

AGING CONSCIOUSLY™

"If you want to know the future, invent it!"

Peter Drucker

We are pleased to extend this invitation to you to join Aging Consciously Enterprises, LLC. in the formation of a unique partnership that rests on natural synergy, complimentary talents and resources, and a mutual commitment to accomplishing a mission of great social and cultural importance while also advancing the primary organizational goals of each of the partners.

Objectives

- Serve as the catalyst for a world-wide redefinition of what it means to age in the 21st Century.
- Build a virtual and physical space where shared learning and experience inspire 140 million Americans who are boomers and seniors to design and develop meaningful strategies for the second half of life.
- Ensure that this 'space' offers the very best education, news, entertainment, inspiration, networking and community building opportunities via multiple platforms.
- Provide content and experience that supports the search for common ground and sustainable solutions to critical problems facing boomers and seniors.
- Fully integrate our partners in this highly targeted, brand building environment across all Aging Consciously™ platforms.
- Position the Aging Consciously™ and all of its partners as thought-leaders in the emerging demographic revolution.
- Ensure a high level of return for all partners.

Strategy

Execute and expand the Aging Consciously™ multiple media and conference platform to create a 360 environment that serves boomers and seniors who want to thrive – physically, emotionally, spiritually and financially – in the second half of life.

Outcomes

- Achieve the above listed objectives.
- Ensure 360 brand integration across Aging Consciously™ live events, syndicated radio, high definition interactive programming, television programs, author/celebrity led cruises and a robust website.
- Organically motivate boomers and seniors to take advantage of all of the Aging Consciously™ offerings and to view the services of all participating partners as the most conscious and relevant in the world.

Audience

- 140 million Americans (50 to 70 million “baby boomers” and 70 + million seniors)
- Age range from 40 to 70 with women comprising 55% to 60% of the audience
- Average incomes range from \$75,000 to \$250,000 + per year
- Fastest growing population segment – one person joins every 7 seconds
- Single most powerful and influential consumer segment in the world
- Boomers alone earn more than \$2 trillion annually
- Control 80% of the nation’s financial assets
- Spend \$750 billion annually
- 2.5 times the per capita discretionary spending power of younger households.
- Spend \$75 billion on health-care insurance.
- \$79 Billion on new car purchases
- 40% more than any other segment on travel and 74% more on vacations
- Purchase 35% of all new apparel, buy 41% of all personal care products, and
- Spend \$164 Billion on health care

The Aging Consciously™ multi- platform concept creates a universe that invites the most rapidly growing and influential population in the world to experience the kind of news, education, information, inspiration, entertainment, community and interactive experiences they seek to actively make the best of the rest of their lives. We believe the matching of the Platform to this social movement is a prime opportunity for all partners to directly reach this exponentially growing audience, while advancing each partner’s individual goals.

We invite you to review the proposal with the goal of building the partnership and fulfilling this mission.

*"To find solutions to the problems we face, we must seek them at a higher level than the one on which we have created the problems."
Albert Einstein*

Why Aging Consciously?

The Aging Consciously Media and Conference Series™ is a bold and much needed undertaking whose primary goal is nothing less than the redefinition of what it means to age in the 21st Century.

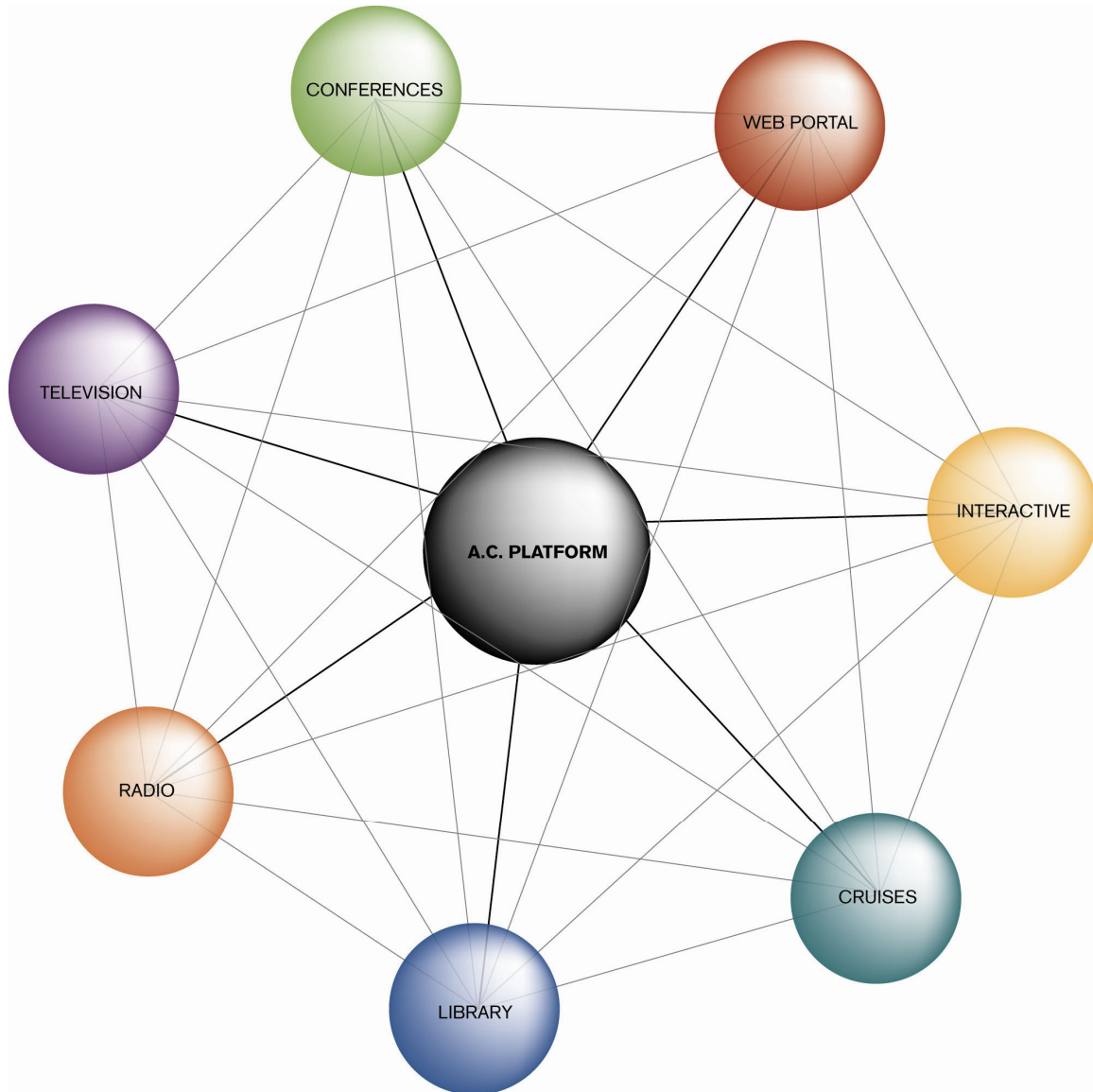
Aging Consciously™ goes much further than EONS.Com, BoomerCentury.Com and other efforts by offering a unique, fully integrated, multiple platform that creates a 360 degree environment for approximately 140 million boomers and seniors. This platform not only contributes to enhancing education and awareness for these individuals, but also provides them with a broad and engaging pallet of specific opportunities in which to participate in a new constituency that will utilize its resources and energies to build sustainable community while uncovering solutions to some of the critical challenges of our time. In addition, Aging Consciously provides this audience with valuable, ongoing inspiration, motivation and the kind of critical, quality downstream support they need to make the best of the rest of their lives.

One of the motivating factors underlying the creation of this multiple platform project is the awareness that by the year 2010 more than 50% of the world's population will be over 50 for the first time in history. Through in depth research on the implications of this demographic revolution, it has become clear that those of us who are part of this second half of life crowd, as well as many of the organizations and governments who serve us, are not well prepared for the significant challenges and opportunities this demographic shift will present.

