



MARY FURLONG
and ASSOCIATES
Intelligence • Insight • Impact

PRESENTS

15th Annual

WHAT'S NEXT
BOOMER BUSINESS
Summit

TUESDAY, MARCH 27 & WEDNESDAY, MARCH 28, 2018





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WELCOME

WELCOME TO THE 15TH ANNUAL WHAT'S NEXT BOOMER BUSINESS SUMMIT!

I'D LIKE TO PERSONALLY WELCOME each of you to the 15th Annual What's Next Boomer Business Summit. Fifteen years. Can you believe it? What's Next has evolved in those 15 years—mirroring the evolution of the Longevity Economy. As we continue to grow and adapt, we are witnessing key shifts—like greater investment at all levels, from start-up to exit; technological advances for older adults; and how the importance of distribution through homecare and senior housing is critical to business success. It's an exciting time to be part of the Longevity Economy!

OUR SUMMIT THEME, *Your Blueprint for the Longevity Economy* grew out of very important work we've done this year in collaboration with **Lori Bitter** of **The Business of Aging**, tracking the major trends of the Longevity Marketplace and mapping the ecosystem of each. We will provide insightful content sessions from Fortune 100 companies, leading startups, and established nonprofit organizations that we have carefully curated from this work. We hope you will leave from our time together knowing what it takes to successfully target the largest and most lucrative consumer demographic in the world.

THE LONGEVITY ECONOMY IS CONFRONTING many changes that are being met during a time of larger nation-wide and global change. We have invited some of the country's leading businesses, nonprofits, authors, thought leaders, and analysts focused on the needs and issues of baby boomer and senior consumers to help us navigate and plan for these challenges. This marketplace is an exciting place to work, and we'll continue to meet and bring inspired people together to ensure we are on the cutting edge.

I'D LIKE TO EXTEND SPECIAL THANKS to all our sponsors but particularly to AARP, who have been an anchor sponsor for all 15 years.

YOU, OUR PARTICIPANTS, ARE OUR MOST valuable assets as we share and learn together; we look forward to your contributions to What's Next 2018 and beyond!

Warmly,



Mary Furlong, Ed.D.
CEO, Mary Furlong & Associates
Producer, What's Next Boomer Business Summit
www.boomersummit.com
@What'sNextBoomer
@MaryFurlong

RECOGNITION

We gratefully acknowledge the contributions of the following organizations and individuals for their invaluable assistance in creating the 2018 What's Next Boomer Business Summit.

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RECOGNITION

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ABOUT MARY FURLONG & ASSOCIATES



**MARY FURLONG
and ASSOCIATES**
Intelligence • Insight • Impact

For fifteen years, Mary Furlong & Associates (MFA) headquartered in San Francisco has developed strategy, done business development, marketing, public relations and strategic communications. The services provided by the firm are unique and geared to opportunities with baby boomers, senior markets and the longevity economy. MFA is the producer of two conferences annually, *What's Next Boomer Business Summit*, and *Silicon Valley Boomer Venture Summit*. Both these events serve to highlight the tremendous opportunity in the marketplace.

SOCIAL MEDIA



We hope you will share insights and ideas from today's sessions via Twitter:

@whatsnextboomer
#boomersummit



Or on Facebook at:

<https://www.facebook.com/WNBoomerSummit>

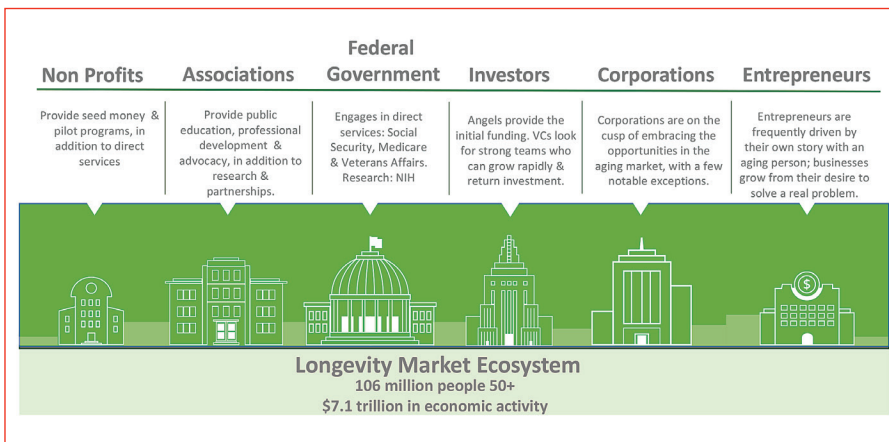
OVERVIEW

YOUR BLUEPRINT FOR THE LONGEVITY ECONOMY

Our theme this year — The Blueprint — is based on foundational work [Mary Furlong & Associates](#) has been engaged in with [Lori Bitter](#) from [The Business of Aging](#). We have spent the past year and a half looking at five anchor trends in Longevity Economy:

- * Social Isolation
- * Aging in Place
- * Cognitive Fitness & Dementia
- * Chronic Conditions
- * End of Life Care

These emerged as “anchors” based on consumer data and investment trends. We followed our deep dive into each of these by mapping the ecosystem for each of these marketplaces — noting the key nonprofits, associations, governmental entities, corporations, and investors who are playing an active role in this marketplace. The resulting Blueprint has been foundational for our work with investors and corporations, helping to shape where investments are being made and how companies leverage the ecosystem to find new partners and modes of distribution.



This work informed our program decisions and invitations for What’s Next panels. There has never been a better panel of presenters and moderators to provide a deep dive into what is actually happening in the lives of older adults and the companies who have solutions to help them navigate the lifestages of older adulthood.

2018 HIGHLIGHTS

For the first time this year, we are offering programming on Tuesday morning focused on your work life. **Transition & Transformation: Navigating Your Third Act** brings together the top coaches, authors, and experts on what is happening for boomers at work. The morning kicks off with a

keynote from [Mark Miller](#), author of *Jolt: Stories of Trauma and Transition*.

One day could not contain the important content that we surfaced when planning What’s Next 2018. So Tuesday afternoon features eight **Pre-Conference Interactive Sessions** featuring top talent and companies from throughout the Longevity market place, sharing case studies, expertise and best practices in longer sessions designed for audience interaction.

The **2018 Keynotes** kick off with our **Elements** speakers. These talks focus on What’s Next in technology and the impact it will have on the Longevity Market. We are pleased to have [Falon Fatemi](#) of [Node](#), and [Mark Graham](#) of the [Wayback Machine](#) joining us.

[Sonia Arrison](#), Author, *100 Plus: How the Coming Age of Longevity Will Change Everything*, will provide a thought-provoking view of our world as people live longer lives. [Nancy McPherson](#), California Director of [AARP](#), will share highlights from their caregiving initiatives, followed by comments from [Heather Young](#), Dignity Health Dean’s Chair for Nursing Leadership and founding dean of the [Betty Irene Moore School of Nursing at UC Davis](#).

Back by popular demand are these Boomer Summit favorites, designed to help our community connect in a more meaningful way, to create partnerships and share information.

Speed Dealing — This fast-paced, ultimate speed networking session is an ideal opportunity to connect entrepreneurs looking for investors, investors looking for deal flow, and startups looking for distribution.

Lunch with the Experts — This networking lunch offers you face-to-face time with the author, analyst, blogger, investor, or industry expert of your choice. Bring your questions and share your ideas.

Pitch for Distribution — Entrepreneurs pitch investors and distribution partners for feedback and potential deals. Judges include experts from [Aging2.0](#); [American Senior Communities](#); [CDW](#); [Jewish Senior Living Group](#); [Sodexo Home Care](#); and [UnitedHealthcare](#).

