



Florida Boomer Lifestyle

2010 CONFERENCE

Thursday, April 15, 2010
Ruth Eckerd Hall, Clearwater

Detailed Agenda

- 7:00 a.m.** **Registration opens – please check in at the desk in the Lobby**
Coffee, breakfast, exhibits, and bookstore open in the Gallery adjacent to the Margarete Heye Great Room
- 8:00 - 10:00 a.m.** **Morning General Sessions (Great Room)**
- 8:00 – 8:20 a.m.** **Welcome and Conference Overview**
- Michelle Bauer, Common Language
 - Colleen Chappell, ChappellRoberts
- Sponsor Welcome**
- David Pizzo, Market President, Blue Cross and Blue Shield of Florida
- (Colleen introduces Lorin)*
- 8:20 – 8:55 a.m.** **(Re)Introducing Florida’s Boomers: A Fresh and Surprising Look at the Consumers We Thought We Knew (but really didn’t!)**
- Lorin Drake, VP of Consulting Services, Schwartz Consulting Partners
- (Michelle introduces Brent)*
- 9:00 – 9:30 a.m.** **Morning Keynote: The Mission, the Man, the Money: Marketing to Baby Boomer Men**
- Brent Green, author, *Marketing to Leading Edge Baby Boomers*
- (Colleen introduces Mark & Roger)*
- 9:35 – 10:05 a.m.** **Transformation in Progress: A Report From the Trenches**
- Roger Chiocchi, author, *Baby Boomer Bust?: How the Generation of Promise Became the Generation of Panic*
 - Mark Miller, author, *The Hard Times Guide to Retirement Security (forthcoming)*

(Michelle announces break)

10:05 – 10:30 a.m. **Break - Brent, Roger and Mark will be sit at bookstore tables and sign copies of their books.**

10:30 a.m. - 12:30 p.m. **Trend Reports (General Session)**

(Colleen introduces Mike Bell of Suncoast Hospice to introduce Laurie Orlov)

10:35 a.m. – 11:05 a.m. **Trend Report 1: Emerging Technologies**

- Laurie Orlov, Founder and Analyst, Aging in Place Technology Watch

(Michelle introduces Kevin Riley)

11:07 a.m. – 11:37 a.m. **Trend Report 2: Health and Wellness**

- Kevin Riley, VP - Consumer Health Solutions, Blue Cross and Blue Shield of Florida

(Colleen introduces Paul Tash)

11:39 a.m. – 12:09 p.m. **Trend Report 3: Boomers & the Media**

- Paul Tash, Chairman, CEO and Editor, St. Petersburg Times

(Michelle introduces Pat and A.D.)

12:12 p.m. – 12:42 p.m. **Trend Report 4: Boomer Entrepreneurship**

- Pat Deering, FranNet of Tampa Bay, and A.D. Frazier, BOTH

12:42 p.m. **Michelle announces lunch on main stage and everyone follows REH staffers to the stage**

12:50 p.m. **Guests seated and begin lunch**

1:00 p.m. **Robert Freedman, CEO and president of Ruth Eckerd Hall, welcomes guests**

1:50 p.m. **Lunch concludes.** Michelle directs guests to breakout sessions in Great Room, Dimmitt Room, and Murray Theater

2:00 – 3:00 p.m. **Concurrent breakout sessions**

- **Session 1-A: Multi-Generational Family and Caregiving Trends: Diving Deeper in to Two of Florida's Biggest Business Opportunities**
Location: Dimmitt Meeting Room
- **Session 1-B: No Time for Decline: Where the Action is Now in the Healthy Living and Aging Market**
Location: Murray Theater
- **Session 1-C: Going Social, Going Mobile: Integrating Social Media and Mobile Apps into Your Boomer Marketing Strategy***
Location: M. Heye Great Room

**Session may switch to 3:30 – 4:30 pm slot. Stay tuned.*

3:00 -3:30 p.m.

Break – Gallery

3:30 - 4:30 p.m.

Concurrent breakout sessions

- **Session 2-A: Powerful Partnerships: Leveraging Niche Media and Alliances to Build Your Brand, Gain Consumer Loyalty, and Increase Revenues****

Location: M. Heye Great Room

- **Session 2-B: Reinventing Your Business, Reinventing Your Self**

Location: Murray Theater

- **Session 2-C: Creating "Brand You" Strategy - Leveraging Today's New Media Effectively**

Location: Dimmitt Meeting Room

***Session may switch to 2 – 3 p.m. time slot.*

4:40 - 5:30 p.m.

Closing General Session: What's Next?

- Mary Furlong, Ed.D., CEO, Mary Furlong & Associates

5:30 p.m.

Drinks and Hors D'oeuvres Reception in the Gallery

7:00 p.m.

Exhibits to be broken down. Shuttle departs from REH for Westin Tampa Bay

7:30 p.m.

Remaining guests and exhibitors depart.