As a result, Aging Consciously™ is leading the charge to harness the power of this population by creating a collaborative coalition of committed organizations and a collection of some of the best individual minds and hearts in the world to deliver the cutting edge solutions at every touch point.

Touch Points

Aging Consciously Enterprises, LLC is made up of a series of unique and interrelated divisions. Although each stands solidly on its own, taken together these divisions create a whole systems approach and a 360 degree environment.*



* TOUCH POINTS LISTED BELOW IN ORDER OF LAUNCH AND WITH CONTENT DETAIL

1. Aging Consciously Radio© (ACR)

Making The Best Of The Rest Of Your Life In A Sane & Sustainable World.

What Is It?

Aging Consciously Radio© is designed to create a new kind of listening experience for the most powerful and influential audience in the history of the world. ACR speaks to 70 million boomers and 70+ million seniors and helps them to redefine what it means to age in the 21st Century. Our goal is to quickly develop an affiliated base of 25 FM and/or AM stations building to 25 within the first year and 50 to 100 or more stations in year two. We will also launch immediately on Satellite, Pod Cast and with Internet broadcasts.

What Makes It Unique?

Every aspect of Aging Consciously Radio - content, format, focus and guests - is based upon more than three years of in depth research utilizing nominal groups, one-on-one interviews, and the BreederNet, one of the most advanced and accurate research methodologies available today. These same methodologies will continue to guide in the ongoing refinement and recalibration of all aspects of our programming.

Our research shows that listeners are growing increasingly tired of the “Age of Shock and Schlock”. They are troubled by the climate of disagreement and divisiveness, offended by our media’s pandering to the lowest common denominators and hungry for genuine meaning and value in content and honest and authentic presentation of information and news. They are also bored by the endless debate that seems to identify the same unsolved problems, but undercuts genuine public debate through personal accusations; a debate that steadfastly avoids the fostering of intelligent efforts to explore genuine and sustainable solutions to the problems we face.

In short, listeners are seeking a new “organizing myth”, one that is more dependable and sustainable than that which is dissolving around them and one that will assist them to truly make the best of the rest of their lives. The dissolving myth includes decreased confidence in the integrity of: our democratic system of government, political parties, the judiciary, religious institutions, corporate structures and economic indicators. What listeners want is information that will allow them to create: sustainable self-governance, greater personal Integrity, enhanced personal congruence, greater authenticity and genuine religiosity - something genuine to believe in.

ACR is committed to creating a genuinely uplifting listening experience by bringing authentic and valuable content, practical and implementable insights, new strategies and tools, and greater awareness, clarity and guidance on contemporary issues of consequence.

Of equal importance, ACR is committed to exploring alternate scenarios and diverse points of view, not in an effort to manipulate listeners and provoke sensationalism, but instead to find common ground and more collaborative solutions to the challenges we face. In this way ACR will not only

stimulate current audiences, but re-engage and re-invite the millions of listeners who feel disenfranchised from most contemporary programming and who have consequently turned their dials off.

To accomplish this ACR combines world class guests, provocative commentaries, entertaining and humorous music selections, panels, dialogues, informative special features and in depth looks into the lives of both famous and not so famous people who are aging consciously.

What Is Our Mission?

Our mission is nothing less than to redefine what it means to age in the 21st Century. We do this by cutting through the trivial focus and the ambient noise of controversy and disagreement that forms the basis of so much programming today. Instead we utilize a unique format, an entertaining array of stimulating regular features, an outstanding menu of experts, authorities and personalities who live and model their dreams and in depth, quality coverage on a broad range of relevant and critical themes to assist our listeners to minimize obstacles and maximize opportunities in the second half of life. Our research indicates that these issues are not transient, but instead are bedrock topics boomers and seniors want and need to know about in order to. These topics include: health and wellness (with a special focus on men's and women's issues), alternative lifestyle choices, intimacy, sexuality, career and legacy decisions, personal development and consciousness tools, financial and wealth management, legal rights, insurance, mentoring, volunteering, political questions and much more.

Who Is On The Team?

George Cappannelli, an Emmy award winning television producer/director and a world class consultant and writer, is the CEO of Aging Consciously Enterprises, will co-produce the show. Alan Hutner is the producer and host of one of the most unique, successful and longest running shows in the Southwestern U.S. ACR will be co-produced and hosted by Alan Hutner, with George and Sedena Cappannelli and Marsala Rypka will serve as regular guest hosts. Other stimulating individuals will serve as roving reporters, correspondents and commentators on ACR's regular features. Our world-class technical and research staff will contribute to making ACR one of the most unique and outstanding shows on the air.

Our Format

ACR will deliver a two hour format weekly for launch. Our goal, however, is to produce a two-hour show daily in the best time slots in the marketplace.

Our Pilot Programs feature the following new thought leaders: Dr. Larry Dossey, Dr. Wayne Dyer, Byron Katie, John Bradshaw, Carlos Santana, George and Sedena Cappannelli, Dr. Chris Heward, President of Kronos Science Laboratories; Dan Millman, Craig Brimhall, expert on retirement wealth strategies and legendary Broadway producer, Hal Prince. One hour versions of the show are available for listening at www.AgingConsciously.com/radio.html

Future Feature Guests to be interviewed include: Alice Walker, Levar Burton, Alan Cohen, Architect Frank Gehry , Barbara Marx Hubbard, David Whyte, Al Gore, Dr. Andrew Weil, Oliver Stone, Suzanne Somers, Dr. Dharma Khalsa, Goldie Hawn, Dean Ornish, Meredith Viera, Lynn Redgrave, Angeles Arrien, Shanadie (Granddaughter of Geronimo) Dr. Christina Northrup, Carolyn Myss, Ed Asner, David Beck, Lee Iacocca, Gail Sheehy, Willie Nelson, John Naisbeth, Dr. Judith Richman, Lauren Bacall, Congressman Tom Udall, Suze Orman, Paul Ray, Sherry Anderson, Gerald Jamploski, Faith Popcorn, Dr. Bernie Seigel, Dr. Hyla Cass, Henry R. Moody (AARP) and many others.

Regular Features: Celebrity Insider: Hosted by Marsala Rypka, featured columnist for Las Vegas Magazine. Recent examples of other people interviewed: Anthony Hopkins, Meredith Viera, Wynona Judd, Hugh Hefner, and Andre Agassi. **The Life Wellness Feature:** Practical health and wellness tips by Sedena Cappannelli from her new book *The Portable Self-Enhancement Program and other guest experts*. **Think About This:** Provocative and stimulating commentary on events, ideas and alternate lifestyle choices by George Cappannelli. **Financial News,** Valuable insights and guidance from world class experts on finance and wealth management; **AC Picks & Hits** gives listeners recommendations on the best books, music, films and programs around that contribute to conscious aging; **Life Achievements:** Inspiring stories from the lives of famous people. **Musical Moments:** Unforgettable music from some of the worlds leading entertainers who are in the second half of life. The show also includes stimulating panel discussions, call in Q&A and more.

Other Regular Features In Development: Finding Common Ground, a lively forum for understanding how to resolved polarized views with common good and common solutions. **Not In The Daily News,** a unique and offbeat news segment, **Love In The Second Half of Live** with social psychologist and author Pat Love and other experts on sexuality and intimacy, Brad Blanton, **The Truth Doctor,** will explore contemporary psychology and radical honesty; **This Wild and Wacky World,** a regular social satire will feature comedian Swami Beyondananda and other outstanding voices who will entertain and inform.

Aging Consciously Radio is part of new multi-platform concept that will create a 360 experience for boomers and seniors through television, live conferences, website and portal, celebrity and expert led travel and cruises, and an outstanding library of books, CDs, DVD and other programming.

