



Pioneer In The Field Of Aging Receives Prestigious ASA Award

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Ken Dychtwald Ph.D., one of the world's foremost visionaries and original thinkers in the field of aging, has just been named the 2013 recipient of the American Society on Aging Leadership Award. The ASA is the largest association of professionals in the field of aging/gerontology. Their 5,000+ members range from practitioners, educators, administrators, policymakers, business leaders, entrepreneurs, investors, researchers, media and students.

Dr. Dychtwald, who received the Leadership Award March 12 at ASA's annual "Aging in America" Conference in Chicago, has been called the "Prophet of the Coming Aging Boom" by *Forbes*. At this gathering, he will be giving two featured presentations: one on "The Transformation of Retirement," and the other titled "A New Vision for 21st Century Aging: Five Critical Course Corrections."

"I am very pleased that this year's ASA Award goes to my esteemed and longtime colleague Dr. Ken Dychtwald," said Robert Stein, President and CEO of the American Society on Aging. "There are so many people in the field of aging who have worked long and honorably to serve older adults. But Ken Dychtwald is without peer—he is a true visionary whose revolutionary spirit, passion and dedication to the field and—most importantly—to the precious potential of life's later years inspires us all to be better advocates for older people. Like a modern day Johnny Appleseed, for four decades Ken Dychtwald has shared his strikingly accurate ideas about ways in which the longevity revolution and the aging of the boomer generation will alter the marketplace, the workplace and our lives."

Dychtwald is a psychologist, gerontologist, documentary filmmaker, entrepreneur, and best-selling author of sixteen books on aging-related issues, including *Age Wave*, *Age Power*, *The Role of the Hospital in an Aging Society*, *New Directions in Eldercare Services*, *Leaving a Legacy*, *A New Purpose: Redefining Money, Family, Work, Retirement and Success* and a children's book about adult metamorphosis, *Gideon's Dream: A Tale of New Beginnings*. In addition, he produced and hosted the twenty part medical education learning program *Caring for an Aging Society* as well as the highly acclaimed PBS special *The Boomer Century*. His article in the *Harvard Business Review* "It's Time to Retire Retirement" won the first place McKinsey Prize as the best article of the year.

A sought-after public speaker, Ken Dychtwald has presented to more than two million people worldwide. He has served as a fellow and presenter at the World Economic Forum in Davos and

was a delegate and featured presenter at both the 1995 and 2005 White House Conferences on Aging. Since its formation in 1986, his think tank/consultancy Age Wave (www.agewave.com) has had more than half the Fortune 500 as clients. As a tireless trailblazer, Dychtwald has brought a truly entrepreneurial spirit to the field of gerontology as he has impacted industries as far reaching as automobile manufacturing, housing, food and beverage, homecare, hospice, pharmaceuticals, health insurance, financial planning, travel, hospitality and media. "I am deeply honored and humbled that the ASA has chosen me for this recognition," Dr. Dychtwald said. "Everything about this work is unrelentingly interesting and challenging to me. Our world is about to be transformed by an unprecedented age wave. Helping to envision and shape this remarkable phenomenon for the betterment of society stimulates and gratifies me to my core."

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In 1986, Ken became the founding President and CEO of Age Wave, a firm created to guide Fortune 500 companies and government groups in product/service development for boomers and mature adults. His client list has included more than half of the Fortune 500. 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 mutual funds and health insurance.

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