Don’t miss our **Exhibit Area** filled with companies representing everything from clothing to hearing aids. See what’s next in the marketplace and who is in the forefront of meeting the many different needs of people as we age. We have a wonderful bookseller, [Orinda Books](#), this year featuring our What’s Next authors and friends, plus the great books that have hit our radar this year as important to our market.

TUESDAY AGENDA

TRANSITION & TRANSFORMATION: NAVIGATING YOUR THIRD ACT

Hotel Nikko San Francisco | Golden Gate Room, 25th Floor | Tuesday, March 27, 2018 | 8:30 am - 12:00 pm

Join us for a morning dedicated to your life and career, with a team of expert guides, authors, and coaches to help you find what's next for you. Think of it as a three-and-a-half-hour investment in you!

8:30 - 9:00 am

KEYNOTE | **Mark Miller**, Author of *Jolt: Stories of Trauma & Transformation*
INTERVIEWED BY **Chris Farrell**, Senior Economics Contributor, Marketplace Money

9:00 - 10:00 am

REINVENTING YOUR CAREER AT MIDLIFE

MODERATOR: **John Tarnoff**, Boomer Reinvention/Coach

PANELISTS: **Marilyn Friedman**, Talent Program Designer (formerly DreamWorks Animation)
Kerry Hannon, Author, Great Jobs for Everyone 50+/Expert on career transitions, personal finance and retirement

Whitney Vosbergh, CEO, Brand New Purpose/Co-Author and Founder WORK THE FUTURE! TODAY

10:00 - 11:00 am

IN THE HALLWAYS: SHIFTING FROM THE BIG JOB TO YOUR OWN BUSINESS

MODERATOR: **Sandra Hughes**, Strategist and Business Coach, Sandra Bevins Hughes Coaching

PANELISTS: **Wendi Burkhardt**, CEO and Co-Founder, Silvernest

Susan Donley, Publisher, Stria

Sandra Timmerman, Corporate Gerontologist, Connecting Business and Aging (formerly MetLife Mature Market Institute)

11:00 am - 12:00 pm

THE ART OF MAKING IT IN THE GIG ECONOMY

MODERATOR: **Rich Eisenberg**, Managing Editor, Next Avenue

PANELISTS: **Bob Criscuolo**, President and Chief Operating Officer, WAHVE Accounting
Nancy Van Brunt, Freelancer Success, Upwork

Lunch will be provided by Werqwise.

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FOR



TUESDAY AGENDA

PRE-CONFERENCE SESSIONS

Hotel Nikko San Francisco | Tuesday, March 27, 2018 | 12:30 am – 4:00 pm

Spend the afternoon taking a deep dive into these important themes in the blueprint of the longevity economy.

12:30 - 2:00 pm

Monterey 1 Room
3rd Floor

SESSION 1

CONNECTING WITH OLDER CUSTOMERS—MARKETING FUNDAMENTALS IN A HI-TECH WORLD

In the wiz-bang world of online advertising, SEO/SEM, and retargeting, it's easy to be wooed by new technologies. But the fundamentals of understanding our audience and connecting with them in a meaningful way remains constant. By blending tried and true concepts with technology-based executions we will explore lead generation as it relates to the art of starting and continuing meaningful conversations with 50+ audiences.

MODERATOR: [Lola Rain](#), Director of Digital Media, Reputation Management, Eskaton

PANELISTS: [Ryan Hedspeth](#), Strategic Development, LiveTech

[Lauren Schuster](#), Vice President Growth and Development, GlynnDevins

[Allie Vadas](#), Digital Marketing New Business Lead, Immersion Active

Carmel 1 Room
3rd Floor

FINANCIAL PLANNING ACROSS LIFE'S EVENTS

New financial planning tools are emerging that leverage technology and help to solve issues like assisting with finances in a caregiving role, helping young families fund education, payback student loans, and more. Meet the entrepreneurs solving for these issues. Learn how younger generations are embracing fintech solutions and will influence their aging parents' adoption of new ways to solve old problems.

MODERATOR: [Cindy Hounsell](#), President, Women's Institute for a Secure Retirement

PANELISTS: [YoonJin Chang](#), Co-Founder and Director of Business Development, LifeSite

[Brad Kotansky](#), Co-Founder and Co-CEO, Onist

[Chris Wong](#), Chairman and CEO, LifeSite

Golden Gate Room
25th Floor

YOUR BLUEPRINT TO THE LONGEVITY ECONOMY

The Longevity marketplace is one of the top global growth markets. In our work with entrepreneurs we impact go-to-market strategy, help them partner with nonprofits for pilots, and work with large corporations to help them scale their business. Learn about the ecosystem map we've developed to analyze and catalyze each of the components to achieve market success. Hear about case studies, successes and missteps on the path to growing companies in the longevity space.

MODERATOR: [Mary Furlong](#), Mary Furlong & Associates

PANELISTS: [Lori Bitter](#), President, The Business of Aging

[Jeff Maltz](#), CEO, SilverRide

[Jim Murphy](#), Vice President, Medicare and Retirement, UnitedHealthcare

[Sherwin Sheik](#), President and CEO, CareLinx

Carmel 2 Room
3rd Floor

SPIRITUALITY AT THE END OF LIFE

How does culture, religion and spirituality affect planning and choices at the end of life? What insights and perspectives do we have from families and elders who face the last years of life? What about the "good death" or "death with dignity"? Are these buzzwords or are they meaningful? Don't miss a provocative and important panel discussion.

MODERATOR: [Jack York](#), President and Co-Founder, It's Never @ Late

PANELISTS: [Mary Haynes](#), CEO, Nazareth Home

[Sheri Rose](#), Executive Director, Thrive Center

[Scott Smith](#), Managing Director, Viant Capital

[Dianne Timmering](#), Vice President of Spirituality and Legislative Affairs, Signature HealthCARE

TUESDAY AGENDA

2:30 - 4:00 pm

Monterey 1 Room
3rd Floor

SESSION 2

WHO'S NEXT: THE ENTREPRENEURS ON THE LEADING EDGE

At the heart of What's Next is the discovery of emerging technologies, companies, and ideas that will be meaningful in the lives of older adults. Join us to explore what is on the leading edge this year Cannabis, the On-Demand Economy, and Virtual Reality—and who those leaders are. Learn what these changes mean for people's lives and the longevity economy.

MODERATOR: Paul Stich, Investor/Advisor

PANELISTS: Chris Brickler, CEO and Co-Founder, MyndVR

Bryan Chasko, CTO, SameDay Security

Rachel Francine, CEO and Co-Founder, SingFit

Dore Hainer, President, CCD Innovation

Bart Myers, Dounder and CEO, Countable

Golden Gate Room
25th Floor

HEALTHCARE INNOVATION OPPORTUNITIES IN THE LONGEVITY ECONOMY: INSIGHTS FROM THE TRENCHES

This 90-minute session will provide a combination of insight from a panel of experienced healthcare venture investors, plus an interactive opportunity for entrepreneurs to gain real-time input and feedback about their technology/product/service, business models, and go to market strategy.

For investors—hear where the opportunities are.

For entrepreneurs—hear what no one else will tell you and what you really don't want to hear, but need to.

For industry—hear what makes a successful partnership with startups and VCs.

MODERATOR: Jody Holtzman, Senior Managing Partner, Longevity Venture Advisors LLC

PANELISTS: Geoff Clapp, EIR, GE Ventures, and Founder, Better

David Glickman, Co-Founder, Lively, and EIR NGP Capital

Charles Huang, Managing Partner, Lynchpin Capital

Michael Yang, Managing Director, Comcast Ventures

Carmel 1 Room
3rd Floor

CREATING AN INTERGENERATIONAL PROGRAM IN YOUR COMMUNITY OR ORGANIZATION

Intergenerational living and engagement is the future. Being intentional about bringing multiple generations together is the key to building strong programs. Learn why these programs are essential, how you can address loneliness and isolation, and the elements of a best in class intergenerational initiative.