Partners: Jones Media Network,

[2. Aging Consciously Web Site & Portal©](#)

Nicholas Negroponte, author of *“being digital”*, founder of The Media Lab at MIT and one of the individuals involved in the initial creation of the Internet, has described it as being like a wonderful, outdoor marketplace in his native Greece, a place where community happens, goods are bought and sold, services exchanged and opportunities for genuine learning and quality human interaction occur. This is an excellent definition of www.AgingConsciously.com.

What Is Aging Consciously.com?

Aging Consciously.Com will be the primary source of news, information, education, inspiration, networking, community building and experience for boomers and seniors want to make the best of the rest of their lives.

Extending beyond the Web, Aging Consciously.Com will bring its valuable content to its audience at seminars and events, through television programming and radio shows—establishing a circle of influence and a source of inspiration.

Who Will Come To The Site?

We see six distinct and valuable psychographic audiences that will regularly visit the site:

Affluent Boomers

40+, well educated urban dwellers and those that live the country club life who are employed in “C” positions, have their own company, have retired early and have plenty of money to spend.

Destiny Seekers

45+, questioning “is this all there is?”, on a quest to live their dreams and explore all the options.

Cultural Creatives

50+, well educated, attuned to the aesthetic, high values, environmentally and culturally sensitive.

New Frontiers

55+, transitioning from pre-retirement to post retirement and wanting to make the best of the rest of their life. Other factors: kids have left the nest and/or they’ve lost their spouse.

Legacy Builders

60+, the “wise elders” who have a vision or want to create a vision for how they will be remembered. They have gifts, talents, time, resources and desire to contribute extraordinary things.

Guardians & Care Givers

50+, boomers with aging parents and relatives who are becoming increasingly more responsible for their lifestyle choices, health and well-being and financial, legal and legacy issues; and those in professional areas who are directly responsible for the care of this aging segment of the population.

What Will They Find?

Whether it’s a timeline of their life, an online networking group, a philanthropic endeavor, a conference or seminar, specific skills development programs, a unique travel adventure, a set of

practical guidelines in areas of interest or a life reinvention plan, the site will provide members and guests with the best news, information, education, inspiration, and experiences to assist them to build great things using their own experience and wisdom as the foundation. They will also have access to the best collective wisdom and experience available in their areas of interest. Features will fall under six categories:

Happenings

Members and users will find the relevant, timely and much needed news and information on a host of essential topics that allow them to make the best of the rest of their lives – health and wellness, wealth building and management, career information, alternate lifestyle choices, science and technology, medicine, government policy, legal issues and much more.

Inspiration

Users will be able to pull up quotes and stories from famous people and members. Plus, make an animated chronological blog for family and friends that contains pictures and video. They will also get practical advice and insights from people who have overcome enormous challenges, explore the lives of those who are making or have made a real difference and have the opportunity to get in touch with their own dreams.

Experiences

Articles, streaming videos, webinars and more on the lives of those who reinvent their careers to fantastic travel adventures, from information on Aging Consciously events to programs and interactive engagement tools that members and visitors can apply daily to their lives, we'll provide relevant and amazing experiences that lift the spirit.

Learning

Members and visitors will be able to learn about the best live conferences and programs in the world and also participate in a wide range of on line educational experiences on topics of relevance and importance to them. A number of 'thought leaders' will provide regular features, recommendations and alternate strategies on these major topics.

Relationships

For those that have decided to relocate or have lost someone special, for those who are seeking new community or companionship, for those who seek to explore new relationships with themselves and their values, our site will provide a clickable map that zeros in on their area. When users drill down deeper, they can match interests, find cultural and spiritual events and begin a meaningful dialogue with members through community and social networking.

Legacy

In this area we assist members and visitors to redesign a satisfying and sustainable life, create a green environment, we match up political candidates to our users through a clickable list of view points, we show the way to start a foundation, mentor or volunteer for a cause, transfer knowledge, resources and wealth to future generations and we provide up-to-the-minute information on how to stay healthy and enhance your portfolio.

The site will also become an engaging community for those who listen to Aging Consciously Radio, attend the live National Conferences, participate in Aging Consciously Interactive, Celebrity Led Cruises and watch Aging Consciously Television Programs.

What Will Make It Different From Other Sites Aimed At Boomers?

Whether its political parties, the government or religious institutions, many people over 45 have lost faith in what they once believed. Our site will provide unique insights, explore primary core values, new standards of evaluation, individual and collective belief systems and give users the opportunity rebuild their beliefs in things that matter —true adventures in living life to the fullest. Of particular relevance, Aging Consciously.Com will be easy to navigate, offer the latest advances in technology and provide unique features not available anywhere else.

Star Power will permeate the pages of the site. Members and visitors will find quotes and in depth stories from famous thought leaders, celebrities, athletes, corporate and political leaders, scientists, explores, inventors, artists and philosophers both current and historic that will inspire and motivate them to make the second half of their life even better than the first.

Additionally, inbound activities (updates, PPC, etc.) and outbound activities, (eNewsletters, email, etc.) will recreate a heightened interest in continually returning to the site.

Most importantly, Aging Consciously will deliver a unique 360 experience for boomers and seniors. It completely surrounds them both on and off-line. Our events and media properties drive our target to our site where they can become a member and have a highly rewarding and engaging experience.

The site will also serve as the hub for follow-up support for individuals who listen to Aging Consciously Radio, attend the live National Conferences, participate in Aging Consciously Interactive, Celebrity Led Cruises and watch Aging Consciously Television Programs.

3. Aging Consciously National Conference Week©

Aging Consciously National Conference Week brings together internationally recognized authors, experts, celebrities, athletes and entertainers for a one week event in 10 major markets in 2008 and 20 markets in the U.S. and Europe in succeeding years. This exciting array of individuals will present programs on a wide range of topics of interest to individuals in the second half of life and to the organizations and government agencies who serve them. This conference series and the other innovative interrelated media elements in the Aging Consciously platform are designed to launch a new national dialogue and present valuable interactive learning and networking experiences to assist our national audience of 140 million boomers and seniors and the companies and organizations who serve them.

The Aging Consciously National Conference Series is an engaging, innovative, informative and interrelated series events designed to appeal to this diverse audience in a number of critical topical areas in each of the cities in which the conference is presented. Each week long celebration will include:

Aging Consciously Film Retrospective & Dialogues*
Aging Consciously Women's Luncheon*
Aging Consciously Workforce Development & Technology Day
Aging Consciously Entertainment Gala *
Aging Consciously National Conference Weekend

50% of all proceeds from all starred (*) events and 10% of the proceeds from all other events will go to support the work of leading charities and organizations that deal with issues relating to aging in the cities and states in which the conferences are presented. These funds will be divided between organizations that deliver specific in-home services to seniors, educational and entertainment programs that support individuals in nursing homes and eldercare facilities. Funds will also be used to underwrite a study to better identify and understand the needs of Americans who fall within the boomer and senior demographic segments and to support special educational and training programs for health care workers and for individuals who support family members who are making transitions from independent living to assisted living and full nursing home environments. Selection of fund recipients will be conducted in association with Departments of Health and Long Term Care and Aging and other appropriate agencies and organizations in the cities and states in which conferences are held.

Future Aging Consciously Weeks will feature a special day devoted to health and wellness, a technology day for the general public complete with interactive demonstrations and experiences, a charity golf tournament, a 10 K and a walk-a-thon, etc.

Conference Week Details

State and City Proclamations

The Aging Consciously Team will work the offices of the Governor and Mayors of the major cities and the state in which Aging Consciously is held to have the week of the launch proclaimed Aging Consciously Week. These and other state dignitaries will also be invited to participate in the various activities associated with the week.

Collaboration With State & City Agencies and Charitable Organizations

The Aging Consciously Team will establish close collaboration and strategic alliances with a number of state and city agencies and charitable organizations in each market in which the conferences will be presented. In New Mexico where the Aging Consciously Launch will occur, our team is working closely with the Office of The Governor and the Cabinet Secretaries for Aging and Long Term Care, Economic Development and Cultural Affairs. We are also collaborating with the Governor's Film Council.

