



Who should attend?

Prospective or current business owners and leaders of non-profit organizations, government officials, and students interested in discovering the economic potential of boomers and retirees.

Why attend?

Drawn to the North Carolina mountains, boomers offer considerable potential for business growth and economic development. Those with relatively good health, financial stability, and an active lifestyle contribute to the vitality of the community and consume local goods and services. That means economic opportunity! Whether you are planning, starting or expanding a business that targets midlife and older adults, you will gain information, insights and access to resources that can help you.

- *Explore the impact on your city or community*
- *Learn about business opportunities*
- *Identify resources to reach this market*
- *Share ideas with others in the “silver industry”*

For a UNC Asheville campus map, go to www.unca.edu/NCCCR

Approaching from the North on US 19-23 or I-26

Take the NC-251 / UNCA exit (Exit 25). Turn left at traffic light at bottom of ramp (you will be on Broadway). Proceed up Broadway to first traffic light; turn left onto Campus Drive. Follow Campus Drive all the way up the hill to stop sign. At stop sign, turn left for a short distance, then right into Reuter Center lots. There are parking lots on the lower and upper levels of Reuter Center.

Approaching from the East on I-40:

Take exit 53B for I-240. Follow I-240 for approximately 4.5 miles. Take exit 5A for Merrimon Avenue. Turn right at the light at the bottom of the ramp. Proceed approximately 1 mile to third light (Guzmo’s Mojo Cafe is on the right). Turn left onto W.T. Weaver Blvd. Proceed approximately 1/4 mile on Weaver Blvd. to traffic circle (roundabout). Take first right for main entrance to UNCA. Proceed approximately 200 yards up hill. Bear right at traffic island and proceed a short distance to the first left, University Heights. Turn right at the silver Bulldog and at the stop sign, turn right again. Reuter Center will be the next right. There are parking lots on the lower and upper levels of Reuter Center.

Approaching from the South or West on I-26 or I-40:

Take I-240 for Asheville. As you cross the river, move into the far left hand lane. Take US 19-23 north. Proceed approximately 1 mile to UNCA exit. Turn right at bottom of exit ramp (you will be on Broadway). Proceed up Broadway to first traffic light; turn left onto Campus Drive. Follow Campus Drive all the way up the hill to stop sign. At stop sign, turn left for a short distance, then right into Reuter Center lots. There are parking lots on the lower and upper levels of Reuter Center.

Boomers and Beyond

A Summit on Business and Aging



*Interested in discovering
the economic potential
of boomers and retirees?*

Tuesday, April 14, 2009

8:30 am to 4:00 pm

Hosted by

NC Center for Creative Retirement
Reuter Center – UNC Asheville

Presentations/Presenters

The Midlife and Older Consumer: National Trends

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

Glenn Ruffenach, founding editor of the Wall Street Journal's "Encore" section reporting on and aiming at consumers 50+, shares his insights about the needs and desires of those who are driving the new "silver industries."

Facts and Myths about the Economics of Aging in Western North Carolina

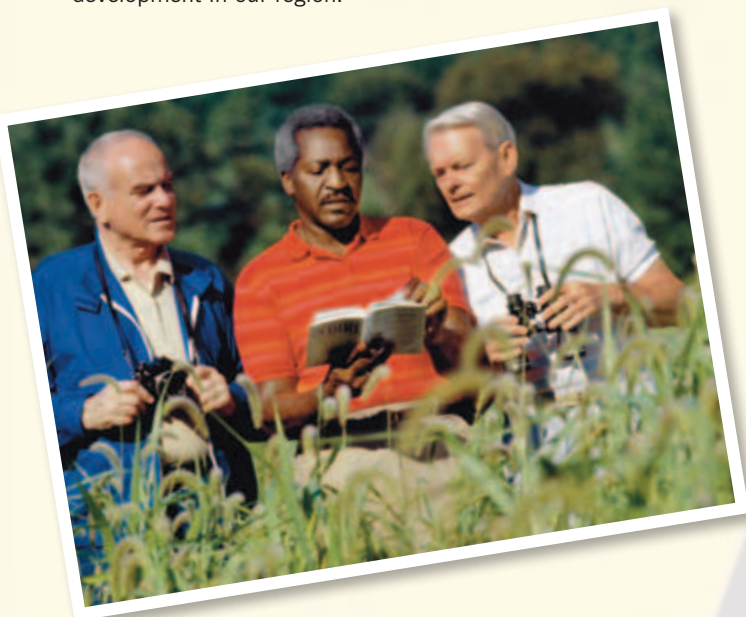
Dr. William "Tilt" Thompkins, Professor, WCU Institute for the Economy and the Future

Economist Thompkins provides data on retiree migration patterns since the 2000 census and how the boomer population is affecting the consumer and labor force economy of the region.

Retirees and the Changing Composition of Local Income

Tom Tveidt, Director of Research, Asheville Area Chamber of Commerce

Researcher Tveidt presents the changing composition of local income, due in large part to the growing retiree population, and what this means for future growth/development in our region.



Age Branding: Marketing to Older Consumers

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

Experiences at AARP and Elderhostel, both large organizations serving boomers and retirees, have provided Dr. Harry ("Rick") Moody with a unique perspective on marketing to older consumers. Dr. Moody will describe how for-profit businesses and not-for-profit organizations are discovering "age branding," the new science of marketing to age 50+ consumers.

Capturing the Silver Market

Business owners, economic developers and mentors will offer information and guidance, sharing insights that can be applied to existing and start-up businesses.

Sustaining the Momentum

Dr. John Bardo, Chancellor, Western Carolina University

Dr. Teck Penland, President, CEO Mountain Area Health Education Center (MAHEC)

Dr. Anne Ponder, Chancellor, UNC Asheville

Wilma Sherrill, Special Assistant to the Chancellor for External Relations, UNC Asheville

These panelists will share examples of how their institutions support the economic potential of the new "silver industries" with research, education, and collaboration.

Networking Reception

Exhibitors will offer material about resources and next steps.

Registration Fees

\$50 if received by April 3
\$60 if received after April 3
\$20 for students

How to Register

Via the website - www.mahec.net
Phone 828-257-4485

Schedule

8:30 am: Coffee and Registration

9:00 am–4:00 pm: Sessions (lunch provided)

4:00 pm: Networking Reception

CEU Credit

The Mountain Area Health Education Center designates this continuing education activity as meeting the criteria for .55 CEUs as established by the National Task Force on the Continuing Education Unit.

Summit Organizers

AdvantageWest

Land-of-Sky Regional Council

NC Center for Creative Retirement at UNC Asheville

NC Center for Health and Aging

Western Carolina University



Summit Sponsor



CAROLINA FIRST

Whatever it takes.

Thanks for your support.