



WHAT'S NEXT BOOMER BUSINESS *Summit*

CONTACT:

David Bahr
(202) 414-0773
dbahr@susandavis.com

FOR IMMEDIATE RELEASE

What's Next Boomer Business Summit Goes to Chicago

Premier Boomer and Aging Industry Event features "Collaborating in the Longevity Marketplace"

Washington, DC. (December 17th, 2014) – On Thursday, March 26th, the *What's Next Boomer Business Summit*, the leading boomer and senior focused conference, will convene its 12th annual event at the Hyatt Regency Chicago in connection with the *Aging in America Conference*.

The *What's Next Boomer Business Summit* is the nation's leading event for companies, experts, and thought leaders in the aging market to learn from Fortune 100 companies, leading start-ups, and established nonprofit organizations who are successfully targeting the most lucrative consumer demographic in the world. This summit will bring together the country's top businesses and organizations focused on the boomer and beyond market while also examining the perspectives of the millennials and their role in shaping boomer priorities.

The 2015 summit is centered on the theme of "*Collaborating in the Longevity Marketplace*" and will include tracks like:

- Financing the Longevity Economy: Entrepreneurship, Franchises, & Wealth Management
- On the Move: Housing & Transportation
- Social, Mobile, and mCommerce
- Riches and Niches: Grandparenting, Caregiving, & Pets

Confirmed speakers will discuss industry trends and provide the most up-to-date boomer and aging metrics, include: Lynne Chou, Partner, **Kleiner Perkins Caufield & Byers**; Terry Clark, Chief Marketing Officer, **UnitedHealthcare**; Katy Fike PhD, Partner, Generator Ventures & Co-Founder, **Aging2.0**; Tammy Gordon, Vice President, **AARP Studios**; Mark Heneghan, Analytical Lead, **Google**; Mike Herring, Chief Financial Officer, **Pandora**; Jody Holtzman, Senior Vice President, Thought Leadership, **AARP**; David Inns, President & CEO, **GreatCall, Inc.**; Lisa McCracken, Senior Vice President, Senior Living Finance Research & Development, **Ziegler**; Laurie Orlov, Principal Analyst, **Aging in Place Technology Watch**; and Cathy Smith, Head of Industry, **Google**.

To register for the 2015 *What's Next Boomer Business Summit*, please visit www.boomersummit.com.

Mary Furlong & Associates

The What's Next Boomer Business Summit is produced by Mary Furlong & Associates, a strategy, business development, marketing, and strategic communications firm in the baby boomer and senior markets headquartered in San Francisco. Mary Furlong & Associates has secured more than \$130 million for longevity marketplace investments, and more than \$15 million for non-profits. www.maryfurlong.com

Susan Davis International

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