

Agenda at a Glance

Wednesday, March 15, 2006

8:30 am – 6:00 pm

Anaheim Marriott

700 West Convention Way, Anaheim, California 92802

8:30 am – 11:45 am	<p>Welcome and Introductions Jane Glenn Haas, Columnist, Orange County Register, Founder and Executive Director of WomanSage Gloria Cavanaugh, President & CEO, American Society on Aging (ASA) Sandra Timmermann, Ed.D., Director, MetLife Mature Market Institute, Chair, ASA's Business Forum on Aging</p>
8:40 am - 9:30 am	<p>Marketing to Boomers at 40, 50 and 60 Overview of Research, Laura Weber Rossman, Principal, Outsidesite Boomers at 60 - Saving - Steve Zaleznick, President, Longevity Alliance</p>
9:30 am- 10:00 am	<p>What Boomers Want Now - New Insights Mike Irwin, President, Focalyst</p>
10:00 am - 10:15	<p>Morning Break</p>
10:15 am - 10:45 am	<p>Boomer Research Latino Market - Fernando Torres-Gil, Associate Dean, Academic Affairs, UCLA School of Public Affairs Healthy Living - Steve French, Managing Partner, The Natural Marketing Institute</p>
10:45 am - 11:45 am	<p>Changing the Face of Healthcare - Consumer-Driven Healthcare Jeffrey Zimman, CEO, Posit Science Corporation. Robert Abrams, Founder & CEO, ZivaContinuum Dr. Astro Teller, Co-founder, Chairman, and CEO, BodyMedia, Inc. Don Jones, Vice President, Healthcare Business Development, Qualcomm John Buckingham, Co-founder and CEO. Solana MedSpas</p>
11:45 am - 12:30 pm	<p>Keynote Guy Kawasaki, The Art of the Start. Guy is managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for Forbes.com.</p>
12:30 pm - 1:45 pm	<p>Author's "On the Beat" Luncheon Myrna Blyth, <i>Spin Sisters</i> Mary Furlong, Ed.D., <i>Turning Silver into Gold: A Blueprint for Investors and Entrepreneurs</i> Brent Green, <i>Marketing to Leading-Edge Baby Boomers</i> Bruce Juell, <i>Retirement Activities Guide</i> Harry R. Moody, Ph.D., <i>The Five Stages of the Soul: Charting the Spiritual Passages That Shape Our Lives</i> Dr. Susan Love, <i>Dr. Susan Love's Breast Book</i> and <i>Dr. Susan Love's Menopause and Hormone Book</i> Jim McFarland, <i>Do or Die : The baby-boomer man's guide to regaining health, happiness, vitality, and a longer, fuller life</i> Jan Norman, <i>What No One Ever Tells You about Starting Your Own Business</i> Chuck Nyren, <i>Advertising to Baby Boomers</i> Ciji Ware, <i>Rightsizing: A Liberating Guide to Paring Down Your Home...While Keeping the Things that Matter Most</i></p>

12:30 pm - 1:45 pm	<p>Web Publisher's Luncheon</p> <p>Joe Cannella, Client Representative, Google</p> <p>Michael Herring, CFO, Omniture</p> <p>Don Jones, Vice President, Healthcare Business Development, Qualcomm</p> <p>Jane Glenn Haas, Columnist, <i>The Orange County Register</i>, Founder, WomanSage and winner of the 2006 ASA Media Award for national coverage</p> <p>David Tannenbaum, AtPrime, the Future of Pensions</p> <p>Grant Wedner, Manager, Business Development Team, Cosmix Corporation</p>
1:45 pm - 2:45 pm	<p>Breakout #1 -- Reaching Boomers Online</p> <p>Grant Wedner, Manager, Business Development Team, Cosmix Corporation</p> <p>Joe Cannella, Client Representative, Google</p> <p>Chris Alewine, VP, Marketing Analytics, V12 Group</p> <p>Marty Silberstein, Principal, MS Marketing Services</p>
1:45 pm - 2:45 pm	<p>Breakout #2 -- Technology</p> <p>Susan Ayers Walker, Executive Director, SmartSivers Alliance - moderator</p> <p>Kara Swisher, Co-producer, Wall Street Journal's D: All Things Digital and Staffer, the Wall Street Journal</p>
1:45 pm - 2:45 pm	<p>Breakout #3 -- Raising Capital from VCs and Angels; The 2006 Boomer Business Plan Guidelines</p> <p>John Garcia, Founding/Managing Principal, Angel Strategies</p> <p>Bruce Juell, Founder, CreativeSeniors.com, former CEO, Six Flags</p> <p>Janet Sola, Ph.D., Associate Director, Executive Development, Leavey School of Business, Santa Clara University</p> <p>Mary Furlong, Ed.D, CEO, Mary Furlong & Associates, Tips on the 2006 Business Plan Competition</p>
2:45 pm - 3:00 pm	<p>Afternoon Break</p>
3:00 pm - 4:00 pm	<p>Breakout #4 -- Housing</p> <p>Janice Blanchard, Blanchard Consulting</p> <p>Steve Mackenzie, President, Mackenzie Architects</p> <p>Mike Kephart, President, Kephart Community, Planning and Architecture</p>
3:00 pm - 4:00 pm	<p>Breakout #5 -- Boomers and Money</p> <p>Sandra Timmermann, Ed.D., Director, MetLife Mature Market Institute</p> <p>Joyce Ruddock, VP, Retirement Strategies Group, MetLife</p> <p>David Baxter, VP, Research, Age Wave - Ameriprise Financial Mindscape study</p>
3:00 pm - 4:00 pm	<p>Breakout #6 -- Women at Midlife</p> <p>Jane Glenn Haas, Columnist, <i>The Orange County Register</i>, Founder, WomanSage - moderator</p> <p>Myrna Blyth, Editor and Author, author of <i>Spin Sisters</i>, former Editor-in-Chief, MORE Magazine</p> <p>Susan Love, MD, Founder, Susan Love Research Foundation</p>
4:00 pm - 4:15 pm	<p>Afternoon Break</p>
4:15 pm - 5:00 pm	<p>Reaching the Boomer through Traditional and New Media</p> <p>Mary Furlong, Ed.D., CEO, Mary Furlong & Associates - moderator</p> <p>Joe Cannella, Client Representative, Google</p> <p>Michael Herring, CFO, Omniture</p> <p>Marty Davis, AARP</p>
5:00 pm - 5:15 pm	<p>Highlights of the Day</p>
5:15 pm - 5:30 pm	<p>Closing Remarks</p> <p>Helen Dennis, Andrus Gerontology Center, Incoming Chair, ASA's Business Forum on Aging</p>