

Boomer Power: Harnessing the energy of a generation

Come and hear results of an innovative, first in the nation Baby Boomer Project, which has collected results and data about this cohort who are the healthiest and wealthiest generation to come of age in the history of our country. Many Baby Boomers are seeking a way to leave a legacy and engage in meaningful purposeful community activities, however do not know the avenues to achieve this desire. Shared will be tips and marketing strategies to gain the attention of this highly skilled and educated group of people who make up over a quarter of the nation's population.