MODERATOR: Lori Bitter, The Business of Aging

PANELISTS: Sally Abrahms, Writer on Aging and Boomers

Lola Rain, Director of Digital Media, Reputation Management, Eskaton

Sheri Steinig, Special Projects Director, Generations United

Andrea Weaver, Founder and Executive Director, Bridges Together

Carmel 2 Room
3rd Floor

MOTIVATING CHANGE TO LIVE WELL IN OLD AGE

Older adults are eating, shopping, and living differently than previous generations. There is no greater desire than that of boomers to create active, healthy lives in old age. They are changing their lifestyles, food choices, and fitness routines from the notion of "well being" to being well. To fully realize this potential, they need tools, support and motivation. Hear from experts who are helping boomers find their way to wellness, understand their motivations, and understand the impact of a healthier population on business.

MODERATOR: Helen Dennis, Aging & the new retirement, Journalist

PANELISTS: Chris Downie, Founder and CEO, SparkPeople

Colin Milner, CEO, International Council on Active Aging

WEDNESDAY AGENDA

15th Annual What's Next Boomer Business Summit

Parc55 Hotel, San Francisco | Wednesday, March 28th, 2018 | 8:00 am – 6:30 pm

7:00 am Cyril Magnin Foyer	REGISTRATION OPENS COFFEE/LIGHT BREAKFAST EXHIBITS OPEN
8:00 - 9:00 am Balboa Room	SESSION 1 HARNESSING THE POWER OF A SMART CONTENT STRATEGY By now, we've all heard that a smart content strategy is an important part of any business's marketing plan. But what does that really mean and how can it work for you? This session will offer some answers. You'll learn the strategic foundation of any effective content strategy and hear case studies from successful companies. By the end of the session, you'll understand the power of content to help brands create conversations, build community, and grow engaged audiences. MODERATOR: Susan Donley , Publisher and CEO, Stria PANELISTS: Dan Ansel , President and CEO, Active Daily Living Liza Hogan , Editorial Director, Atlantic57
Davidson Room	FINANCIAL CAREGIVING IN THE LONGEVITY ECONOMY There are currently nearly 36 million caregivers in the US—half of whom provide financial assistance to other members of their household. This number is poised to grow as the last of the baby boomers enter their senior years. A panel of experts will discuss challenges for sandwich-generation caregivers, including the economic and emotional impacts of caregiving, relevant workplace and/or government policies supporting caregivers, and potential tools for financial caregivers. MODERATOR: Kerry Hannon , Author PANELISTS: Howard Tischler , Founder and CEO, EverSafe Surya Kolluri , Managing Director, Policy and Market Planning, Bank of America Merrill Lynch Susan Weinstock , Vice President of Financial Resilience Programming, AARP
Mission I & II Room	THE FORGOTTEN ONES: MEMORY CARE ISSUES More than 5 million Americans today are living with Alzheimer's disease and an additional 17 million are caring for them. As the most prevalent type of dementia, Alzheimer's is attacking an aging boomer population where more than 16 million will be living with the disease by 2050 and costing the country \$1.1 trillion. The implications of Alzheimer's are becoming our nation's next health care epidemic, impacting businesses, communities, and families. Our panelists will focus on unique solutions from VC and angel-funded startups, the nation's top research experts and centers for innovation. MODERATOR: Jack York , President and Co-Founder, It's Never 2 Late PANELISTS: Candiece Milford , Managing Director of Marketing, Rhoda Goldman Plaza Amy Olmstead , Director Corporate Initiatives, Alzheimer's Association National Chapter Alisha Tharani , Manager Strategic Partnerships, Centre for Aging + Brain Health Innovation
Hearst Room	FINDING YOUR HUSTLE: MONEY & WORK AT 50, 60, 70, AND BEYOND The need and desire to work longer is more than a headline. For the majority of older adults it's a necessity. Whether you're earning for your own retirement, to support multiple generations of family, or to pay off debts like student loans, finding work when you're older is a challenge. Age discrimination is a real issue. Many people have chosen the gig economy lifestyle to manage their own schedules and ability to earn. Learn how these smart entrepreneurs are inviting older people into the on-demand economy.

WEDNESDAY AGENDA

9:00 - 9:15 am
Cyril Magnin Foyer

9:15 - 10:45 am

Cyril Magnin I
Ballroom I-II

10:45 - 11:00 am
Cyril Magnin Foyer

11:00 am - 12:00 pm
Balboa Room

Davidson Room

MODERATOR: [Richard Eisenberg](#), Senior Web Editor of the Money & Security and Work & Purpose Channels, Next Avenue

PANELISTS: [Sharon Emek](#), Founder and CEO, WAHVE

[Justin Lin](#), Founder and CEO, Envoy

[Dan Trigub](#), Healthcare, Education, Government & Transit Partnerships, Lyft

BREAK/EXHIBIT HALL TIME

OPENING SESSION

MUSICAL OPENING:

[Andy Tubman](#), Singfit



WELCOME

[Mary Furlong](#), Executive Producer

[Lori Bitter](#), Managing Producer

KEYNOTE | THE ELEMENTS

[Falon Fatemi](#), CEO and Founder, Node

[Mark Graham](#), Director, the Wayback Machine, Internet Archive

KEYNOTE | 100 PLUS: HOW THE COMING AGE OF LONGEVITY WILL CHANGE EVERYTHING

[Sonia Arrison](#), Author, *100 Plus: How the Coming Age of Longevity Will Change Everything*

KEYNOTE | YOUR CAREGIVING ROAD MAP: HOW TO DESIGN SUSTAINABILITY, SCALABILITY AND SUCCESS

[Nancy McPherson](#), State Director, AARP California

RESPONDENTS TO NANCY McPHERSON: [Sherri Snelling](#), CEO and Founder of The Caregiving Club

BREAK/EXHIBIT HALL TIME

SESSION 2

ANALYST SESSION | THE FUTURE OF VOICE FIRST TECHNOLOGY

Recently emerged “voice first technology” has generated a wave of innovation, both hardware and software, to respond to spoken requests and commands, answer questions, play music, offer scheduled alerts — all without typing, swiping, pinching, or zooming on a device. This market overall has barely begun to show signs of penetrating the older adult segment. What’s Next 2018 will feature insights about this disruptive technology and its potential to improve the quality of life for older adults.

MODERATOR: [Laurie Orlov](#), Principal Analyst, Aging in Place Technology Watch

PANELISTS: [Heidi Culbertson](#), CEO and Co-Founder, Marvee

[Stuart Patterson](#), CEO and Co-Founder, LifePod

[Dor Skuler](#), CEO and Co-Founder, Intuition Robotics

ANALYST SESSION | THE FUTURE OF HEALTHCARE & WELLNESS: THE VOICE OF THE CONSUMER

How will the Voice of the Consumer create new opportunities in the *Smart Aging Continuum*? This session will discuss the landscape of opportunities in leveraging the Voice of the Aging Consumer. Who pays? What are the successful business models? What are the upcoming enabling technologies? Lessons learned: what works and what failed? Engagement vs

WEDNESDAY AGENDA

Hearst Room

Retention? Metrics needed to be funded? Is Behavior Modification and Personalization the key to success? What is the role of the new strategics entering the space?

MODERATOR: [Anne DeGheest](#), Managing Director and Founder, HealthTech Capital

PANELISTS: [Adam Heller](#), Vice President, Ziegler

[Jody Holtzman](#), Senior Managing Partner, Longevity Venture Advisors LLC

[Mary Ray](#), Co-Founder and COO, MyHealthTeams

ANALYST SESSION | THE INTERSECTION OF TECHNOLOGY, DESIGN, AND LONGEVITY IN SENIOR HOUSING—TODAY AND 20 YEARS AHEAD

Housing is one of the foundational constructs of aging for everyone at all socioeconomic levels. Today's existing homes and structures are not ready for the future and are struggling with the needs of today's elder population. Join this discussion for a practical look at today's environment and how design, technology, and affordability will shape senior housing products over the next twenty years for both independent living and inside senior living communities.

