Ed.D., President, Mary Furlong & Associates

BONUS! \$10,000 Boomer Business Plan Challenge, April 14, 1:00 PM – 4:15 PM, reception following

What's Next? attendees can hear the Top 5 finalists present business plans. Contestants include top talent from schools such as Wharton, Chicago, and MIT. JUDGES INCLUDE: Dick Kramlich, general partner, New Enterprise Associates; Ellen Marram, partner, North Castle Partners; Laura Rossman, VP, Lifestage Products and Integrated Marketing, AARP Services, Inc.; Barry Posner, dean of the Leavey School of Business at Santa Clara University; Mike Malone, Upside and Fast Company magazines; and Ilya Oshman, Pfizer. Visit www.maryfurlong.com/challenge/.

Event sponsors include: Pfizer Inc., Wells Fargo, AARP Services, Inc., MetLife Mature Market Institute, LesConcierges Inc., Pulse Data HumanWare, the *San Francisco Business Times* and Ceridian Performance Partners

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What's Next? Business Conference Registration Form

Please type or print clearly as you wish it to appear on your name badge.

Name _____

Title _____

Organization _____

Business Address _____

City _____ State _____ Zip _____

Daytime Phone _____

E-mail Address _____

What's Next? Business Conference Fees	Before April 1	After April 1
ASA/NCOA Members	\$260	\$360
Members also attending Joint Conference	\$200	\$300
Non-Members (includes complimentary Business Forum and ASA membership)	\$350	\$450
Non-Members also attending Joint Conference	\$290	\$390

- Yes, I'd like to only attend the What's Next? Business Conference
- Yes, I'm already registered for the 2004 Joint ASA-NCOA Conference and I'd like to attend the What's Next? Business Conference.

ASA Membership # _____

- Yes, I'd like to attend the What's Next? Business Conference and will register for the 2004 Joint ASA-NCOA Conference on the web site, www.agingconference.org
- Please send me information for the 2004 Joint ASA-NCOA Conference April 14-17, 2004 in San Francisco.

Remittance

- My check is enclosed (payable to the American Society on Aging)
- Please bill my organization, P.O.# U.S. organizations only
- Please charge my credit card:
Please include billing address if different from above and include card verification number

	# Tickets	Amount
What's Next Business Conference		\$
What's Next Business Conference & Joint Conference		\$
	TOTAL	\$

VISA/MC/AMEX# _____

Name or cardholder (please print) _____

Cardholder's signature _____



1-800-537-9728 x9675
(8:30 AM-5:00 PM PST)



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www.maryfurlong.com/whatsnext/



American Society on Aging
833 Market Street, Ste. 511
San Francisco, CA 94103-1804