

The Gerontology Program and The Joseph M. Bryan School of Business and Economics
of The University of North Carolina at Greensboro
invite you to **attend, sponsor, exhibit, & advertise** at our 3rd annual summit.

Aging is Good Business: Silver Technologies

Wednesday, April 9, 2008
Cone Ballroom • Elliott University Center • UNCG
Registration at 8:30 a.m.
Presentations 9:00 a.m. - 3:00 p.m.

Register TODAY at www.uncg.edu/gro

March 1, 2008 deadline for sponsors, exhibitors, advertisers, and early registration.
April 1, 2008 deadline for general registrations.

Our 2007 Summit generated participation by over 150 registrants
from over 60 organizations, 40 cities and 9 states!

“Smart House” Silver Technologies
Cognitively Engaging Software & Hardware
Green Technologies for Socially Conscious Boomers
Forecasting Silver Technologies - Innovative Opportunities
Ethical Issues amid Silver Technologies

Meet winners of our first Housing Design competition

Waters of Life

a competition for undergraduate and graduate students
in a North Carolina university, college, or community college

Interior Design or Interior Architecture program
to design a bathing space for aging boomers.

Aging is Good Business: Silver Technologies

Invited Speakers

Keynote Speaker Jack York is founder and president of **It's Never Too Late (IN2L)**, a technology company that creates, adapts, and provides interactive software and hardware engaging older persons to stay physically and mentally active. IN2L draws on a broad range of interactive "edu-tainment," cognitively engaging games and exercises, specially designed email interfaces, including vintage TV shows retrieved on demand, along side oversized keyboards, and touch-screens, and including bicycle pedaling units and automobile steering wheels – all to keep older persons informed, educated, and engaged. www.IN2L.com

Harry R. (Rick) Moody, PhD, is Director of the Office of Academic Affairs of the **AARP**. A doctor of philosophy who really *is* a philosopher, Rick taught philosophy at Columbia University and the University of California at Berkeley. Moody is both an ethicist and a specialist in age branding and marketing. He engages Summit participants in a discussion of the ethical issues raised when technology is introduced into an older person's home and life – privacy, telemedicine, and informed consent. www.aarp.org

Richard Adler is a Senior Analyst with the **Institute for the Future** in Palo Alto, CA. Among his major concerns is how technology and business will interact over the next three decades, as Boomers enter into and move through middle age into older age. Adler forecasts how new technologies affect work life and daily life, and he envisions innovative opportunities. Certainly both the content and cost of health care will be changed by boomers, computer technologies, and an increasingly technology-literate society. www.iftf.org

Dennis Quaintance is President of **Quaintance-Weaver Hotels and Restaurants**, and Chief Designer of the new and one of the "greenest" hotels in the United States, the Proximity Hotel in Greensboro. Named after the Proximity Cotton Mill, a major denim production facility in Greensboro, externally the hotel recreates the mill, but internally is high-tech and environmentally "green" in its use of recycled building materials, solar heating, water conservation mechanics, and geothermal heating. How might "green" technologies affect either residential or travel expectations of aging boomers? www.proximityhotel.com/green.htm

Brian Jones is director of the **Aware Home Research Initiative** at the Georgia Institute of Technology in Atlanta. This "smart house" offers a residential laboratory for a broad range of physical and social scientists to test interactions among older persons and technology. By examining available and developing technologies, Aware Home researchers evaluate how technology can be used to keep older people independent longer – from entertainment through robotics. <http://awarehome.imtc.gatech.edu/>

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The University of North Carolina at Greensboro
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