MODERATOR: [George Yedinak](#), Senior Housing News

PANELISTS: [Donna Kelsey](#), CEO, American Senior Communities

[Bob Kramer](#), Founder and Strategic Partner, NIC

[Mark Johnston](#), Senior Vice President—CRM & Data Analytics, GlynnDevins

Mission I & II Room

ANALYST SESSION | WHAT'S NEXT HOT TOPICS: PROJECT CATALYST

Project Catalyst has convened some of the most innovative leaders in the aging industry—AARP, UnitedHealthcare, Pfizer, and MedStar Health—to pioneer a program that provides valuable feedback on the functionality and design of products that improve the quality of life for 50-plus consumers—from design to packaging to how it gets incorporated into their daily lives.

This interdisciplinary approach uses empirical research to illuminate insights to 50+ consumer behaviors to help inventors meet the wants and needs of this underserved population. Hear more about how you can put these insights and tools to practical use to better serve the unique and dynamic needs of people as they age.

MODERATOR: [Jim Murphy](#), UnitedHealthcare

PANELISTS: [Teresa Ann Keenan](#), Director, 50+ Research, AARP

[Jennifer Draklellis](#), Senior Director of Innovation and Business Development, UnitedHealthcare

[Silvia Vergani](#), Director of Design Research, IDEO

12:00 - 12:45 pm

[Cyril Magnin](#)
Ballroom I-III

LUNCH & LEARN

Enjoy lunch with your favorite expert, author, or entrepreneur sponsor acknowledgements/thank you.

SPONSOR ACKNOWLEDGEMENTS/THANK YOU

[Lori Bitter](#), Managing Producer

12:55 - 2:00 pm

THE WHAT'S NEXT PITCH FOR DISTRIBUTION TO CORPORATIONS AND ORGANIZATIONS INVESTING IN THE LONGEVITY ECONOMY

Back by popular demand, a select group of entrepreneurs will pitch investors and distribution partners for feedback and potential deals. The session will begin with investors and partners discussing what they look for in partners and trends that will dominate the longevity market in the coming year. Prospective companies must have annual revenue greater than \$1 million.

MODERATOR: [Michael Carroll](#), Chief Marketing Officer, TripleTree Ventures

PANELISTS: [Ginna Baik](#), Strategic Business Development, CDW

[Michael Easely](#), CIO, American Senior Communities

[Steve Ewell](#), Executive Director, CTA Foundation

[Jim Murphy](#), Vice President, Medicare & Retirement, UnitedHealthcare

WEDNESDAY AGENDA

2:05 - 2:15 pm
Cyril Magnin Foyer

2:15 - 3:15 pm
Balboa Room

Davidson Room

Hearst Room

Mission I & II Room

Martin Ng, Global Chief Information Officer, Sodexo Home Care
Scott Peifer, Vice President, Alliance Development, Aging2.0
Michael Skaff, COO, Jewish Senior Living Group

PITCHING: **Mark Connor**, COO, PHRplus
Anthony Dohrmann, CEO, SameDay Security, Inc.
Larry Landry, Chairman and CEO, Masterpiece Living

BREAK/EXHIBIT HALL TIME

SESSION 3

TRENDS IN DRIVING SALES AND MARKETING IN THE LONGEVITY MARKET

Revenue keeps your doors open and helps you drive growth. Google and Facebook effectively have a duopoly in digital marketing, accounting for half the ad revenue worldwide and more than 60% in the US. Still, there are some networks of site and clusters of media buys that are highly effective in selling into the longevity marketplace. Discover what is working from executives growing their business with Google, Facebook, and beyond. See how the experts are projecting sales, tracking campaigns, and measuring ROI.

MODERATOR: **Josh Iverson**, Founder, iMedia Sales
PANELISTS: **Ted Fischer**, Vice President, Business Development, Hasbro, Inc.
Darren Lancaster, Co-Founder, ThinOPTICS
Katie Roper, VP of Healthcare Strategy and Partnerships, Home Care Assistance

CAREGIVING: HOW IT IS REVOLUTIONIZING THE PAYERS AND HEALTHCARE SYSTEM

Caregiving is revolutionizing healthcare by extending more care delivery into the home setting thereby improving health outcomes while reducing the overall cost of care. Learn how the business issues of caregiving are bringing together partners and changing the system — all around the common goal of improving patient outcomes, easing the care burden, and improving the lives of family caregivers.

MODERATOR: **Jennie Chin Hansen**, Senior Strategic Advisor, Altarum
PANELISTS: **Jim Murphy**, Vice President, Medicare & Retirement, UnitedHealthcare
Sherwin Sheik, President and CEO, CareLinx
Michael Skaff, COO, Jewish Senior Living Group

THE 2018 LONGEVITY INVESTMENT FORECAST

Investment in the longevity market is still in the “early innings.” Who is doing the investing and what are their investment theses? Corporate and strategic investors, venture investors, social impact investors, and angel investors all share an interest and passion for the market. Discover the investment theses for the investment groups and the stage in which they invest. Get copies of relevant research material that inform their decisions and, find out how you can connect in to the longevity economy — one that is expected to grow by a trillion dollars in 2020.

MODERATOR: **Mary Furlong**, Founder and CEO, Mary Furlong & Associates
PANELISTS: **Michael Carroll**, Chief Marketing Officer, TripleTree Ventures
Katy Fike, Co-Founder, Generator Ventures/Aging2.0
John Hopper, Chief Investment Officer, Ziegler Link•Age Longevity Fund

SECRETS OF THE C-SUITE: SCALING YOUR BUSINESS IN THE LONGEVITY ECONOMY

Your idea moves from concept to product. You raised money and recruited a team. Now you have sales and customers. How do you move from smart startup to a successful, sustainable business? What is the “exit” or do you want one? Learn about agility, resilience, and the power of failure. Hear from entrepreneurs who have made it and learned plenty of lessons along the way.

WEDNESDAY AGENDA

3:15 - 3:45 pm
Cyril Magnin Foyer

3:45 - 4:45 pm
Balboa Room

Davidson Room

Hearst Room

Mission I & II

MODERATOR: [Eric Taub](#), Writer, Technology and Business for *The New York Times*

PANELISTS: [Ted Fischer](#), Vice President, Business Development, Hasbro, Inc.

[David Inns](#), CEO, Great Call

[Carl McManus](#), CEO, Comfort Keepers, North America

BREAK/EXHIBIT HALL TIME

SESSION 4

SPEED DEALING

We all know the power of networking and building relationships. Most conferences will give you educational sessions to attend, but don't allow for you to actually come home with qualified leads. Enter the What's Next Boomer Business Summit Speed Dealing Session. This will be a chance for industry leaders and entrepreneurs from both sides of the aisle to meet and determine who they want to do a deal with!

Entrepreneurs looking for investors, investors looking for deal flow, and startups looking for distribution — join us for the ultimate speed networking session that will shine the spotlight on the most important brand in the room; yours! Come ready to speak efficiently and SPEEDILY about yourself, your company, and the deals you want to make.

This is one session you cannot miss. Only at the Boomer Summit. Sign up for the What's Next Speed Dealing session during registration to reserve your spot as space is limited and walk-ins may be turned away.