Media and Public Relations

Special media and public relations efforts for the entire program will be handled by Ballantines PR, the firm that represents a number of prominent organization including Lionsgate Films, The Virgin Group, Dior, The Albuquerque Studios, New Mexico State, Governor Bill Richardson for President, The City of Santa Fe, NM Department of Tourism, City of Santa Fe Visitors and Conventions

Bureau, NM Film Office, Santa Fe Museums, The New Mexico Community Foundations and a number of organizations that promote major annual events in the Southwest.

The Aging Consciously Film Retrospective & Dialogues – Sunday to Thursday Evenings

The Aging Consciously Team, working in close cooperation with Anna Darrah, Film Acquisition Director of The Spiritual Cinema, Ballantines PR, The Governor's Film Council and other individuals in the film community, will develop a special program of world class film screenings that explore the unique challenges and the spirit of aging. The special film showings and accompanying dialogues with major stars, directors and experts on aging will be shown at an appropriate local screening facility. (For example in New Mexico -The Greer Garson Theater and Sound Stage, CCA, The Screen and the sound stages in Albuquerque.) The Aging Consciously Film Retrospective & Dialogues may include: I Never Sang For My Father, On Golden Pond, Postcards From The Edge, The Notebook, Noel, Driving Ms. Daisy, and Cocoon, as well as a remarkable collection of short films from around the world that are uniquely uplifting and inspiring.

Each film evening will include a special post-film dialogue and reception featuring individuals who starred in or who participated in the making of the film. Invitations have been extended to Gene Hackman, Jane Fonda, Shirley MacLaine, Alan Arkin and others to participate. Conversations are underway with hosted Ali McGraw and Judge Rieinhold to host the event. Other hosts will include experts who can address primary topics.

Proceeds from the Aging Consciously Film Retrospective and Dialogues will go to designated local charities and programs identified in conjunction with the Departments of Long Term Care and Aging and other appropriate state and non-profit agencies in the city and state in which the event is held. Special screenings of these films in DVD format sponsored by local organizations will be arranged at appropriate facilities for those unable to attend the film retrospective.

The Aging Consciously Film Retrospective & Dialogues will begin on Sunday evening of Aging Consciously Week and run through Thursday.

Aging Consciously Women's Luncheon – Celebrating The Feminine Spirit - Wednesday

The Aging Consciously Team working in collaboration with women's organizations who devote themselves to finding cures for breast cancer, osteoporosis and other diseases that effect women in the second half of life, will produce a special daytime event featuring a keynote talk by a world-renowned expert/author, a round of inspiring short documentary films depicting various aspects of life for women from various places around the world, presentation of the first annual Aging Consciously Women of Achievement Award.

Aging Consciously Workforce & Technology Development Day – Navigating The Future - Thursday

Another equally important and innovative part of Aging Consciously Week is Aging Consciously Workforce & Technology Development Day. This event will be co-hosted by one of the world's leading experts on the critical challenges and opportunities surrounding workforce development.

Some of the world's leading technology companies and members of the will speak to the dramatically changing world of technology, the latest advances in software, hardware, the next generation of the internet and more.

The day will be divided into two innovative parts. The morning will focus on workforce development and productivity. This session will provide companies and organizations of all sizes the opportunity to engage with leading experts and authorities in a series of valuable interactive sessions and dialogues designed to explore the challenges, implications and opportunities resulting from changing workforce demographics. Featured experts on critical and timely topics, special interactive sessions, video presentations, panels with Q&A and more will provide attendees with an in depth look at a dramatically changing world in which by the year 2010 more than 50% of the U.S. population will be over 50 for the first time in history.

Lunch will feature a special address by one of the world's leading futurists.

The afternoon session has been created with the recognition that enormous resources and energies have been extended in the interest of expanding and improving the technological literacy of young people and that it is now time to educate, inform and inspire those in the second half of life whose quality of life will become increasingly more dependent on their ability to navigate the brave new world of technology. In addition to several key note addresses, the afternoon will include interactive sessions, brainstorm and panel and Q&A sessions. The event will also feature special interactive and demonstration areas.

The day will feature a special address by the Governor and the Cabinet Secretary of Economic Development and other designated State Officials as well as the presentation of the first annual Aging Consciously Workforce Development and Technology Award for outstanding and innovative efforts in this area will be a part of this program.

The day will be sponsored by major companies and organizations both national and regional and local within the cities and states in which the conferences are held, special information packets and white papers will be provided to all participants, and ongoing study, networking and dialogue groups will be established.

Like all of the elements that comprise Aging Consciously week a portion of the proceeds from this event will go to designated programs that support greater understanding and effective cooperation between the public and private sector organizations and individuals who must collaborate to solve the critical challenges in this area.

Aging Consciously Entertainment Gala – In Celebration Of Aging - Friday Evening

As an important element in Aging Consciously Week we will present a special charity evening event at the same venue selected for the National Conference Series.

The launch event in Santa Fe will feature some of the following:

- Celebrity Host Such As: Lynn Redgrave, Dennis Hopper or Suzanne Somers

- Readings and introductions by celebrities who reside in the Santa Fe/Albuquerque area. Possible participants include: Ali McGraw, Jane Fonda, Shirley MacLaine, Julia Roberts, Gene Hackman, Alan Arkin, Judge Reinhold and Val Kilmer.
- Special musical performances by a world class performer – James Taylor, Joan Baez, Carlos Santana or any number of other stars who are in the second half of life.
- Inspiring video portraits of people in the second half of life & moving video excerpts from various charities and elder care facilities to which funds will be donated. Narrated and hosted by some of the Santa Fe Celebrities listed above.
- Presentation of the First Annual Aging Consciously Award to an exemplary resident of the community in which the event is being presented whose work contributes to the well being of people in the second half of life.
- Pre-recorded video and film messages of support and encouragement from a wide range of major celebrities, world class authors and experts.
- A special appearance by the Governor of New Mexico
- Reading of special State & City Proclamations.
- A special appearances by the Mayor & key Congressional Representatives.
- A special charity auction.

In all markets other than Santa Fe – A featured speaker will replace the list of Santa Fe Celebrities – Recommended speakers include: Sidney Poitier, Dr. Andrew Weil, Susan Sarandon, Malcolm Gladwell, Al Gore, Suzanne Somers, Dr. Wayne Dyer, Shirley MacLaine, Jane Fonda and others.

Aging Consciously Weekend Conference – Making The Best Of The Rest Of Your Life

Making The Best Of The Rest Of Your Life will be presented on Saturday and Sunday during each Aging Consciously Week. This dynamic and engaging program will provide individuals with the opportunity to learn from a number of world-class experts who will speak to topics of critical interest to boomers and seniors. Unlike most conferences, however, participants will also have the opportunity to engage in interactive dialogues and work on their own individual strategies for the next phase of their lives. Speakers and experts will include world class authors and experts as well as spiritual and political leaders, scientists, actors, musical performers, artists and poets, athletes, scientists and others.

Saturday will begin with a key note breakfast address by a world renowned author/expert such as Dr. Wayne Dyer, Angeles Arian, Suzanne Somers, etc. The mid-morning through mid-afternoon portions of the day will feature talks and interactive programs by a number of leading experts and authors. These programs will be presented in multiple tracks designed to provide participants with in depth information and insight on a host of topics of critical importance to boomers and seniors. These topics fall into 6 primary categories: Life Inspiration, Health & Wellness, Wealth Management & Financial Strategies, Career & Legacy, Alternate Life Strategies, and Care Giving and Receiving For Oneself & Others. (See list below for possible speakers) The day will conclude with a late afternoon general session featuring another world-renown author/expert.

Sunday morning will open with a key-note breakfast talk on an inspiring topic. The remainder of the morning and early afternoon will feature a unique workshop presented by George and Sedena Cappannelli based on their new book, *Making The Best of The Rest of Your Life*. This program will

be experiential and interactive, and assist participants to review, refine and create new strategies for the next portion of their lives. This innovative workshop will inspire and inform and, of particular consequence allow conference participants to leave with a new blueprint for their lives.

