

THIRD
ANNUAL

What's Next

BOOMER BUSINESS SUMMIT

Wednesday, March 15, 2006

8:30 am – 5:30 pm

Anaheim Marriott, Anaheim, CA

**How Entrepreneurs and Entrepreneurial Organizations Can
Reach the \$2 Trillion-Per-Year Boomer Market ~
New Opportunities and Marketing Strategies to Win the
Boomer Consumer**

■ **DISCOVER** "The Art of the Start" from keynote Guy Kawasaki, Garage Technology Ventures, a venture capital firm ■ **LEARN** how to reach the 50+ market using the latest tools, including search marketing from experts including Google and Overture ■ **NETWORK** with innovative thought leaders who are doing what's next ■ **GAIN** insights into consumer-directed healthcare and the hottest companies in this space. Learn what's new in lifestage marketing, technology, Hispanic marketing, travel, financial services and the business benefit of Medicare Part D. Learn what boomers really want and how the companies that serve them are funded ■ **HEAR** proprietary research, new case studies and successful marketing strategies ■ **EXPLORE** the lifestage transition points that create the need for new products and services ■ **MEET** renowned authors at the "On the Beat" Author's Luncheon



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Keynote ~ Guy Kawasaki, *The Art of the Start*

Managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for *Forbes.com*. Previously, he was an Apple Fellow at Apple Computer, Inc. where he was one of the individuals responsible for the success of the Macintosh computer.

Guy is the author of eight books, including *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College - www.guykawasaki.com.

A Sample of the Noted Presenters:

Robert Abrams, Founder & CEO, ZivaContinuum; **Myrna Blyth**, Editor and Author, former Editor-in-Chief, *MORE* magazine; **John Buckingham**, Co-founder and CEO, Solana MedSpas; **Joe Cannella**, Client Representative, Google; **Gloria Cavanaugh**, President & CEO, American Society on Aging; **Steve French**, Managing Partner, The Natural Marketing Institute; **Mary Furlong, Ed.D**, CEO, Mary Furlong & Associates; **John Garcia**, Founding/Managing Principal, Angel Strategies; **Jane Glenn Haas**, Columnist, *The Orange County Register*, Founder, WomanSage and winner of the 2006 ASA Media Award for national coverage; **Michael Herring**, CFO, Overture; **Don Jones**, Vice President, Healthcare Business Development, Qualcomm; **Bruce Juell**, Founder, CreativeSeniors.com, former CEO, Six Flags; **Esther Koch**, Encore Management; **Karen Katz Orton**; **Laura Weber Rossman**, Principal, Outsidesite; **Janet Sola, Ph.D.**, Associate Director, Executive Development, Leavey School of Business, Santa Clara University; **Dr. Astro Teller**, Co-founder, Chairman, and CEO, BodyMedia, Inc.; **Vince Thompson**, Vice President Sales, Facebook.com; **Fernando Torres-Gil**, Acting Dean, School of Public Policy, UCLA and Director, UCLA's Center for Policy Research on Aging; **Susan Ayers Walker**, Executive Director, SmartSilvers Alliance; and **Steve Zaleznick**, President, Longevity Alliance.

A pre-conference to the 2006 Joint Conference of The National Council on the Aging (NCOA) and the American Society on Aging (ASA), "Invest in Aging: Strengthening Families, Communities and Ourselves," March 16-19, 2006 - www.agingconference.org



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