ORGANIZERS: [Daniel Kaplan](#) and [Caitlin Kaplan](#), Founders, Quality Start Consulting

FACEBOOK, GOOGLE, AND THE DOMINANCE OF SEARCH IN YOUR MARKETING PLAN

Nearly 3.5 billion searches are done every day — that's 40,000 per second on average — or 1.2 trillion searches annually. With an estimated \$92.4 billion spent in 2017 on paid search in the US, and an estimated \$40 billion planned in 2018 on digital display — banners, video, rich media, and sponsorships — it is time to assess your digital strategy. These experts will share their unique perspectives and experiences to show you how to increase visibility, engagement, and ROI.

MODERATOR: [Julie Halpert](#), Journalist

PANELISTS: [Addie Braun](#), Head of Industry - Finance, Google

[Lisa McElwain](#), Paid Media Group Lead, Immersion Active

[John Thyfault](#), Vice President, Search Engine and Social Media Marketing, Beasley Direct & Online Marketing, Inc.

THE OLDER CONSUMER: DESIGN THINKING & USER EXPERIENCE STRATEGY

Sectors as divergent as retail, financial services, healthcare, and consumer products are learning to create human-centered customer experiences across a variety of platforms. Learn from the leading experts in the design and mature consumer space. Hear what they've learned in the field and how user experience continues to evolve. See how three generations of people over 50 are making user experience more complex, requiring greater business focus.

MODERATOR: [Ulya Kahn](#), President and Managing Partner, Wemanage Services

PANELISTS: [Colleen Castleman](#), Vice President of Operations, Tivity Health

[Rachel Francine](#), CEO and Co-Founder, SingFit

[Philip Jordan](#), Founder and CEO, LiveTech

PUTTING THE CAREGIVER AT THE CENTER OF CAREGIVING TECHNOLOGIES

As more caregiving technologies hit the market, how many are truly moving the needle and helping caregivers? This panel explores how technology can materially assist caregivers and highlights technologies that put the caregiver at the center of everything they do.

WEDNESDAY AGENDA

4:45 - 4:50 pm

MODERATOR: [Elena Lipson](#), Principal and Founder, Mosaic Growth Partners

PANELISTS: [Bob Bailey](#), CEO, Blue Willow

[Jay Patel](#), Clinical Transformation Officer, Seniorlink

[Cary Ussery](#), CTO and Founder, Livpact

TRANSITION TO CYRIL MAGNIN BALLROOM FOR CLOSING

4:50 - 5:00 pm

DOING WELL BY DOING GOOD

[JEFF ZIMMAN](#), Posit Science

5:00 - 5:30 pm

Cyril Magnin
Ballroom I-III

CLOSING SESSION

WHAT'S NEXT: BRIEFINGS FROM THE FRONTLINES—GOVERNMENT & POLICY, INVESTMENT, AND INNOVATION

MODERATOR: [Mary Furlong](#), President, Mary Furlong & Associates

SPEAKERS: [Ted Fischer](#), Vice President of Business Development, Hasbro, Inc.

[Dan Hermann](#), President and CEO, Ziegler

[Lance Robertson](#), Administrator, HHS Administration for Community Living (ACL), Assistant Secretary for Aging

[Nigel Smith](#), Director of AARP Innovation Labs

[Joe Steier](#), President and CEO, Signature HealthCARE

CLOSING COMMENTS/TEAM THANK YOU

[Mary Furlong](#), Producer

5:30 - 6:30 pm

Cyril Magnin Foyer

WHAT'S NEXT NETWORKING RECEPTION

SPEAKER BIOS



SALLY ABRAHMS, Writer on Aging and Boomers

Sally is a nationally recognized writer on baby boomers and seniors. She focuses on intergenerational initiatives, senior living, caregiving and 50+ technology, and authored two books.



DAN ANSEL, Active Daily Living

Dan is co-founder and President/CEO of Active Daily Living, an award-winning CRM and population health content platform to help clients build ongoing, targeted relationships with caregivers and seniors.



SONIA ARRISON, Author

Sonia is a best-selling author and analyst who has studied the impact of new technologies on society. She co-founded Unsugarcoat Media, as well as Singularity University.



JACQUELINE M. BAKER, AARP Innovation Labs

Jacqueline is the Innovation Program Manager for AARP Innovation Labs, where she is responsible for accelerating the AARP innovation ecosystem by curating programming and experiences for both startups and organizations.



GINNA BAIK, CDW Healthcare

Ginna is the Senior Care Strategist for CDW Healthcare, a leading provider of technology solutions for healthcare organizations, and is responsible for leading strategic business development initiatives.



BOB BAILEY, Blue Willow Systems

Bob is the Chairman/CEO of Blue Willow Systems, a Software-as-a-Service company that offers inexpensive hardware, software, monitoring, and Analytics for the Senior Living industry.



TOM BANG, Consultant

A seasoned healthcare information technology CEO, Tom has accelerated the creation of over \$1 billion in incremental value through strategic design, organizational engagement, alignment and integrity.



LORI BITTER, The Business of Aging

Lori provides strategic consulting, custom research programs, and business development opportunities for companies seeking to engage with mature consumers and their caregivers.



ADDIE BRAUN, Google

Addie is the Head of Industry for Finance for Google sales, leading a team of digital marketing consultants to assist finance and health insurance clients with marketing strategy.



CHRIS BRICKLER, MyndVR

Chris is the CEO and co-Founder of MyndVR, a health and wellness start-up pioneering a network of Virtual Reality experiences to improve the health and happiness of our aging population.



WENDI BURKHARDT, Silvernest

Wendi is the CEO of Silvernest, an online roommate-matching service for aging adults. A seasoned entrepreneur, Wendi also mentors and coaches social ventures.



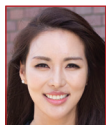
MICHAEL CARROLL, TRIPLE TREE

Michael is the Chief Marketing Officer at Triple Tree, focused on effective marketing strategy, brand management, pipeline expansion and portfolio company engagement.



COLLEEN CASTLEMAN, Tivity Health

Colleen is Vice President of Operations for Tivity Health, leading multiple operational areas including the Experience Center that provides service to members, partners, clients and practitioners.



YOONJIN CHANG, LifeSite

Yoonjin is an advocate for global technology startups, currently with LifeSite. She was a partner at Kstartup in Korea and a venture partner at Cherubic Ventures.



BRYAN J. CHASKO, CTO, SameDay Security, Inc.

Bryan leads development of AI, 3D Animation, IoT and voice driven interfaces to modernize home health and self-care in SDS new Addison Care platform.



GEOFF CLAPP, GE Ventures and Better

This guy. He tries to make it look like he's not a health care guy. Let's be honest. He is. He'll talk about incubating guiding companies at GE, Rock Health and 500 startups.



BOB CRISCUOLO, WAHVE Accounting

Bob is a CPA, President and COO of WAHVE Accounting, and a highly experienced entrepreneur, who began his career with PwC focused on advising emerging businesses.



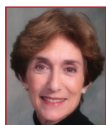
HEIDI CULBERTSON, Marvee

Heidi is co-founder and CEO of Marvee, a voice-first platform for senior living, and finalist at AARP's Innovation@50 LivePitch 2017.



ANNE DEGHEEST, HealthTech Capital

Anne pioneered HealthTech as a healthcare executive, an entrepreneur, angel investor, corporate advisor and mentor capitalist. She founded HealthTech Capital and MedStars.



HELEN DENNIS, Author/Columnist

Helen is a nationally recognized leader on aging and the new retirement. She is an author lecturer, speaker, syndicated columnist and co-founder of Renewment.



ANTHONY DOHRMANN, SameDay Security Inc., dba/Electronic Caregiver,

Anthony has funded over \$20M in research and development to design AI based, conversational, AR enabled, automated home care and monitoring systems.



JENNIFER DRAKELLEIS, UnitedHealthcare Medicare & Retirement

Jennifer is a Senior Director of Innovation, who brings over 25 years of experience to shaping UnitedHealthcare's innovation strategy for the Medicare & Retirement business segment.