Sunday will conclude with a mid-afternoon performance by a special musical group, a special Aging Consciously video presentation and another inspiring key note talk by a world class author/celebrity. (See list of potential speakers below for all sessions)

Both days will feature inspiring short videos that celebrate aging around the world.

Aging Consciously Touch Points Launch Dates

Late Summer/Fall 2007 – Aging Consciously Web Site & Portal
Fall/Winter 2007 – Aging Consciously Radio – 25 Markets
Fall/Winter 2007 - Aging Consciously Interactive Series in 25 to 50 Markets
Fall/Winter 2007 or Winter 2008 – Aging Consciously Conference Series Kick-off Event
Winter/Spring 2008 – Aging Consciously National Conference Week Schedule

Aging Consciously Conference Weeks Dates

Aging Consciously Conference Series Launch Dates

Fall/Winter 2007 – Aging Consciously Interactive Series in 25 to 50 Markets
Fall/Winter 2007 or Winter 2008 – Aging Consciously Conference Series Kick-off Event
Winter/Spring 2008 – Aging Consciously Conference Schedule

- Santa Fe/Albuquerque February 3-9
- Phoenix March 2 - 9
- Los Angeles April 6 - 13
- Las Vegas May 4 - 11
- Seattle June 8 - 15
- Dallas/Ft. Worth July 13 – 20
- Atlanta August 3 - 10
- Chicago September 7 -14
- Miami October 5 -12
- New York November 2 - 9

National Conference Series Topics & Potential Speakers & Performers

- **Life Inspiration**
Deepak Chopra
Byron Katie
Gail Sheehy
Lynn Redgrave
Goldie Hawn

Dr. Wayne Dyer
Susan Sarandon
Lavar Burton
Suzanne Somers
Shirley MacLaine
Paul Newman
Barbara Marx Hubbard
Al Gore
Alice Walker
Maya Angelou

- **Health & Wellness**

Dr. Andrew Weil
Dr. Christina Northrup
Dr. Larry Dossey
Carolyn Myss
Dr. Dharma Khalsa
Dr. Hyla Cass
Dr. Chris Heward
Dr. Bernie Seigel
Dr. Judith Richman

- **Wealth Management & Financial Strategies**

Ameriprise Financial Experts
Suze Orman
Robert Kiyosaki
Jim Collins
Marcus Buckingham

- **Career & Legacy**

Gail Sheehy
Ram Dass
Dan Millman
Angelis Arrian

- **Alternate Life Strategies,**

Andre Agassi
Alan Cohen
David Whyte
Paul Ray
Sherry Anderson
Faith Popcorn
John Naisbeth
Paulo Solari
Frank Gehry
Lynn Andrews

Dean Ornish
David Beck

- **Care Giving and Receiving For Self & Others.**

Ram Dass
Angeles Arrian
Salman Schacter-Shalomi
John Bradshaw

Our list of experts will also include architects, city planners, artists, politicians, leading scientists and researchers, legal and legislative specialists, national association representatives and others.

- **Possible Workforce & Technology Speakers**

Lee Iacocca
Tom Peters (WSB)*
Ken Dykwald (WSB)
Nicholas Negroponte (LB)*
Juan Enriquez (LB)
Danah Boyd (LB)
Francis Fukuyamo (LB)
Peter Cochrane m(LB)
Dr. Nick Bontes (LB)
Andrew Lippman (LB)
Patrick Dixon (LB)
W. Brian Arthur (LB – Santa Fe Institute)
Gary Brandt (WSB)
Marcus Buckingham (WSB)
Lee Eisenberg (WSB)
Tamara Erickson (WSB)
Ameriprise Financial Expert
Microsoft Expert
ATT Expert
Internet Expert (Wired Magazine)
* Washington Speakers Bureau and The Leigh Bureau

- **Possible Women's Luncheon Speakers**

Alice Walker
Gail Sheehy
Maya Angelou
Dr. Christine Northrup
Barbara Marx Hubbard
Lynn Redgrave
Suzanne Somers
Goldie Hawn
Angelis Arian

- **Possible Musical Performers**

James Taylor
Carlos Santana
Joan Baez
Randy Newman
Kenny Logins
Leonard Cohen
Barry Manilow
Al Green
Judy Collins
Quincy Jones
Smokey Robinson
Carly Simmon
Gladys Knight
Carol King
Tony Bennett

- **Possible Media Partners**

Aging Consciously Film Retrospective & Dialogues* - Variety
Aging Consciously Women's Luncheon* - A Leading Women's Magazine
Aging Consciously Workforce & Technology Development Day – Wired Magazine/Fast Company/Money/Forbes, Inc.
Aging Consciously Charity & Entertainment Evening* - People
Aging Consciously National Conference Weekend – Sunset

Aging Consciously National Conference Markets will be selected from the following:

- Phoenix
- Las Vegas
- Chicago
- Atlanta
- Miami
- New York
- Santa Fe/Albuquerque
- San Diego
- Seattle
- Los Angeles
- Portland
- San Francisco
- Dallas
- Denver
- Boston
- Cincinnati

- Alternate cities available for selection based on discussion with title sponsor.
- Top Club Conferencing Network (CCN) markets will air the interactive portions of the national conferences as well as special live programming with selected authors and experts.

Held in unique state of the art conference and hospitality facilities and also presented live on CCN (the first High Definition, fully interactive video conferencing network housed in 3,000 leading city, golf and country clubs across the U.S.), the Aging Consciously series will include stimulating talks, highly interactive and experiential sessions, envisioning processes, panel discussions, Q&A and breakout sessions.

Each event will include sponsor exhibit areas, networking spaces, special participant Book and CD Gift Packages, the Aging Consciously Book Store, and author signing areas.

4. Aging Consciously Interactive© - (Club Conferencing Network –CCN)

In today's multi-faceted marketplace, more and more people are discovering the remarkable power and convenience of high definition, interactive video conferencing. Through its unique relationship with CCN, Aging Consciously will provide its partners and audience with innovative and exclusive programming presented on CCN's 3,000 private country and city clubs across the U.S. and in Europe. The prime audience is the affluent and influential 7.5 million club members and their families. A second tier of the audience is comprised of general public audiences who will attend special program presentations at the clubs.

Aging Consciously Interactive will debut its first series of programs featuring selected world class authors and experts in 50 U.S. markets in the fall of 2007. These programs are designed to provide intimate, highly engaging and provocative talks, panels and Q&A sessions on topics of particular consequence to the 7.5 million club members, their families and associates who constitute the most influential and affluent demographic in America. A number of these programs will also be aired to public audiences who will utilize the clubs on days members do not.

CCN Launch Markets – Summer/Fall 2007

Atlanta	Baltimore	Bellevue, WA	Bethesda	Boston
Charlotte	Chicago	Cincinnati	Cleveland	Columbus
Dallas	Dearborn, MI	Denver	Ft. Worth	Hackensack, NJ
Houston	Indianapolis	Kansas City	Key Largo, FL	Long Island, NY
Los Angeles	Louisville	Memphis	Miami	Milwaukee
Minneapolis	Nashville	New York City	Philadelphia	Phoenix
Pittsburg	Portland	Rochester	San Francisco	Seattle
St. Louis	Spokane	Tysons Corner, VA	Washington, DC	

Aging Consciously Interactive CCN Programming

It is our plan to debut Aging Consciously to CCN audiences and to invited public audiences in 50 markets in the Fall of 2007. These innovative interactive programs will provide outstanding opportunities to introduce our sponsors, present world class authors and experts, and promote other elements in the Aging Consciously platform.

5. Aging Consciously Syndicated Television Specials©

As a compliment to the other elements that make up the Aging Consciously platform, we are currently in discussions with several major television production companies to execute a series of Aging Consciously Television specials in 2008. The first specials will include major musical groups, comedians, celebrities, actors and athletes who are in the second half of life and whose talents celebrate the spirit of conscious aging. Other programs also under discussion for both public and traditional broadcast include an Aging Consciously television talk show and a series of

in depth documentaries entitled *Profiles In Consciousness*©. These will focus on some of the remarkable people throughout history who have accomplished outstanding achievements in the second half of their lives.

