



THE INTERNATIONAL LONGEVITY CENTER-USA

AGE BOOM ACADEMY

October 3 - 8, 2004

Sunday, October 3

11:00 a.m. **Welcome, Introductions, and Plan For the Week**

Everette E. Dennis, Ph.D.
Executive Director
ILC-USA

11:15 a.m. **“The Baby Boomers: A Generation At Risk”**

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

12:00 p.m. Questions and Comments

12:15 p.m. **Luncheon**

12:45 p.m. **“RespectAbility - Opportunities And Challenges In An Aging America”**

Thomas Endres
Director
RespectAbility

Pete Weitzel
Leadership Advisory Council
RespectAbility

1:30 p.m. Questions and Comments

1:45 p.m. **“What Are the Seven Most Important Stories Not Being Written”
A Conversation**

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

Everette E. Dennis, Ph.D.
Executive Director
ILC-USA

2:30 p.m. Questions and Comments

Sponsored by The New York Times Company Foundation
5th Annual Age Boom Academy Presentation Schedule

- 2:45 p.m. **“Sex, Drugs, And Rock n' Roll: Aging In The Baby Boomer Times”**
- David Lipschitz, M.D., Ph.D.
Chair, Donald W. Reynolds Department of Geriatrics
University of Arkansas for Medical Sciences
- 3:30 p.m. Questions and Comments
- 3:45 p.m. **“The Baby Boomers and Civic Engagement: Will They ‘Give Back?’”**
- Susan Moses
Deputy Director
Center for Health Communication
Harvard School of Public Health
- 4:30 Questions and Comments

Monday, October 4

- 9:00 a.m. **“The Enduring Importance Of The Age Boom”**
Comments and Greetings
- Jack Rosenthal
President
The New York Times Company Foundation
- 9:20 a.m. Coffee Break
- 9:30 a.m. **“The Boomer Voter And The 2004 Presidential Election”**
- Humphrey Taylor
Chairman
The Harris Poll
Harris Interactive, Inc.
- 10:15 a.m. Questions and Comments
- 10:30 a.m. **“The NIA Research Agenda For Boomer America”**
- Richard M. Suzman, Ph.D.
Associate Director
Office of Demography
National Institute on Aging
- 11:15 a.m. Questions and Comments
- 11:30 a.m. **“Changing Values From Post-War America To The Aging Boomers”**
- David Callahan, Ph.D.
Director of Research
Demos

12:15 p.m. Questions and Comments

12:30 p.m. **Journalists meeting to discuss the previous work
Working Luncheon**

1:00 p.m. **“Is The Estrogen Controversy Over?”**

S. Mitchell Harman, M.D., Ph.D.
Director and President
Kronos Longevity Research Institute
Phoenix, Arizona

1:45 p.m. Questions and Comments

2:00 p.m. **“Past And Present Images Of Age”**

Harry R. Moody, Ph.D.
Director of the Institute for Human Values and Aging
Brookdale Center on Aging, Hunter College

John Zweig
Non-Executive Chairman
Specialist Communications
WPP Group

2:45 p.m. Questions and Comments

3:00 p.m. **“The Digital Opportunity Investment Trust And Boomers”**

Lawrence Grossman
Co-Chairman
Digital Promise Project

3:45 p.m. Questions and Comments

4:00 p.m. **Visit to The Century Foundation: “Covering Medicare Reform”**

Tuesday, October 5

10:00 a.m. **Working Site Visits To Aging Organizations and Agencies Accompanied By
ILC-USA Staff**

1:00 p.m. **Arrive at ILC-USA for Questions & Comments and working lunch**

1:15 p.m. **“The Return Of The Commune: Will Boomers Live Together?”**

Laurie Young, Ph.D.
Executive Director
The Voice of Midlife and Older Women
Older Women’s League

2:00 p.m. Questions and Comments

2:15 p.m. **“End Of Life: How The Boomers Will Face Death?”**

Diane Meier, M.D.
Director
The Center to Advance Palliative Care
Mount Sinai Medical Center

3:00 p.m. Questions and Comments

3:15 p.m. **“The Boomers And Their Coming Care Giving Burden”**

Larry Wright, M.D.
Director
Schmieding Center for Senior Health and Education
Little Rock, Arkansas

