



SILVER LININGS

INNOVATION *and the*
DEMOGRAPHICS *of* AGING

▶ **ANNUAL CONFERENCE OF THE BROWN FORUM FOR ENTERPRISE**
THURSDAY, FEBRUARY 26, 2009 ■ 8 AM TO 6 PM
RHODE ISLAND CONVENTION CENTER ■ PROVIDENCE, RI



EVENT SUMMARY

ONCE AGAIN, THE BABY BOOMERS ARE CHANGING THE WORLD. THIS TIME AROUND, THEIR WEALTH AND EXPERIENCE WILL MAKE HIGH DEMANDS OF THE MARKET AS THEY AGE. THIS GENERATION HAS NO INTENTION TO "GO GENTLE INTO THAT GOOD NIGHT." AS JOSEPH COUGHLIN, DIRECTOR OF MIT'S AGELAB SUGGESTS, "THE GLOBAL AGING AND TECHNOLOGY MARKETPLACE IS HIGH ON INVENTION AND LOW ON INNOVATION. INNOVATION CALLS FOR THE CREATION OF A COMPELLING, COMPREHENSIVE VISION OF A BETTER FUTURE, A SUSTAINABLE ECONOMIC MODEL AND THE ACKNOWLEDGEMENT THAT, WITH ALL NEW IDEAS, COME NEW PROBLEMS." FROM LIVING ENVIRONMENTS TO THE FUTURE OF HEALTH CARE TO THE ROLE OF DESIGN, *SILVER LININGS* WILL CONVENE VISIONARIES, RESEARCHERS AND ENTREPRENEURS WHO ARE SEEING AHEAD OF THIS GIANT CREST TO HELP SHAPE A BETTER FUTURE FOR THE BOOMERS AND BEYOND.

EVENT MISSION

THE GOAL OF THE ANNUAL BROWN FORUM FOR ENTERPRISE CONFERENCE IS TO ADVANCE AND SUPPORT ENTREPRENEURIAL ACTIVITY. TO ACHIEVE THIS REGIONAL GOAL THE CONFERENCE WILL ADDRESS THESE OBJECTIVES:

- 1 Showcase technology, innovation and enterprise
- 2 Demonstrate new business opportunities
- 3 Facilitate the commercialization of new technologies
- 4 Facilitate networking for entrepreneurs, researchers and business professionals in the pursuit of building and sustaining profitable businesses

TARGET AUDIENCE

An aging population will affect virtually every industry and their workforce: advertisers, architects, accountants, attorneys, business executives, communications specialists, designers, educators, engineers, entrepreneurs, financial advisors, government executives, health care professionals, hospital-ity workers, human resource managers, manufacturers, policy makers, product developers, researchers, retailers, service professionals, students, transportation executives, venture capitalists...

BROWN FORUM FOR ENTERPRISE IS A FUNCTION OF THE OFFICE OF THE VICE PRESIDENT FOR RESEARCH, BROWN UNIVERSITY.

Conference Committee: Clyde Briant, Vice President for Research, Brown ■ Mickey Ackerman, Professor of Industrial Design, RISD ■ Richard Besdine, Director of the Center for Gerontology and Health Care Research, Brown ■ Elizabeth Francis, Director, Corporate and Foundation Relations, Division of Biology and Medicine, Brown ■ Stefan Gravenstein, Clinical Director, Quality Partners of Rhode Island ■ Leigh Kendall, Brown Forum for Enterprise ■ Michael Lye, Assistant Professor, Industrial Design, RISD ■ Linda Resnik, Assistant Professor, Department of Community Health, Brown ■ Kathleen Shannon, Director of Research Initiatives, Brown ■ Allan Tear, Experience Labs Director, Business Innovation Factory ■ Eric Suuberg, Professor of Engineering, Brown ■ Terrie Wetle, Associate Dean of Medicine for Public Health and Public Policy, Brown.