

Thursday • April 14, 2011

1:00-4:30 p.m.

State Ballrooms E-F

Marriott City Center, Raleigh, NC

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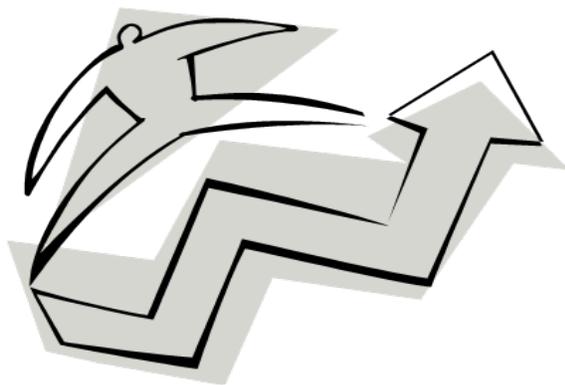
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Aging is Good Business: Fitness Pays!

Thursday, April 14, 2011
1:00 – 4:30 p.m.

- **Welcome and Introductions!** 1:00-1:15 p.m.
Janice I. Wassel, PhD, Director of The UNCG Gerontology Program
McIver Building, Room 219, The University of North Carolina at Greensboro, Greensboro, NC 27402-6170
www.uncg.edu/gro • 336.256.1019 • jiwassel@uncg.edu
- **The End of Aging, As We Know It** 1:15-2:00 p.m.
Colin Milner, PhD, founder and CEO of the International Council on Active Aging®
3307 Trutch Street, Vancouver, BC, V6L-2T3
<http://www.icaa.cc/index.asp> • 866.335.9777 • colinmilner@icaa.cc
- **Break 2:00-2:15 p.m.**
- **A Business Model for Aging Well** 2:15-3:00 p.m.
Brenda Loube, Principal and Founder of Corporate Fitness Works©
1200 16th St. N., St. Petersburg, FL 33705
www.corporatefitnessworks.com • 301.417.9697 • info@corporatefitnessworks.com
- **Break 3:00-3:15 p.m.**
- **Building Bridges to Shape the Brain Fitness Revolution** 3:15-4:00 p.m.
Alvaro Fernandez, Co-founder and CEO of SharpBrains©
660 4th Street, Suite 205, San Francisco, CA 94107
www.SharpBrains.com • 415.318.3467 • afernandez@gmail.com
- **Highlights of Discussions and Closing Remarks** 4:00-4:30 p.m.
Jan Wassel, PhD, Director of The UNCG Gerontology Program

Speakers and Panelists

Colin Milner is founder and Chief Executive Officer of the **International Council on Active Aging®** (ICAA) and a visionary on the health and well-being of the older adult.

Milner has been involved in the health and fitness industry since 1982. He managed large and small fitness clubs before founding Canada's first national fitness trade magazine, Club Direct, in 1990. Milner became Vice President of sales and marketing at Keiser Corporation, where he also served as CEO of the Keiser Institute on Aging. Prior to establishing ICAA in 2001, he was president of IDEA Health and Fitness Association.

An award-winning writer, Milner has authored more than 200 articles on aging-related issues and has delivered speeches to thousands of business and governmental leaders, industry professionals, and older adults throughout the world. In 2010 he was awarded the Can-Fit-Pro Lifetime Achievement Award for his contributions to the Canadian fitness industry. The World Economic Forum has invited Milner to serve on its Network of Global Agenda Councils for the past three years, recognizing him as one of "the most innovative and influential minds" on aging-related topics. Milner's efforts have inspired a broad spectrum of leading-edge publications, television networks and radio stations to seek his insights. Among these outlets are: Wall Street Journal, Chicago Tribune, New York Times, Los Angeles Times, The National Post, Globe and Mail, CNN, CBC Radio, AARP, Newsweek, Parade Magazine, and Dow Jones Market Watch.

www.icaa.cc/index.asp • 866.335.9777 • colinmilner@icaa.cc

Brenda Loube is founder and Principal of **Corporate Fitness Works®** established in 1988 and is certified as a woman owned business through the Women's Business Enterprise National Council (WBENC).

