



Age Wave: The World's Leader in Understanding the Effects of an Aging Population on the Marketplace

Over the next decade, leading industries, companies, governments, and major institutions will be challenged to transform their strategies, marketing, branding, distribution, product development, and workforce management to fully prepare for and capitalize on key trends created by a rapidly aging population. Since its inception in 1986, the firm has provided the nation's leading corporations with highly effective, customizable services and products that help them position and prepare for the new mature marketplace.

Ken Dychtwald

\$30,000+

Over the past 35+ years, Dr. Ken Dychtwald has emerged as North America's foremost visionary and original thinker regarding the lifestyle, marketing, health care, and workforce implications of the age wave. Ken was recently honored by Investment Advisor as one of the 35 most influential thought leaders in the financial services industry over the past 35 years. He has served as a fellow of the World Economic Forum, and he was a featured speaker at two White House Conferences on Aging. Ken received the distinguished American Society on Aging Award for outstanding national leadership, and American Demographics honored him as the single most influential marketer to baby boomers over the past quarter century.

Maddy Dychtwald

\$20,000 to \$30,000

Maddy Dychtwald is a nationally recognized author and leading expert on the changing demographic trends shaping the marketplace, the workplace, and our lives. Since cofounding Age Wave over 30 years ago, she has been deeply involved in investigating and forecasting the lifestyle, marketing, and retirement implications of the age wave. She has also emerged as an authority on the economic ascent of women and its impact on various industries, including financial services, health care, and consumer marketing.

Dan Veto

\$15,000 to \$20,000

Dan Veto is a colleague of Dr. Ken Dychtwald and an integral part of Age Wave. He is a highly sought-after speaker on the changing nature of life after 50, particularly regarding the boomer generation's unprecedented relationship to retirement. His presentation style consistently receives high praise, and his unparalleled insight into the real-life challenges and triumphs of aging and retirement is frequently featured in the media, including the New York Times, BusinessWeek, SmartMoney, and Financial Planning Magazine.

Video: [Ken Dychtwald's Four Observations on the Future of Aging](#)



Joseph F Coughlin

\$30,000+

Founder and Director of the Massachusetts Institute of Technology AgeLab

The Financial Times profiled him as a 'guru in global aging' & Money Magazine dubbed him a 'retirement game-changer'. Dr. Coughlin teaches in MIT's Department of Urban Studies & Planning and the Sloan School's Advanced Management Program. His research focuses on how demographic change, technology, social trends and consumer behavior drive innovations in business & government.

He was named by The Wall Street Journal as one of "12 pioneers inventing the future of retirement..." and by Fast Company Magazine as one of the "100 Most Creative People in Business."

Coughlin spoke at Falling Walls in Berlin on the 25th anniversary of the Fall of the Berlin Wall and keynoted the 2014 Nobel Prizes in Stockholm. This summer he spoke at the White House on technology innovations to support a lifespan of 100 years and this fall will address the Annual Meeting of the National Academies Institute of Medicine (IOM).

Video: [The Age of Disruption](#)



Blue Zones is on a Mission to Help People Live Longer, Better.

In 2004, Dan Buettner teamed up with National Geographic and the world's best longevity researchers to identify pockets around the world where people live measurably longer better. In these "Blue Zones" they found that people reach age 100 at rates 10 times greater than in the United States. After identifying 5 of the world's Blue Zones, the Blue Zones team and National Geographic took teams of scientists to each location to identify lifestyle characteristics that might explain longevity. They found that the lifestyles of all Blue Zones residents shared nine specific characteristics. They call these characteristics the Power 9®

Dan Buettner

\$30,000+

Dan Buettner is the founder and Chief Executive Officer of Blue Zones and the New York Times best-selling author of "The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest." Dan is an internationally recognized explorer, educator, public speaker and co-producer of an Emmy Award-winning travel documentary. Dan has appeared as a longevity expert on The Oprah Winfrey Show, Good Morning America, The Today Show, ABC World News, CBS's The Early Show and CNN.

Nick Buettner

\$15,000 to \$20,000

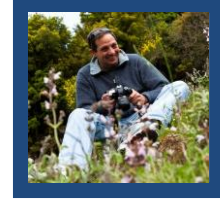
Nick is the Community and Corporate Program Director at Blue Zones, LLC. He is responsible for leading the development and implementation of the Blue Zones Project in all of the Blue Zones Communities and corporate sites across the US. In the last 20 years, Nick has lead 17 expeditions over 6 continents around the world, three of which to the Blue Zones sites.

Dave Tsang

\$10,000 to \$15,000

Now in the encore phase of his career, Dave is passionate about health and wellness. Having made his own lifestyle changes, he is committed to giving back to the community by facilitating changes in how people live and work to improve well-being. As a life coach he speaks publicly on health and longevity, coaches people to make lifestyle changes to prevent chronic disease, teaches life-saving skills, mentors veterans transitioning to the civilian workforce and advises under and unemployed adults in learning new skills.

Video: [Blue Zones: Best Practices in Longevity](#)



Kelly Ferrin

\$5,000 to \$7,500

Rethinking Retirement: A New Image of Aging and How Advisers Can Help Their Clients be Prepared

As a Gerontologist and longevity expert, Kelly has been studying aging and retirement issues for over 30 years. Her work in the financial services industry has provided a new perspective on planning for retirement as a phase of life completely being redefined.

The Lifespan, Healthspan, and Wealthspan aspects of Longevity Management, are creating a shift in thinking to help better communicate and plan for all aspects of a client's life. It's more than just money that determines a successful retirement and Kelly's message provides unique insight and information to ensure an effective action plan.

She was one of the first to ever receive a degree in this field from the prestigious Andrus School of Gerontology at USC, considered one of the top schools in the nation for the study of age-related issues. Her dynamic perspective on aging and retirement has been featured on radio and TV talk shows nationwide from Oprah to Good Morning America and the Today Show.

Video: [AgeAngel](#)