SUSAN DONLEY, Stria

Susan is Publisher and CEO of Stria (strianews.com), a new media platform for the longevity market launching in March 2018 to provide information, experiences and content.



CHRIS DOWNIE, SparkPeople

Chris is SparkPeople Founder/CEO and author of the New York Times Best Selling book, The Spark, an entrepreneurial story about "sparking" millions of people to reach their goals.



MIKE EASLEY, American Senior Communities

Mike is responsible for American Senior Communities' Information Technology strategies and the computer systems required to support the company's needs, objectives and goals.



RICHARD EISENBERG, Next Avenue

Richard is Managing Editor of Next Avenue, the public media site for people 50+, and host of the Your Next Avenue podcast.



SHARON EMEK, WAHVE

As founder, CEO & President, Sharon leads Work At Home Vintage Experts LLC (WAHVE), an innovative talent solution for professionals "phasing" into retirement working remotely.



CHRIS FARRELL, MARKETPLACE MONEY, AMERICAN PUBLIC MEDIA

Chris is economics editor of Marketplace Money, a nationally syndicated weekly personal finance show produced by American Public Media, and economics correspondent for Marketplace.



FALON FATEMI, Node

Falon is the Founder and CEO of Node, the first people-based artificial intelligence platform revolutionizing how people and businesses discover new opportunities.



KATY FIKE, Aging2.0

Katy is a founding partner of Generator Ventures and co-founder of Aging2.0, a global innovation network, and one of Fast Company's 100 Most Creative People in Business.

SPEAKER BIOS



TED FISCHER, Hasbro, Inc.

Ted is VP of Business Development of Hasbro, Inc. and recently launched Hasbro's Joy for All™ brand—Hasbro's first product line developed and designed specifically for seniors.



RACHEL FRANCINE, SingFit

With over 15 years of experience building startups, Rachel has led teams and strategy for leaders in technology and media including, Ticketmaster, and Current TV.



MARILYN FRIEDMAN, Talent Program Designer

Since leaving DreamWorks Animation, Marilyn consults at the intersection of talent, training, recruiting, and has had a surprisingly gratifying stint as an elementary school educator.



MARY FURLONG, Mary Furlong & Associates

Mary is MFA's president/CEO, and an authority on the baby boom generation as they age. She is the executive producer of What's Next Summit.



DAVID GLICKMAN, Lively and NGP Capital

David has a brand, strategy and product consulting company whose clients include Amazon, Nokia, Providence Health, IDEO and SYPartners. He is Entrepreneur-in-Residence at Nokia Growth Partners.



MARK GRAHAM, Internet Archive

Mark is Director, the Wayback Machine, at the Internet Archive. Co-founder <http://APC.org>. Former SVP, NBCUniversal News Digital, Runner, Seeker & Buddhist.



JULIE HALPERT, Journalist

Julie has been a freelance journalist for over two decades, writing about aging for The Wall Street Journal, CNBC and AARP. Website: <http://juliehalpert.com/>



KERRY HANNON, Author/Writer/Strategist

Kerry an expert and strategist on career transitions, personal finance and retirement. She is a TV and radio commentator and a speaker at conferences across the country.



JENNIE CHIN HANSEN, Altarum

Jennie currently serves on several health care and system boards related to care delivery transformation, quality, and safety, and chronic care innovation and technology for older adults.



MARY HAYNES, Nazareth Home

As CEO, Mary is an advocate for innovation in long term care. She was part of a long term care group engaged in developing specialized centers for Alzheimer's care.



RYAN HEDSPETH, Livetech

Ryan leads strategic development for Livetech, and has operated in a brand building, marketing communications, and strategic partnership capacity throughout his 25-year career.



ADAM HELLER, Ziegler

Adam specializes in mergers and acquisitions, strategic advisory and capital formation engagements for clients in the healthcare services and healthcare information technology sectors.



DANIEL HERMANN, Ziegler

Daniel is head of Ziegler's investment banking practice and a member of the Board of Directors. He has become a leading investment banker in the senior living industry.



LIZ HOGAN, Atlantic 57

Liza oversees digital content and organizational strategies. She held editorial leadership roles at PBS/Next Avenue, NerdWallet and CNN.com with expertise in partnerships, content strategy and news production.



JODY HOLTZMAN, Longevity Venture Advisors

Jody is founder and Senior Managing Partner of Longevity Venture Advisors, where he works with entrepreneurs, investors, public companies, and non-profit organizations to leverage opportunities in Longevity Economy.



JOHN HOPPER, Link•Age Ventures

John is the Managing Director of Link•Age Ventures which invests in venture firm companies that provides products, services and technology to the aging marketplace.



CINDY HOUNSELL, JD, Women's Institute for a Secure Retirement (WISER)

Cindy is the President of the Washington D.C.-based WISER, a nonprofit founded to improve opportunities for women to secure retirement income and also educate the public.



CHARLES HUANG, Lynchpin Capital

Charles is the founder and CEO of Lynchpin Technologies, and founder/Managing Partner of Lynchpin Capital who has spent his career focused on health care innovation.



SANDRA HUGHES, Sandra Bevins Hughes Coaching

Sandra is a business strategist and coach who has created programs especially for people leaving their corporate life to become solopreneurs and small business owners.



DAVID INNS, GreatCall, Inc.

David is CEO and a member of the Board of GreatCall, the leader in providing technology solutions that help older Americans stay active and independent longer.



JOSH IVERSON, IMedia Sales Team

Josh is an accomplished online advertising and new media sales and marketing professional with over 10 years in the online media sales.



MARK JOHNSTON, GlynnDevins

Mark serves as SVP of Marketing Innovation at GlynnDevins which focuses solely on senior living. He has 25+ years of experience utilizing data leverage business opportunities.



PHILIP JORDAN, Livetech

As CEO of Livetech, Philip has a passion for interacting with and teaching older adults. He founded Livetech to support generations left behind by technology.



TERESA KEENAN, AARP

Teresa is the Director of the Health Security Research Department in AARP's Research Center, managing research and administrative professionals working on complex, highly visible research projects.



DONNA KELSEY, American Senior Communities

As CEO, Donna is responsible for driving strategic plans to carry out and protect the vision, mission and values of American Senior Communities.



ULYA KHAN, Wemanage Services

As President and Managing Partner of Wemanage Services, Ulya focus on three key areas: angel funding for start-ups; digital health and aging; and team building and coaching.



SURYA KOLLURI, Bank of America Merrill Lynch

Surya manages Policy and Market Planning for the BAC ML Retirement and Wealth Solutions, overseeing the areas of Social Impact Investing and Longevity.



BRAD KOTANSKY, Onist Technologies

Brad's had a career as an investment banker, seed investor, hedge fund manager, and real estate investor before founding Onist.com—financial management for families.



BOB KRAMER, National Investment Center

Bob is Founder/Strategic Advisor at National Investment Center for Seniors Housing & Care (NIC), a non-profit whose mission enables access and choice for America's elders.



DARREN LANCASTER, ThinOPTICS

Darren is a technologist, marketer, and entrepreneur. He has honed his ability to match product innovations to un-met consumer needs across a number of industries.

SPEAKER BIOS



LARRY LANDRY, Masterpiece Living
Larry is the Chairman and CEO of Masterpiece Living®, LLC, which he founded in 1999. He has been involved in managing acquisitions, development and operations of CCRCs.



JUSTIN LIN, Envoy
Justin is Founder/CEO of Envoy, the Family Concierge platform bringing peace of mind and a trusted helping hand to families balancing career, kids, and caring for elder loved ones.



ELENA LIPSON, Mosaic Growth Partners
Elena is the Principal and Founder of Mosaic Growth Partners, a consulting firm based in Washington, D.C. to help organizations and entrepreneurs. She also coaches professional women.