Aging Consciously Syndicated Television Specials Launch Dates

- Syndicated Television Specials – 2008
- Aging Consciously Talk Show – 2009
- Profiles in Consciousness - 2009

6. Aging Consciously Celebrity/Author Led Travel Adventures and Cruises©

Beginning in 2008, Aging Consciously will host a series of author/celebrity led travel adventures and cruises to some of the most intriguing destinations and aboard some of the finest cruise ships to unique destinations in the Caribbean, Mediterranean, the Panama Canal and Eastern Pacific, South America, Europe and Asia. These travel adventures and cruises will feature innovative live sessions with leading experts and author hosts, unique film and video presentations, panel discussions, special evenings of entertainment, guided shore excursions, and more. They will be promoted on Aging Consciously Radio, the web-portal, at all national conferences and Aging Consciously Interactive events.

7. Aging Consciously Book & DVD Library (ACL)©

Aging Consciously™ will offer an outstanding library of books, CD and DVD programs by the leading authors and speakers who participate on all of the various Aging Consciously platforms. This library will be available online and at all live events.

"When love and skill work together, expect a masterpiece."

John Ruskin

Brand Integration & Partnership Opportunities

Aging Consciously Radio

- 25 U.S. Markets FM/AM Broadcast in 2007 (25 to 50 Additional FM/AM Market 2008)
- Estimated Average Market Listening Audience 100,000
- Pod Casts, Digital Satellite & Internet Broadcasts - TBD
- Estimated Average Weekly Market Listening – 2,500,000 weekly

Title Sponsor Benefits

- Logo and title signature on the programs
- Sponsor advertising spot (2 – 30 second spots per program for the first 13 week cycle)
- Sponsor celebrity/authority spokespersons as show guests
- Sponsor brand inclusion in on-air promotion on AC National Conferences and all other Aging Consciously™ platform elements.

Optional Brand Integration Opportunities

- Ongoing title sponsorship of Aging Consciously Radio
- Special title sponsor weekly feature on relevant topical area including tips, tools and insights
- Special title sponsor announcements and on-air plugs by host
- Special title sponsor contests and awards programs
- Sponsor related demographic research conducted by Aging Consciously Radio

Aging Consciously Film Retrospective & Dialogues

- Title Sponsorship
- 10 film retrospectives – 10 U.S. Cities – 2008
- 20 Events – 20 U.S. and European Cities – 2009
- Projected 2008 Audience Per Week – 500 per evening x 5 evenings – 2500 x 10 =25,000
- 50 VIP Tickets Per Event
- Media Reach (see Conference Weekend below for detail)

Aging Consciously Women's Luncheon

- Title Sponsorship
- 10 luncheons – 10 U.S. Cities – 2008
- 20 Events – 20 U.S. and European Cities – 2009

- Projected 2008 Audience Per Week – 500-750
- Media Reach (see Conference Weekend below for detail)

Aging Consciously Workforce and Technology Development Day -

- Title Sponsorship
- 10 Events – 10 U.S. Cities – 2008
- 20 Events – 20 U.S. and European Cities – 2009
- Projected 2008 Audience Per Week – 1000 = 10,000 Series
- 50 VIP Title Sponsor Tickets
- Media Reach (see Conference Weekend below for details)

Aging Consciously National Conference Weekend Series -

- 10 conference weekends – 10 U.S. Cities - 2008
- 20 Events – 20 U.S. and European Cities - 2009
- Projected 2008 Audience Per Week 2000 – 20,000 total
- Media Reach: Radio & Print Advertising – 1,000,000 per event (10,000,000)
- Media Reach: PR & Internet - 500,000 per event (5,000,000)
- 250 Tickets Per Event To Sponsors For VIP Clients

Title Sponsor Benefits

- Logo and title signage at all live events
- On-site sponsor booth
- Special 'VIP Reception' Identification & Tickets
- Logo and title inclusion in all radio and print advertising
- Logo and title inclusion in all PR and internet outreach
- Special sponsor gift drawings
- Featured segment by company expert in Saturday Program
- Appearance by company spokesperson/celebrity at kick off event
- Logo and title identification on participate book package
- Inclusion of company book/literature in participant book package
- Special trend and data reports
- VIP Tickets

Optional Brand Integration Opportunities

- Title Sponsorship of 2009 Series

Aging Consciously Web Portal - Audience Reach

- Web Portal – 10,000 hits per day (Initial numbers during launch phase)

Title Sponsor Benefits

- Special relevant topical features (content expert in area of expertise)
- Web Banners and Advertising
- Lead Generation
- Inclusion In All On Aging Consciously Advertising, PR & Materials

Optional Brand Integration Opportunities

- Special Sponsor News Features and Articles
- Sponsorship of Webinars and Teleconferences
- Sponsor supported blogs
- Hosting of Special Travel Events
- Links to Sponsors Websites
- Online Sponsors, Surveys and Polls
- Online Town Hall Sessions

Aging Consciously Interactive - Audience Reach

- Special Fall 2007 interactive Aging Consciously Series in 50 CCN Launch Markets
- Simulcast of the 10 National Conferences via CCN to a potential audience of 7.5 million city, golf and country club members and their families in 2008
- Special Aging Consciously Interactive Programs for selected members of the CCN audience - 2 million country and city club members and their families

Title Sponsor Benefits

- Participation as title sponsor in premier AC/CCN Program
- Right of first option as series sponsor

Optional Brand Integration Opportunities

- Title Sponsor for AC/CCN Series
- Sponsor billboards and feature announcements
- Logo and title identification
- Title Sponsor Guests & Experts
- Sponsor hosted CCN focus groups, town hall meetings, & features

Aging Consciously Television - Audience Reach

- Syndicated Television Series – 50 top U.S. markets or HBO, Showtime, etc. – 10% market share – 5,000,000 viewers
- Aging Consciously Talk Show
- Public Broadcast *Profiles In Consciousness*® Specials

Title Sponsor Benefits

- Right of first option as title sponsor

Optional Brand Integration Opportunities

- Logo and title identification on all broadcast programming
- Special sponsor advertising spots in all programming
- Sponsor celebrity spokespersons as show hosts/guests
- Sponsor related contests and awards
- Sponsor related demographic data and research

Aging Consciously Cruises - Audience Reach

- 3 Cruises 2008 – 2,000 people per cruise – 6,000 total
- 6 Cruises – 2009 – 2,000 people per cruise – 12,000 total
- Cruise advertising and promotion in all conference, radio, web- portal and interactive related advertising and promotion – National market penetration

Title Sponsor Benefits

- Right of first option as cruise sponsor
- Onboard experts to present talks
- Special drawings

Optional Brand Integration Opportunities

- Logo and title identification in all cruise/conference advertising and promotion
- Logo and title identification in all cruise related spots on Aging Consciously Radio
- Logo and title identification in all PR and internet outreach
- Sponsor Celebrity & Expert Spokespersons aboard each cruise
- Special sponsor presentations to cruise audience
- Special sponsor contests, awards and prizes

*"Nobody grows old by merely living a number of years;
people grow old when they desert their ideals."*

Samuel Ulman

Brand Integration & Partnership Investment

We offer the following three options for participation. Each level is exponentially more involved and offers a more engaged, collaborative level of partnership with greater potential for return on investment.

Platinum

- Title Sponsorship of Aging Consciously National Conference Weeks (with all benefits identified on Pages 21-24)
- Title Sponsorship across other Aging Consciously™ Platforms -Radio, Web, Interactive, & Cruises, Book and CD Library
- Content Expert On AC Radio, AC Web and AC Interactive Features.
- All optional brand integration opportunities in Aging Consciously Television, and The Aging Consciously Library
- Term: 2007 -2008

The total investment amount includes the Gold Option plus all other optional brand integration opportunities. Sponsorship investment in some platform elements to be determined in accordance to industry rates and standards as these future elements come on line.