4:00 p.m. Questions and Comments

4:15 p.m. **“A Fitness Rx For The Boomers”**

Michael Hewitt, Ph.D.
Research Director for Exercise Science
Canyon Ranch Health Resort

4:45 p.m. Questions and Comments

Wednesday, October 6

10:00 a.m. **Visit to The New York Times And Newsroom Tour**
229 West 43rd Street (between 8th and 9th Streets)

Jack Rosenthal
President
The New York Times Company Foundation

12:30 p.m. **Working Luncheon**

1:00 p.m. **“Longevity On The World Stage”**

Victor Rodwin, Ph.D.
Director of the World Cities Project
ILC-USA

1:45 p.m. Questions and Comments

2:00 p.m. **“Longevity And The City”**

Cory A. Booker
Attorney-at-Law
Booker, Rabinowitz, Trenk, Lubetkin, Tully, DiPasquale & Webster, P.C.
Newark community activist

Edwin Méndez-Santiago
Commissioner
New York City Department for the Aging

2:45 p.m. Questions and Comments

3:00 p.m. Coffee Break

3:15 p.m. **“A Discussion About The Alliance For Health & The Future”**

Michael Gusmano, Ph.D.
Senior Research Analyst
ILC-USA

4:00 p.m. Questions and Comments

4:15 p.m. **“Caregiving Happens: How It Can Be Successfully Done”**

Rev. Msgr. Charles J. Fahey
Director
Third Age Center
Fordham University

5:00 p.m. Questions and Comments

Thursday, October 7

9:00 a.m. **“The Baby Boomers And Healthcare: How They Will Change The System”**

Humphrey Taylor
Chairman
The Harris Poll
Harris Interactive, Inc.

9:45 a.m. Questions and Comments

10:00 a.m. **“Will Boomers Benefit From Evidence-Based Medicine?”**

Roseanne Leipzig, M.D.
Vice Chair for Education
Mount Sinai Medical Center

10:45 a.m. Questions and Comments

- 11:00 a.m. **“Baby Boomers And The Future Of Neurodegenerative Diseases”**
- Stanley Prusiner, M.D.
Director
Institute for Neurodegenerative Diseases
University of California
Nobel Laureate
- 11:45 a.m. Questions and Comments
- 12:00 p.m. **Luncheon presentation:
“Communicating in Portraiture: Selections from projects completed for The
Frick, the United Nations & The Hebrew Home for the Aged”**
- Annie Levy
Exhibition & Program Development
Photographer
Manhattan Plaza
- 12:45 p.m. Questions and Comments
- 1:00 p.m. **“Is Social Security A Time Bomb For The Boomers?”**
- Richard Leone, Ph.D.
President
The Century Foundation
- 1:45 p.m. Questions and Comments
- 2:00 p.m. **“Are The Boomers Ready To Be Grandparents?”**
- Donna Butts
Executive Director
Generations United
- Nora O’Brien
Director of Partnerships
ILC-USA
- 2:45 p.m. Questions and Comments
- 3:00 p.m. **“Who Are The Baby Boomers? A Demographic Overview”**
- S. Jay Olshansky, Ph.D.
Professor
School of Public Health
University of Illinois, Chicago
- 3:45 p.m. Questions and Comments
- 4:00 p.m. **Adjourn For Dinner**

6:00 p.m. **Dinner**
Harvard Club of New York City
229 West 43rd Street (between 7th and 8th Avenues)

“The Press 30 Years After Watergate”

Carl Bernstein
Journalist and Author

Friday, October 8

9:00 a.m. **“The Anti-Aging Industry And The Baby Boomers”**

S. Jay Olshansky, Ph.D.
Professor
School of Public Health
University of Illinois, Chicago

9:45 a.m. Questions and Comments

10:00 a.m. **“Aging As News”**

Marvin Lipman, M.D.
Medical Editor
Consumer Reports

Korky Vann
Reporter
The Hartford Courant

Susan Ungaro
Editor In Chief
Family Circle

10:45 a.m. Questions and Comments

11:00 a.m. **“The Beat Goes On”**
Concluding Remarks And Review

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

11:45 a.m. Questions and Comments

12:00 p.m. **Adjourn**