LIZ LOEWY, EVERSAFE
Liz is a Co-Founder and General Counsel at EverSafe, a technology company focused on the prevention of elder financial exploitation and identity theft.



JEFF MALTZ, SilverRide
Jeff is the Co-Founder/CEO of SilverRide, the only ride-hailing company (TNC) offering door-through-door assisted ride service to seniors who need physical assistance when they travel.



CARL MCMANUS, COMFORT Keepers
Carl is CEO, Comfort Keepers and HCAOA board member, is the force behind significant company growth, brand-differentiating technological innovations and company-wide digitization of operations and workflow.



NANCY MCPHERSON, AARP California
Nancy is State Director for AARP California, and is responsible for a new vision for AARP's work here, building new relationships with state leaders, and working in local communities.



CANDIECE MILFORD, Rhoda Goldman Plaza
Candiece is the Managing Director of Marketing for Rhoda Goldman Plaza, home to 142 older adults with varying degrees of aging issues and is an expert in branding.



MARK MILLER, Author
For more than a decade, Mark has researched and written about what motivates people to reinvent their lives. He is a recognized expert on retirement and aging.



COLIN MILNER, International Council on Active Aging (ICAA)
Colin is CEO of ICAA and founder of the active-aging industry in North America. He is an authority on the health and well-being of the older adult.



JIM MURPHY, UnitedHealthcare
Jim leads Innovation Strategy on behalf of UnitedHealthcare's Medicare & Retirement division, with experience in product development and marketing of highly regulated products and services.



BART MYERS, Countable
Bart Myers is the founder and CEO of Countable—a civic tech company with the core mission to lower barriers to political and civic engagement. We provide a platform which empowers non-profit organizations, political campaigns, corporations, media companies, and celebrities to engage deeply with their audiences to drive action.



MARTIN NG, Sodexo Home Care
Martin is Global Chief Information Officer of Home Care Domain and provides strategic direction and leadership to the Information Systems and Technology (IS&T) team.



AMY OLMSTED, Alzheimer's Association
Amy is the Director of Corporate Initiatives, creating marketing programs and partnerships for the Alzheimer's Association, the world's leading voluntary health organization in Alzheimer's care, support and research.



LAURIE M. ORLOV, Aging in Place Technology Watch
Laurie is a tech veteran, and leading industry analyst in technologies for older adults. Her reports and advice have mapped the market landscape for established and startup firms.



STUART PATTERSON, LifePod Solutions
Stuart is the cofounder and CEO of LifePod Solutions and an experienced business leader who has led early-stage ventures in a variety of markets.



SCOTT PEIFER, Aging2.0
Scott is Vice President of Alliance Development at Aging2.0, heading up the Aging2.0 Alliance, a corporate innovation community for senior care providers, innovators, and industry partners.



LOLA RAIN, Eskaton
Lola's role is to manage online reputation and oversee digital strategies including social media and content creation. She has discovered her perfect storytelling medium: short format video.



MARY RAY, MyHealthTeams
Mary, co-founder and COO of MyHealthTeams, has a deep understanding of consumer behavior and social networking, driving unmatched engagement among MyHealthTeams' nearly 1.5 million members.



LANCE ROBERTSON, Assistant Secretary for Aging, ACL
Lance's vision for ACL focuses on: supporting families and caregivers, protecting rights and preventing abuse, connecting people to resources, expanding employment opportunities and strengthening the aging and disability networks.



KATIE ROPER, Strategy & Partnerships
Katie has spent a decade in the caregiving industry, most recently with Home Care Assistance. She speaks and writes about the marriage of caregiving and technology.



TOM RILEY, Seniorlink
As CEO of Seniorlink, Tom is committed to enriching the lives of caregivers and their families with technology designed specifically for them and their care and professional teams.



SHERI ROSE, Thrive Center
Sheri joined the Thrive Center in 2015 to establish the not for profit innovation center focused on wellness and aging. She was formerly COO of InnovateLTC.



LAUREN SCHUSTER, GlynnDeVins
Lauren is focused on developing growth strategies for GlynnDeVins and their client Partners, while constantly on the hunt for innovative approaches, effective marketing and business development trends.



SHERWIN SHEIK, CareLinX
Sherwin founded CareLinX, a nationwide professional caregiver marketplace, after witnessing his family's struggles with finding and managing care for his sister and his uncle.



MICHAEL SKAFF, Jewish Senior Living Group
Michael is the Chief Information Officer for the Jewish Senior Living Group, and was previously COO for the Masons of California, leading Technology, Communications and Member Services.



DOR SKULER, Intuition Robotics
A serial entrepreneur, Dor has co-founded five ventures, the most recent Intuition Robotics, artificial intelligence-driven robotics that address major social issues of the 21st century.



NIGEL SMITH, AARP Innovation Labs
As Director, Nigel is developing a pipeline of start-ups with solutions that help 50+ consumers, in AARP's Hatchery where breakthrough innovation is fostered, incubated and accelerated.



SHERRI SNELLING, Caregiving Club/ Author
Sherri is founder/CEO of Caregiving Club, a strategic consulting, communications, connections and content company focused on supporting the nation's 65 million family caregivers.

SPEAKER BIOS



JOE STEIER, Signature HealthCARE
As President and CEO of Signature HealthCARE, Joe focuses on innovative Quality of Life programs, a thriving interfaith spirituality focus, and aggressive plans for organizational learning.



SHERI STEINIG, Generations United
As Special Projects Director, Sheri is responsible for leading Generations United's ongoing efforts to promote and support the development of inter-generational programs.



PAUL STICH, Investor/Advisor
Paul is an investor and advisor to several early stage companies. He has built two successful security companies that were acquired by British Telecom and Twitter.



JOHN TARNOFF, Reinvention Career Coach
John is a reinvention career coach, speaker and author who helps late-career professionals transition to meaningful and sustainable careers beyond traditional retirement.



ERIC TAUB, New York Times Contributing Writer
A consultant for Fortune 500 companies, Eric identifies, develops, and nurtures key business relationships and projects in technology, healthcare, and consumer products.



ALISHA THARANI, CABHI
Alisha is Manager of Strategic Partnerships at CABHI, responsible for identifying, building and leading relationships with key CABHI partners, including government, SQLI, and other network partners.



JOHN THYFAULT, Beasley Direct & Onli ne Marketing

John has more than 20 years of marketing, sales, product development experience with specialized search engine and social media marketing expertise, including B2B and B2C markets.



DIANNE H. TIMMERING, MFA, MBA, CAN, Signature HealthCARE

Dianne is an author, healthcare executive, and entrepreneur. She co-founded the largest for-profit, multi-faith pillars in the nation where faith and cultural ties are operationalized.



HOWARD TISCHLER, EverSafe

Howard is the founder and CEO of EverSafe, a technology company focused on enhanced financial monitoring and the prevention of fraud and identity theft in later life.



DAN TRIGUB, Lyft

Dan leads Lyft's initiatives in Elder Mobility. Most recently Dan helped launch a partnership with Lyft and Brookdale Senior Living—the country's largest senior living operator.



ANDY TUBMAN, MT-BC, Musical Health Technology

Andy Tubman, MT-BC, is the co-founder of Musical Health Technologies, creators of SingFit PRIME, a robust musical, cognitive stimulation program designed for senior living communities.



CARY USSERY, LivPact

Cary is an entrepreneur that has developed two startups from scratch. He has used his 20+ years' experience to found LivPact—a software solution/platform for helping families manage the overall caregiving of a loved one.



ALLIE VADAS, Immersion Active

Allie lends her nine of years of experience as the Digital Marketing New Business Lead at Immersion Active, focusing on business development and marketing for the healthcare vertical.