Corporate Fitness Works provides customized fitness and wellness services for corporations, retirement and residential communities. Services include fitness facility planning, design, and implementation, fitness center management and evaluation, and fitness and wellness consulting. Their conviction is to set the standard for creating well cultures that encourage individual and community well-being. Corporate Fitness Works provides residents of residential and retirement communities the opportunity to engage in daily physical activity and live a healthy lifestyle.

Loube has over 36 years of experience in promoting good health and fitness for all ages. She lived her profession as it has become a way of life. Her desire is to establish onsite fitness and wellness centers for retirement communities so all residents can experience the benefits of lifelong play, vitality and independence. Loube and her team actively partner in a fully collaborative style to enable the vision - the dream of well being at all stages of life - to become a reality.

www.corporatefitnessworks.com • 301.417.9697 • info@corporatefitnessworks.com

Speakers and Panelists continued ...

Alvaro Fernandez is co-founder and Chief Executive Officer of **SharpBrains®**, an independent market research firm and think tank covering emerging applications from brain research. SharpBrains manages the largest clearinghouse of brain fitness information (SharpBrains.com), prepares an annual market & innovation report for decision-makers (The State of the Brain Fitness Market series), published the first brain fitness consumer guide in 2009 (The SharpBrains Guide to Brain Fitness), produces an annual global and virtual industry conference (SharpBrains Summit series) and hosts a cross-sector innovation network - the SharpBrains Council for Brain Fitness Innovation.

Fernandez has written acclaimed articles such as *Preparing Society for the Cognitive Age* for *Frontiers in Neuroscience*, and *Why We Need to Retool Use It or Lose It* for the *Journal of Active Aging*. He started his career at McKinsey & Company and led the launch and turnaround of several publishing and education companies in the US and Europe, including Bertelsmann On Line, Docent, Inc, and Edusoft, a unit of Houghton Mifflin.

Fernandez has an MBA and MA in Education from Stanford University, and enjoys teaching The Science of Brain Health at UC-Berkeley Osher Lifelong Learning Institute. He has been quoted by The New York Times, Wall Street Journal, CNN, Reuters, and Associated Press, among others. A native of Spain, he currently divides his time between Washington, DC and San Francisco.

www.SharpBrains.com • 415.318.3467 • afernandez@gmail.com

Janice Wassel, PhD, RFG, is Director of **The UNCG Gerontology Program**, Co-Director of the Dual Degree Gerontology MS/MBA Program, and a member of the UNCG Department of Sociology faculty. Dr. Wassel holds a dual degree from Pennsylvania State University in demography and sociology. She is a Registered Financial Gerontologist and teaches for the American Institute of Financial Gerontology (AIFG).

Wassel's gerontology research interests encompass the Senior Sandwich Generation, the Sociology of Finance, retirement timing, post-retirement employment after forced retirement, financial allocation decisions, cohort studies, pension wealth, the relationship of family caregiving and depression, and decision-making in caregiving relationships. She is recognized for innovative curriculum development as a founding member of the North Carolina Gerontology Consortium and as organizer of the UNCG Gerontology Research Network of over 40 UNCG faculty within 20 departments pursuing interdisciplinary courses and research that affect aging populations.

Dr. Wassel is President of the Southern Gerontological Society (SGS), past President of the Sigma Phi Omega gerontology national honor society, and a Fellow of the Association for Gerontology in Higher Education. She was integrally involved in the creation of the dual degree MS in Gerontology/MBA as well as the new MS in Gerontology Aging and Business Concentration at The University of North Carolina at Greensboro.

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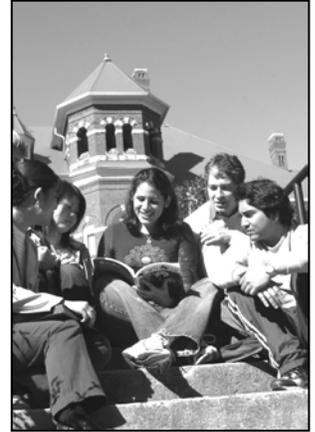
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The **UNCG Gerontology Program** performs applied research and investigates interdisciplinary connections in the fields of business, aging, and education. We combine research and teaching interests of the university with economic development opportunities in the region and nation. UNCG is one of the few academic institutions nationally recognized for active pursuit of the connections among **business, aging research and education!**



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links over 40 UNCG faculty working cooperatively
to advance studies of aging.
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