

## **Boomers and Beyond: A Summit on Business and Aging - April 14, 2009**

### **8:30am Coffee and Registration**

9:00am Welcome

Joe McKinney, Executive Director Land-of-Sky Regional Council

9:10am Announcements, Logistics and Introduction of Morning Session:

Dr. Ronald Manheimer, Director NC Center for Creative Retirement

9:20am The Midlife and Older Consumer: National Trends

Glenn Ruffenach, Editor of "Encore," Wall Street Journal, Atlanta GA

10:00am Facts and Myths about the Economics of Aging in Western North Carolina"

Dr. William "Tilt" Thompkins, Professor WCU Institute for the Economy and the Future

10:30am Break

10:50am Retirees and the Changing Composition of Local Income

Tom Tveidt, Director Asheville Metro Business Research Center at the Asheville Area Chamber of Commerce

11:20am Conversation with the Presenters

Moderator Ron Manheimer will lead a conversation with our morning presenters

### **11:45am Lunch and Networking**

12:30pm Introduction of speaker

Dr. Ronald Manheimer, Director NC Center for Creative Retirement

Age Branding: Marketing to Older Consumers

Dr. Harry R. Moody, Director of Academic Affairs, AARP, Washington, DC

1:30pm Break

1:45pm Capturing the Silver Market – Panel of Business and Resource Leaders

Moderator: Scott Hamilton, CEO AdvantageWest

Panelists: Kathleen Austin and Penny Bond, owners Healing Innovations  
Michael Arriola, Local Manager Small Business Association  
Mark Starr, owner Chef Starr to Go  
David Woodcock, Partner AIMS International

3:00pm Closing Panel: Sustaining the Momentum

Moderator: Wilma Sherrill, Special Assistant to the Chancellor for External Affairs at University of NC Asheville

Panelists: Dr. John Bardo, Chancellor Western Carolina University  
Dr. Anne Ponder, Chancellor University of NC Asheville  
Teck Penland, President/CEO Mountain Area Health Education Center

**4:00pm Networking Reception**