NANCY VAN BRUNT, Upwork

Nancy leads Upwork's Freelancer Success team, which helps ensure that talent on Upwork can get started quickly and build successful businesses on the platform.



SYLVIA VERGANI, IDEO

As a Director at IDEO, Sylvia and her team worked with AARP and the Catalyst partners to design tools that empower entrepreneurs to design for the aging market.



WHITNEY VOSBURGH, WORK THE FUTURE! TODAY

Whitney is International Speaker, Author, Brandguru, Interim Fortune 50 CMO, CoFounder/Author of WORK THE FUTURE! TODAY, CEO of Brand New Purpose, Berkeley Based Global Nomad.



ANDREA WEAVER, Bridges Together

Building on a lifetime in an intergenerational family and years of experience, Andrea combines theories with practical tips in her award-winning curriculum, and as a facilitator and author.



SUSAN WEINSTOCK, AARP

As vice president of financial resilience programs, Susan is responsible for the strategic direction of AARP programs and education to improve the financial security of persons age 50 and older.



CHRIS WONG, LifeSite

Chris is making LifeSite the leader in delivering smart and safe digital solutions to help families across the globe manage, discover and share the most important information in their life.



MICHAEL YANG, Comcast Ventures

Michael is a Managing Director for Comcast Ventures, the venture affiliate for Comcast Corporation, leading investment efforts in health tech, Internet of Things and VR/AR.



GEORGE YEDINAK, Senior Housing News (SHN)/Aging Media Network

George is founder of Senior Housing News (SHN) and EVP of Aging Media Network, covering daily news and insights into the business of senior housing and senior living.



JACK YORK, It's Never 2 Late (iN2L)

What began as a philanthropic idea to bring technology to assisted living and nursing homes, led Jack to co-found iN2L to help older adults realize the benefits of adaptive technology.



HEATHER M. YOUNG, Ph.D., R.N., F.A.A.N./UC Davis

An expert in gerontological nursing and rural health care, Dr. Young is associate vice chancellor for nursing and founding dean of the Betty Irene Moore School of Nursing at UC Davis.



JEFF ZIMMAN, Posit Science

Jeff is the Co-Founder and Chief Dealmaker of Posit Science, the leader in scientifically-proven, brain fitness exercises. BrainHQ, is the only commercially product to significantly improve cognitive measures.

"The #1 Book for understanding older consumers!"

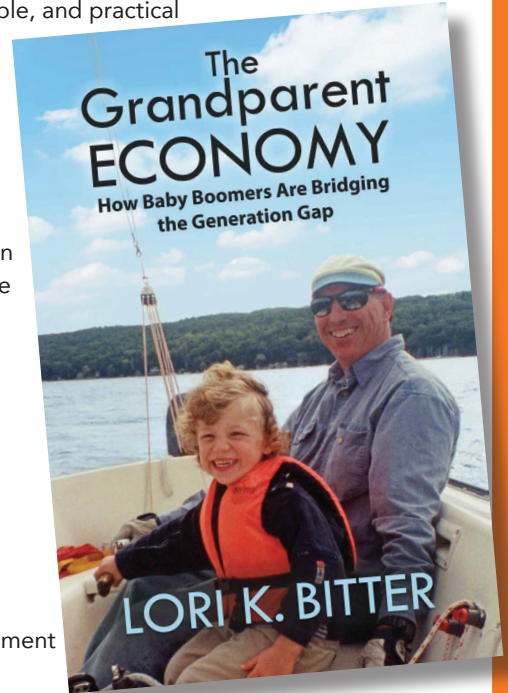
"Recommended business reading: *The Grandparent Economy* New insights from Lori Bitter" ... "Impressively well written, exceptionally well organized, and deftly presented. *The Grandparent Economy: How Baby Boomers Are Bridging the Generation Gap* is packed from cover to cover with pertinent, accessible, reliable, and practical information that will benefit anyone having a corporate or entrepreneurial interest in marketing goods and services to an older generation of consumers. **Very highly recommended.** "

Helen Dumont, The Midwest Library Book Review,

"Grandparenting has changed!" ... "The *Grandparent Economy* shows us how Boomer grandparents have been filling in the financial gaps for young families since the start of the recession, and participating in their grandchildren's lives in new ways. The research is compelling, and we are sure to see Boomers reshape our idea of grandparenting just as they have every other lifestage."

Ken Dychtwald Ph.D., Author of *A New Purpose: Redefining Money, Family, Work, Retirement, and Success*

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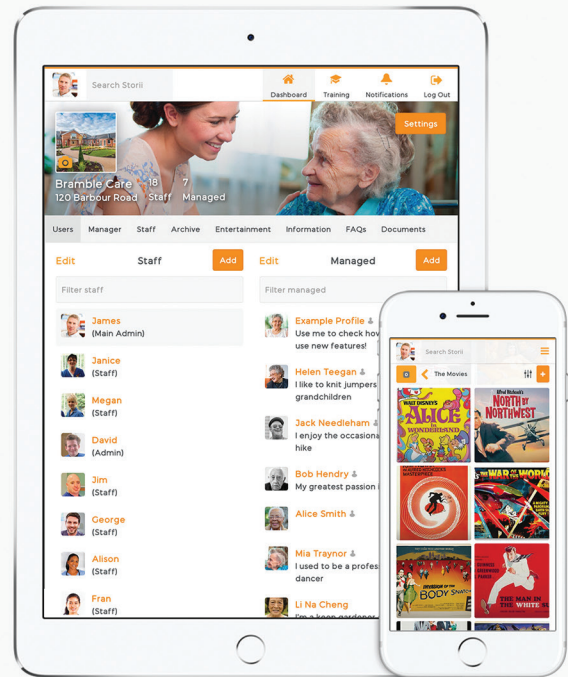
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For information:
 Dan Ansel, President, Active Daily Living
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www.ActiveDailyLivingLLC.com

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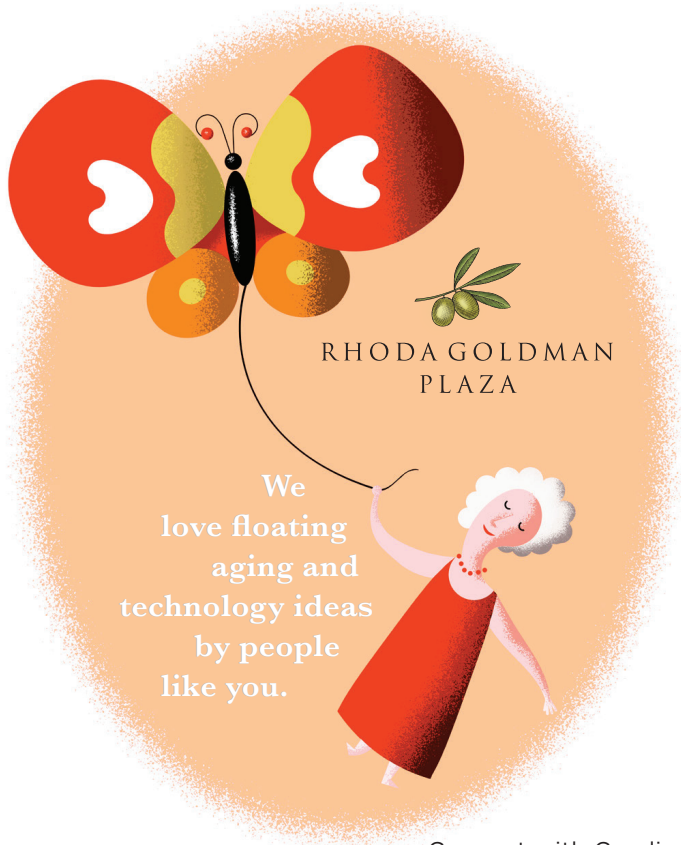


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