

THIRD
ANNUAL

What's Next

BOOMER BUSINESS SUMMIT

Wednesday, March 15, 2006

8:30 am – 5:30 pm

Anaheim Marriott, 700 West Convention Way
Anaheim, CA 92802

www.boomersummit.com

How Entrepreneurs and Entrepreneurial Organizations Can Successfully Reach
the \$2 Trillion-Per-Year Boomer Market:

New Opportunities and Marketing Strategies to Win the Boomer Consumer

The full-day Summit will focus on **entrepreneurship, innovation and opportunity** - for private sector businesses and nonprofit organizations that serve the baby boomer market, the largest and fast-growing market in the U.S., now over 76 million strong.

- **LEARN** about the changing face of healthcare and the hot new trend of consumer-driven healthcare
- **EXPLORE** the latest trends in technology, housing, financial services, healthy living, the Latino market, boomers at 40/50/60
- **GAIN INSIGHTS** through new proprietary research from AARP, Focalyst and the Natural Marketing Institute
- **DISCOVER** how to market to a customer base using search and email marketing from Google, Omniture and V12 Group
- **HEAR** from Angel Strategies how to raise capital from VCs and Angels
- **LUNCH** with your favorite author at the On the Beat Authors' Luncheon

REGISTER EARLY AND SAVE! www.boomersummit.com



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
Chris Alewine - VP, Marketing Analytics, V12 Group
David Baxter - VP, Research, Age Wave
Myrna Blyth - Editor and Author, former Editor-in-Chief, *MORE* magazine
John Buckingham - Co-founder and CEO, Solana MedSpas
Joe Cannella - Customer Support, Google
Gloria Cavanaugh - President & CEO, American Society on Aging
Marty Davis - AARP
Helen Dennis - Andrus Gerontology Center - Incoming Chair, ASA's Business Forum 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
Brent Green - President, Brent Green & Associates
Jane Glenn Haas - Columnist, *The Orange County Register* and Founder, WomanSage. 2006 Winner, ASA Media Award for national coverage
Michael Herring - CFO, Omniture
Mike Irwin - President, Focalyst
Don Jones - VP, Healthcare Business Development, Qualcomm
Bruce Juell - Founder, CreativeSeniors.com, former CEO, Six Flags

Dr. Susan Love - President and Medical Director, Dr. Susan Love Research Foundation. Author, *Dr. Susan Love's Breast Book* and *Dr. Susan Love's Menopause and Hormone Book*
Jim McFarland - *Do or Die: The baby-boomer man's guide to regaining health, happiness, vitality, and a longer, fuller life*
Harry R. Moody, Ph.D. - *The Five Stages of the Soul: Charting the Spiritual Passages That Shape Our Lives*
Jan Norman - *What No One Ever Tells You About Starting Your Own Business*
Chuck Nyren - *Advertising to Baby Boomers*
Laura Weber Rossman - Principal, OutsideInsite
Joyce Ruddock - VP, Retirement Strategies Group, MetLife
Kara Swisher - Co-producer, Wall Street Journal D: All Things Digital
Dr. Astro Teller - Co-founder, Chairman, and CEO, BodyMedia, Inc.
Vince Thompson - Vice President Sales, Facebook.com
Sandra Timmermann, Ed.D - Director, MetLife Mature Market Institute
Fernando Torres-Gil - Dean, School of Public Policy, UCLA
Susan Ayers Walker - Executive Director, SmartSILvers Alliance
Ciji Ware - *Rightsizing: A Liberating Guide*
Grant Wedner - Business Development, Cosmix
Steve Zalesznick - President, Longevity Alliance
Jeffrey Zimman - CEO, Posit Science Corporation



Mary Furlong & Associates
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Sponsors include: Platinum - AARP Services, Inc.; Focalyst; Shaklee Corporation.
Gold - Longevity Alliance, ZivaContinuum. Bronze - Angel Strategies; ECI Healthcare; IBM; MetLife Mature Market Institute; Posit Science Corporation; Solana MedSpas.

A pre-conference to the 2006 Joint Conference of The National Council on the Aging (NCOA) and the American Society on Aging (ASA), March 16-19, 2006 – www.agingconference.org