

11/03/00

**INTERNATIONAL LONGEVITY CENTER
THE AGE BOOM ACADEMY**
November 5-10, 2000

Sunday, November 5

4:00 p.m. Opening Session—Welcome, introductions and plan for the week

Everette E. Dennis, Ph.D.
Chair, The Age Boom Academy
And COO, ILC-USA

4:15 p.m. **“The Coming Age Boom—A Challenge for Journalists and Society”**

Jack Rosenthal
President
The New York Times Company Foundation

4:30 p.m. **“The Angels are In the Details—Mapping the Territory”**

Robert N. Butler, M.D.
President
ILC-USA

5:30 p.m. **Reception and Dinner**

6:30 p.m. **“Media and the Longevity Divide”**

Robert Kuttner
Editor
“The American Prospect”

Monday, November 6

9:00 a.m. **“Redefining Old Age”—From Passivity, Disease and Disability to Vigor, Vitality and Economic Asset”**

Robert N. Butler, M.D.

9:45 a.m. Questions and Comments

10:15 a.m. **“The Imagery of Old Age—Historical Perspectives”**

Harry R. Moody, Ph.D.
Executive Director
Faith in Action
Robert Wood Johnson Foundation

Nora O’Brien, ILC Director of Partnerships, presiding

11:00 a.m. **“The Imagery of Old Age”—Personal Reflections,
A Panel Discussion**

Moderator:
Rose Dobrof
Founding Director
Brookdale Center on Aging

Elinor Guggenheimer
Former Commissioner
New York City Department of Consumer
Affairs

James Dumpson
Senior Consultant
New York Community Trust

12:00 noon Working Luncheon

12:30 p.m. **“The Myths and Realities of Aging”**

Humphrey Taylor
Chairman
The Harris Poll

2:00 p.m. **“The ‘Boomers,’ Media Denials and Golden Pond”**

Landon Jones
Author and former editor of People (who coined
the term “Baby Boomers”)

Karen Lerner, ILC Director of Communications & Education, presiding

3:00 p.m. **“The Economics of Aging—What the Research Shows”**

Marjorie Honig, Ph.D.
Charlotte Muller, Ph.D.
Co-Directors of Research, ILC-USA

4 p.m. **“Aging and the Future of Medicine”**

Christine Cassel, M.D.
Chair
Department of Geriatrics
Mount Sinai School of Medicine

Tuesday, November 7

“Longevity in the 21st Century”

Moderated by Howard Fillit, M.D.
President, Institute for the Study of Aging, Inc.

(I) 9:00 a.m. **“The Advent of Longevity Science”**

Richard Sprott, M.D.
Executive Director
The Ellison Medical Foundation

10:00 a.m. Comments and Questions

(II) 10:30 a.m. **“The Biology of Aging Science”**

Anthony Cerami, Ph.D.
President
Cerami Consultants Inc.

12:15 p.m. Luncheon Discussion

2:00 p.m. **“The Changing Faces of Aging in America”**

Daniel Perry
Executive Director
Alliance for Aging Research

James Nyberg, ILC Government Relations Manager, presiding

3:00 p.m. **Election Day Conversation:
“American Presidents—Longevity and Health”**

Henry Graff, Ph.D.
Professor Emeritus of History
Columbia University

Wednesday, November 8

9:30 a.m. **“Aging, Advertising and the Media”**

A presentation of images of longevity in television, film and advertising,
curated by Kevin Scott
ILC Associate Director of Communication

A conversation and comments by

John Zweig, Chairman, WPP Group and
Lawrence K. Grossman, former president, NBC News,
both ILC Directors

Karen Lerner, presiding

This event at the Museum of Television and Radio, 25 W. 52nd Street

12:30 noon Luncheon at the ILC

2:00 p.m. **“New Directions in Geriatric Medicine”**

Mark Lachs, M.D
Director, Division of Geriatrics
New York Presbyterian Health System

3:15 p.m. **“Coverage that Measures Promise and Performance,”**
A Journalists’ Panel

Chaired by Paul Kleyman
Editor, “Aging Today”
American Society on Aging

Bernard Starr
Gerontologist, and columnist Scripps-Howard News Service

Trudy Lieberman
Senior Health Policy Editor
Consumer Reports

Rebecca Goldsmith
Reporter on Aging
Newark Star Ledger

Nissa Simon
Health Editor
New Choices Magazine

Thursday, November 9

9:30 a.m. **“The Social and Economics Consequences of Population
Aging and Longevity,”**

Alexander Sidorenko
Chief, Programme on Ageing
The United Nations

10:30 a.m. Discussion

11:00 a.m. **“The World Cities Prism,”**

Victor Rodwin, Ph.D.
Director
World Cities Project, ILC-USA
and Professor of Health Policy
New York University

Afternoon—Site Visits Arranged by agencies and
organizations

6:30 p.m. Dinner, The Harvard Club, 27 West 44th Street

Screening of “The Line King,” with producer Susan Dryfoos
An ILC-USA director

Friday, November 10

9:00 a.m. **“The Search For Meaning—The Creative Age”**

Gene D. Cohen, M.D., Ph.D.
Director
Center on Aging, Health and Humanities
The George Washington University

10:00 a.m. **“Charting the ‘Boomer’ Agenda”**

Robert Blancato
Partner
Matz, Blancato & Associates

11 a.m. Concluding Remarks

Robert Butler, M.D.

12:00 p.m. Luncheon