Gold

- Title Sponsorship of Aging Consciously National Conference Weeks including all benefits identified on Pages 21-24.
- Annual Title Sponsorship of Aging Consciously Radio and Title Sponsorship of 2007 Aging Consciously Interactive Series, Aging Consciously Webinars and Programs.
- Term: 2007- 2008

Silver

- Title Sponsorship of Aging Consciously National Conference Weeks including all benefits identified on Pages 21-24.
- Term: 2008

"We are members of a vast, cosmic audience in which each living instrument is essential to the complimentary and harmonious playing of the whole."

J. Allen Boone

Research Support

Aging Consciously in association with The Information and Training Company has been conducting both formal and informal in depth research studies on this demographic revolution and its implications for more than three years. These studies have included informal dialogues, nominal groups, some paper surveys and the use of a state of the art research methodology (The BreederNet) that is prescriptive as well as descriptive (presents strategies as well as describing the state of the state), identifies bedrock rather than surface issues and ordinary demographics and measures audience malleability (malleable vs. fixed positions).

Aging Consciously™ has emerged as a direct result of needs identified through this research. In addition to testing the viability of the Aging Consciously Project itself, our research has given us insight into various strategies for launching the various elements and also for growing and sustaining them over time. This same methodology will be used to create a continuous feedback loop that will allow us to monitor the effectiveness of each Aging Consciously element within the platform, refine alternate strategies, anticipate changing constituency needs and guide the introduction of new offerings and services. Finally, we will use our research methodology to continue to add to our very extensive knowledge base on the 120 to 140 million second half of life population.

Bedrock Themes

The following major bedrock nodes (themes) have emerged from our research. In our experience, bedrock themes represent archetypal issues rather than the kind of surface or transitory issues measured by traditional research. As a result, the findings provide us with a much more accurate and scientific means of determining what boomers and seniors are vitally interested in and are open to learn about. This important distinction is reached, in part, through the measurement of malleable vs. fixed positions, (i.e., identifying those topics our audience is saying 'talk to me about these things and I will listen').

Among our most significant findings is the fact that boomers and seniors are deeply desirous of uncovering a new 'organizing myth', one that is more dependable and sustainable than that which is dissolving around them and one that will assist them to truly make the best of the rest of their lives.

The current 'organizing myth' includes decreased confidence in the integrity of:

- Political parties
- Democratic system of government
- Religious institutions

- Corporate structures
- Economic indicators

Boomers and seniors want to replace their current 'organizing myth' with these elements:

- Sustainable Self-Governance
- Personal Integrity
- Enhanced Personal Congruence
- Authenticity
- Religiosity (Something genuine to believe in.)

Competitive Landscape

What makes Aging Consciously™ different from other projects, websites, books and CD's that are attempting to address segments of this emerging constituency?

- Aging Consciously™ is driven by an expansive and encompassing mission of creating a virtual and physical space where boomers and seniors can redesign their lives and in the process redefine what it means to age in the 21st Century.
- Aging Consciously™ has been designed to address the desire boomers and seniors have articulated for a new 'organizing myth' and alternate lifestyles that incorporate bedrock themes such as sustainable self-governance, personal integrity, enhanced personal congruence, authenticity and a new form of religiosity (something genuine to believe in).
- Aging Consciously™ is not just an information source/search engine, social networking community or a cleverly disguised pretext for selling a specific product. At its core, it offers a diverse banquet of opportunities and avenues by which boomers and seniors can create genuine, a sustainable community and experience quality education, interaction and engagement on essential and valuable life expanding opportunities in their changing world.

By comparison, EONS.com is primarily a web portal offering access into various content areas such as shopping, travel, and dining. While it states that it serves people who are 50 and older, its demographic reach leans more toward seniors than boomers. EONS.com invites member profiles and some involvement, but it's primarily a search engine for seniors that places the search burden on the visitor. It does not, at least from our perspective, offer the diversity of services and opportunities that are a natural part of the Aging Consciously™ mission.

BoomerCentury.Com utilizes its historical information and a factual/business focus as a means of marketing Vanguard products. It does not have the scope of Aging Consciously™ and it does not offer the interrelated platform elements, services and opportunities that distinguish our efforts.

*"It is never too late to be what you might have been."
George Eliot*

Test Market Case Study

The Aging Consciously™ Pilot Program in Jacksonville, Florida tested a number of key factors, including:

- Audience composition
- Media receptivity to our primary message
- Audience response to primary topics, materials and themes
- Effective visual and audio presentations
- Workbook and other related handouts
- Viable strategy for the formation of local partnerships within the presenting communities

We selected Jacksonville for our weekend test program because it's used by a number of research firms for testing new products and services. Our test audience was made up of 350 invited guests including boomers and seniors, professional and non-professionals from a very broad demographic range. In fact, we invited a much more diverse audience than normally attends conferences and workshops to test the reach and boundaries of our content.

The pilot got high marks from local media (morning and evening television, NPR radio and print) as well as from the live audience. It provided us with strong metrics on all of the key factors listed above, especially media reaction, local community involvement and support and the content that serves as the foundation of our new book, *Making The Best of The Rest of Your Life*, and the Sunday workshop portion of the National Conference Series.

The accompanying Aging Consciously CD offers examples of media response, audience testimonials, a list of our local strategic partners and some examples of the type of on-stage presentations that occurred during the pilot event.

Important Note - This Pilot CD does not represent the expanded Aging Consciously Conference Series format which now includes: other world-class experts and authors, live entertainment, expanded film and video elements, individual gift book/CD packets, special VIP/sponsor receptions, networking and sponsor exhibit areas and more. These new features were developed as a direct result of the research done with this test pilot audience and in other nominal group processes.

*Life is either a daring adventure or nothing."
Helen Keller*

Advertising & PR Support

One of the unique and valuable aspects of Aging Consciously™ is the inherent interrelationship and cross promotion between each of the elements in its platform. This allows a significant, viable opportunity for promotion across all platforms. Aging Consciously Radio drives traffic to the web-portal, drives sign-ups to national conference series, the interactive programming on CCN and to the cruise series. Each in turn returns the spotlight to each of the other elements.

In addition, all local, regional and national PR and advertising executed on behalf of each of the Aging Consciously™ elements will reference and support all of the other elements and include prominent identification of all of our major participating sponsors. In this way, we will create a kind of perpetual motion, interrelated feedback and promotional loop.

Couple this with a wide range of linked Google search placements, a comprehensive and innovative online grassroots PR effort on key influencer sites, the artful execution of traditional PR and targeted magazine and radio advertising and the impact will be dramatic.

Timing

The Aging Consciously Elements discussed in this proposal will launch in the following order:

- Aging Consciously Radio – Summer/Fall – 2007
- Aging Consciously Web Portal – Late Summer/Fall - 2007
- Aging Consciously Interactive – Fall – 2007
- Aging Consciously National Conference Series Kick-Off Event – Fall/Winter – 2007/2008
- Aging Consciously National Conference Series – February-May – 2008
- Aging Consciously Library – February -2008
- Aging Consciously Author/Celebrity Cruises - Winter 2008/2009
- Aging Consciously Television – 2008-2009

*"To change one's life: start immediately, do it flamboyantly, no excuses."
William James*

The Aging Consciously Founding Expertise

George and Sedena Cappannelli, co-founders of Aging Consciously™ have spent more than 25 years in the fields of societal, organizational and individual change consulting with leading organizations in both the private and public sectors, (e.g. Boeing, Disney, PepsiCo, NASA, Sun Microsystems, Los Angeles Times, U.S. Navy, Department of Defense, etc); a number of prominent world leaders (Desmond Tutu, Lech Walesa, The Dalai Lama, Mother Teresa, Golda Meir); business and political leaders and over 100,000 individuals who have attended their public seminars, workshops and keynote talks. They are sought after featured key note speakers and the authors of *Say Yes To Change* and *Authenticity*, and their new book, *Making The Best Of Your Life, A Guide To Aging Consciously In A Sane and Sustainable World*, the vehicle that has helped launch Aging Consciously™.

