

Tune In, Turn On, Drop ~~Out~~ In

for Baby Boomers –
Aging's Next Generation

Community Summit
Come Together
to Serve Our
New Customer

Tuesday, June 27, 2006

7:30 AM to NOON

Trinity Lutheran Church
1000 West Main Street, Lansdale, PA

Hosted by



The Greater North Penn
COLLABORATIVE
for Health & Human Services

with
Funding
Support
from



NORTH PENN
COMMUNITY HEALTH
FOUNDATION

Registration Form

Name

Title

Organization

Email Address

Mailing Address

City

State

Zip

Phone Number

Fax Number

Feel free to copy this form for multiple representatives of your organization. **Please remit registration form with check in the amount of \$15 for each registrant to Greater North Penn Collaborative for HHS, P.O. Box 66, Harleysville, PA 19438.**

To download additional copies of this brochure, visit npchf.org.

REGISTRATION

DEADLINE: JUNE 20, 2006

Questions?

Contact Ella Roush,
Consultant to the Collaborative, at
215-234-4022,
eroush@comcast.net.

Please List Other Community Affiliations (This helps us to identify which groups are represented, which are missing – examples: service clubs, faith community, municipal government, aside from the organization you are primarily representing.)

Baby Boomers Turn 60 – *Tune In to the Flower Power Generation*

This year, the first members of the Baby Boomer Generation turn 60. In Montgomery County, the 55 to 64-year-old population is now experiencing tremendous growth and will continue to do so until 2015. This represents a huge opportunity for businesses and nonprofit organizations alike, but products and services will need to be marketed in innovative ways to meet the expectations of this forever young group.

Key Take-Aways:

- * **Get the inside scoop** from a countywide study of this largely affluent customer base.
- * **Learn how the Boomers' mindset differs** from previous generations and **what that means to your marketing and delivery of products and services.**
- * **Come away with high potential projects and partners** to serve and succeed in this emerging market

Who Should Attend?

Creative, entrepreneurial leaders from:

- * *Business*
- * *Government*
- * *Education*
- * *Civic and Faith Groups*
- * *Not-for-Profit Agencies*
- * *Other **Architects** of Our Community's Future*

Agenda in Brief

7:30 AM
Breakfast

8:00 AM
Plenary Session

Welcome
Kitty Fitzgerald, Executive Director
North Penn Visiting Nurses Association

Marketing to the 50+ Customer
Russell Johnson, Executive Director
North Penn Community Health Foundation

Why We Need to Act Now
Joanne Kline, Executive Director
Montgomery County Aging & Adult Services

**Models of Successful
Collaboration Panel Discussion**

Katherine Freund, President and Founder, **ITNAmerica™**, an innovative transportation system developed in Portland, Maine; it is now supporting affiliates across the nation.

David-Michael Kenney, Managing Director, **Act II Playhouse**, Ambler, discusses a successful partnership with a local restaurant, **Toto's**, to operate the theater's food concession.

Amy Cummings-Leight, Executive Director, **PEAK Center**, Lansdale, shares the story of an innovative partnership between local municipalities and the nonprofit organization she directs.

10:00 AM
Breakout Sessions –
Brainstorming High Potential Projects

11:00 AM
Reports from Breakout Sessions;
Action Planning; Wrap Up

NOON
Adjournment