



## **Top Demographer to Keynote North Bay Economy Conference**

Business Journal Staff Report

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Ken Dychtwald, Ph.D., one of the world's leading authorities on the impacts of aging and longevity on the economy, workforce, marketing, lifestyle and health care, will be the keynote speaker Feb. 24 for the 23rd annual Sonoma State University Outlook.

The conference is co-hosted by Bank of America Merrill Lynch and the Business Journal.

In addition to Dychtwald, Sonoma State economics Professor Robert Eyler will present his annual forecast for the North Bay economy that, while strong, is not immune to the recent events in economies and stock markets across the globe.

“This an incredible one-two punch,” said Business Journal Publisher Brad Bollinger. “This is a unique opportunity made possible by Bank of America Merrill Lynch to hear from one of the world's leading experts on demography. And Dr. Eyler always delivers a data-driven, entertaining outlook uniquely tailored for our region.”

The Journal is also working with its partners to secure other speakers, including an international economist, Bollinger said.

Dychtwald is a psychologist, gerontologist and best-selling author of 16 books on aging-related issues. Since 1986, he has been the founding president and CEO of Age Wave ([agewave.com](http://agewave.com)), an Emeryville-based firm created to guide companies and government groups in product/service development in response to unprecedented demographic trends. His client list includes over half the Fortune 500, and his explorations and innovative solutions have fertilized and catalyzed a broad spectrum of industry sectors — from pharmaceuticals and medical devices, to automotive design and retail merchandising, to financial planning and health insurance.

Dychtwald 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 both the 1995 and 2005 White House conferences on aging. His article in Harvard Business Review “It's Time to Retire

Retirement” was awarded the prestigious McKinsey Award, tying for first place with the legendary Peter Drucker.

During his career, he has addressed more than 2 million people worldwide in his speeches to corporate, association, social service, and government groups. His strikingly accurate predictions and innovative ideas are regularly featured in leading print and electronic media worldwide.

The conference runs from 7:30 to 11:30 a.m. at the Sonoma State University Student Center, 1801 E. Cotati Ave., Rohnert Park. Cost is \$65 per person or \$675 for table of 10 including company name sign. Register online at [NorthBayBusinessJournal.com/ssuoutlook16](http://NorthBayBusinessJournal.com/ssuoutlook16) or call Linda Perkins at 707-521-5264.

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