Clients

American Nuclear Society
Avery Dennison
Colliers International
Compaq/Digital
EDS
Finnish National Airlines
Honeywell
Israel Government Tourist Board
Lockheed Martin
Magnavox
NASA
Oracle
Pizza Hut
Schaeffer Brewing Company
Sun Microsystems
The Los Angeles Times
UCLA
US Army
US Post Office

Accenture
California State University
Cathedral Foundation
Disney
Environmental Services
Frito Lay
Hughes Space and Communication
Lifespring Training
LOGEX
McDonnell Douglas
NOAA
PepsiCo
Rink Design
Space Systems Loral
The Boeing Company
TRW
University of Judaism
US Navy

The Aging Consciously Executive and Production Team

George Cappannelli, Producer and Co-Host. In addition to his credentials as a consultant and author, George has an extensive background in designing and producing large events for his clients ranging from multi-site corporate conferences to large scale interactive outdoor events at venues ranging from the forests of Fontainebleau south of Paris to Texas Stadium in Dallas. For eight years he was also a lead trainer and the trainer of trainers for Insight Seminars, a public transformational training company which produced large public seminars for 25,000 people a year in the U.S. and Europe. He has run U.S. Senate and Mayoral campaigns and served as special consultant in two U.S. Presidential races. Earlier in his career he founded a New York based film and television production company under whose auspices he won numerous film and television awards including two special category Emmys. George also was the creative director of a New York based public relations and advertising agency serving a broad list of foreign countries, as well as travel, retail, media and manufacturing clients.

Sedena Cappannelli, Co-Producer and Co-Host. In addition to her credentials as a consultant, personal coach and author, Sedena has an extensive background as an actor, national company spokesperson and television producer. She has appeared in numerous films, television programs, and participated in a number of theatrical repertory companies. She has also written and produced both live theatre and several television pilot concepts. In addition to the joint programs she delivers with George, she designs and delivers a broad range of talks, seminar and retreats for women on empowerment, self-healing, energy enhancement wellness and personal development all across the U.S.

Martin Kupper of Kupper Strategies, Associate Producer, Director of Sponsor Programs and Event Marketing. Martin is the president of Kupper Strategies, a dynamic marketing and development company that designs innovative business strategies and solutions. Prior to founding his own company, Martin leveraged his business experience as a Director of Sales with Leadership Network Corporation, a producer of executive leadership conferences. Clients include Goldman Sachs, Merrill Lynch, Alliance Bernstein, Credit Suisse, First Quadrant, GE Asset Management and Gannett/USA Today. In addition, Martin is a partner in Capistrano Films, a producer of television programming, documentaries and feature films that focus on projects that touch, move and inspire.

Robin Fisher-Roffer, Associate Producer, Director of Branding. Robin has been called 'the premiere brand strategist for the digital age.' Through her firm, Big Fish Marketing, she has provided the rocket fuel that has ignited the launch of dozens of television networks and Web sites all over the world. Presiding over a creative think tank and online advertising agency, she develops brand building marketing plans and promotional campaigns for top media and technology companies like Sony, AOL, Viacom and Twentieth Century Fox. Her prestigious client list includes ABC, A&E, Bloomberg, Bravo, CNN, Comedy Central, Discovery Channel, Disney and ESPN Media Networks, E!, Fox Cable Networks, NBC, The History Channel, Lifetime, MTV Networks, Oxygen and UPN.

Alan Hutner, Associate Producer, Aging Consciously Radio Co-Producer. Alan is currently the host of Transitions Radio, the longest running radio show in the Western U.S. and creator of

Media 21st, a new multi-faceted pod casting company. Alan has been described by many of the celebrity and guest authors who have appeared on his program as one of the best interviewers and most prepared show hosts in the country. Alan will also serve as a co-host of some of our Aging Consciously Panels and Interactive Programming.

Rex Casteel, Chief Information Officer. Rex is one of the leading information architects and web development specialists in the country. He brings a deep understanding of emerging technologies and an innovative and unique approach to web site and portal design. Rex has served a wide range of organizations both as an in house CIO and as an independent consultant.

Ariel Wolfe and Liz Dawn, Aging Consciously Conference Line Producers. As founders and principles of Mishka Productions, one of the country's most innovative event production companies, Ariel and Liz will serve as line producers for the series. Mishka Productions has been producing world class events all across the country for the past ten years. Their Celebrate Your Life events have a demonstrated track record of outstanding quality and attention to detail in events of similar size to the Aging Consciously National Conferences and their programs include many of the leading authors and experts who will participate in Aging Consciously.

Ron Oyre, Director of AC Cruises. As founder of Life Journeys, one of the country's leading author, expert custom tour, lecture and conference coordinators, Ron has a reputation for excellence. He will serve as the coordinator of Aging Consciously Celebrity/Author Vacation Cruises. Ron currently books vacation programs with many of the leading authors and experts who will participate in Aging Consciously.

Ballantines PR. Ballantines is one of the countries most innovative boutique public relations firms. With offices in Los Angeles, New York, London and Santa Fe and strategic alliances with independent representative in a number of other key markets, Ballantines PR serves a number of clients. The Santa Fe office with which the Aging Consciously Team will be working most closely represents The Virgin Group (Virgin Atlantic, NM Spaceport), Dior, New Mexico Department of Tourism, Albuquerque Studios, Lionsgate, Bill Richardson For President, City of Santa Fe Visitors and Convention Bureau, Shutters On The Beach, and Santa Fe Museums. They are also responsible for the public relations efforts for a number of major annual Santa Fe conferences and events.

Peter Juergens, Chief Marketing Officer. Peter is the president of Juergens, LLC and managing partner at Sugar Creative, LLC. He has more than twenty years of executive and managerial experience in the marketing and advertising industry. He has worked with a number of Fortune 500 companies (Wal-Mart, Louisiana-Pacific, Williams Energy, Qwest, Kemper Financial) has extensive international experience (Make-A-Wish, Sagami, NCS Pearson). His work has been covered by The Wall Street Journal, The Atlanta Constitution and The Arizona Business Journal and a variety of industry publications.

Celeste Krueger-Moulden, Program and Talent Coordinator. Celeste is president of Krueger Associates, one of the leading boutique consulting firms in the country. She is an author, change agent, expert on women's rights and leading exponent of diversity programs in the country. She is an accomplished event facilitator and has served as an associate consultant to the Information and Training Company and collaborated with George and Sedena Cappannelli for a number of years.

*"Whatever you can do or dream you can do, begin it.
Boldness has genius, power and magic in it."
Goethe*

Conclusion

- Aging Consciously™ is a truly innovative and comprehensive undertaking designed to assist in the definition of what it means to age in the 21st Century and beyond.
- The Aging Consciously™ design and implementation rests on solid research and in depth market testing.
- Our Aging Consciously™ Team is made up of highly talented and experienced people who share a deep commitment to our company's mission and core purpose.
- The Aging Consciously™ platform offers the 140 million members of the boomer/senior constituency valuable and unique opportunities to build community, engage in interactive learning experience, discover and explore alternate living scenarios, learn about the best services and products available, and the most relevant information on topics that contribute to their well-being.
- Aging Consciously™ provides all of its sponsors with an excellent vehicle to introduce its products and services in a positive, brand building setting across all Aging Consciously Platforms.
- Aging Consciously™ provides its partners and sponsors with the opportunity to compliment their branding and marketing efforts by supporting the positioning of the company as a thought-leader in the emerging demographic revolution.
- Aging Consciously™ accomplishes all of this and more in a highly cost effective and efficient manner.

We thank you for your time and look forward to our next conversation. We believe:

The Future Awaits Our Presence Today!