

Keynote Presentations by: **Maddy Dychtwald** **Co-founder & Senior Vice President**

Biography



Author, speaker and Age Wave co-founder, Maddy Dychtwald is a leading expert on the changing demographic trends—both generation- and gender-related—shaping the marketplace, the workplace and our lives.

Maddy has spent more than 25 years investigating and forecasting lifestyle and market trends of older adults and the 79 million baby boomers. Building on this knowledge, she has recently emerged as a renowned authority on the rising economic influence of women and their impact on industries, ranging from financial services and healthcare to consumer marketing.

A high impact speaker, she has addressed more than 300,000 business and social service leaders worldwide for organizations such as Blue Cross of California, Chevron, Direct Marketing Association, Fidelity Investments, Lincoln Financial, LPL Financial, Global Women Leadership Network, Mastercard, National Association of Educators, Network of Executive Women and the World Future Society. Maddy has been regularly featured in prominent media worldwide, including: *Bloomberg Businessweek*, *Forbes*, *Newsweek*, *TIME*, *U.S. News & World Report*, *Fox Business News*, *CNBC* and *NPR*. She is also a popular contributor to *The Huffington Post* and *ThirdAge.com*.

Her newest book, *INFLUENCE: How Women's Soaring Economic Power Will Transform Our World for the Better* (2010) explores how women are the major change agent of the decade to come. Maddy also wrote *Cycles: How We Will Live, Work, and Buy* (2004), the winner of the 2004 Book of the Year Award from the National Community Colleges Association, and co-authored an illustrated children's book on personal reinvention entitled *Gideon's Dream: A Tale of New Beginnings* (2008).

Maddy co-founded Age Wave, the nation's foremost thought-leader on population aging trends and their profound business, lifestyle and cultural implications. The company provides breakthrough research, award-winning communications, and results-driven marketing and consulting initiatives to more than half of the Fortune 500.

A graduate of New York University, Maddy has been married for more than 25 years and has been a working mom living in the San Francisco Bay Area for much of her adult life.

Testimonials

“Maddy Dychtwald did an outstanding presentation. The program was very informative and was delivered in a powerful manner. Her insight and knowledge of the financial services industry provides a perfect ending to motivate the audience in taking advantage of the wonderful market opportunities.”

*Gordon J. Sprague, Senior Vice President
AIM Distribution*

“Maddy gave more than a presentation. She offered an exceptional degree of intellect, passion and knowledge that was both empowering and contagious. Through various channels and methods, including PowerPoint, video clips, statistics, personal stories and genuine conversation, Maddy truly engaged our female leaders. It is clear that Maddy not only understands the political, business and socioeconomic factors that shape the world for women today, but she has a firm grasp of how those trends will evolve and impact our world in the future - and is ahead of the curve in recognizing them.”

*Joan Walker, Senior Vice President, Corporate Relations
Allstate Insurance Company*

“Your entire presentation was spectacular and the clips you wove in were hilarious at times and certainly right on cue for our audience.”

*Bethany H. Corum, Executive Vice President
Florida Bankers Association*

“You rock! I have heard very few speakers so brilliantly keep an audience focused with a combination of spoken and audio-visual material. I have to tell you I was bowled over. You have a vital message for women - and men - with Influence and you match the vitality of the message with a vibrant delivery.”

*Jane Glenn Haas, Columnist
Orange County Register and Founder of WomanSage*

“The audience certainly enjoyed the stories you added to personalize the message and the multi-media photos, charts and videos were exactly right to illustrate and affirm your points. Those in attendance were captivated throughout your lecture.”

*Larry Whiteworth, President
Washtenaw Community College*

“The program was thought provoking, and provided data that was fact driven and brilliantly presented. Interweaving live video clips kept the audience entertained while ingesting a good deal of information. I would highly recommend your presentation to any group, large or small.”

*Rita Hernandez, Vice President, Property Management
JMA Ventures, LLC*

“Your presentation was a highlight of our meeting. I’ve heard numerous comments regarding the applicability of your message given the current economic times we all face.”

*John D. Patterson
CACUBO Program Committee*

“Attendees raved about the great job Maddy did. The material was not just a bunch of theories, but something that could be used immediately. Maddy’s preparation and presentation style were excellent.”

*Jim Cooper, CHA, Vice President, Education & Training
Choice Hotels*

“Maddy was fantastic. Her personal, interactive, and multi-media presentation style was an excellent role model for all speakers in this edu-tainment age. Her presentation injected new, powerful and provocative marketing paradigms into our business and inspired us greatly in our innovation drive.”

*Nira Jang
USA Trends, Coca-Cola USA*

“I wanted to thank you again for helping to make our 2006 Annual Conference a big success. Your presentation on how the coming age wave will impact the way we do business in the investment arena was quite impactful.”

*Steven D. Hollenbeck, SVP Marketing
CUSO Financial Services, L.P.*

“This presentation has far-reaching impact. Maddy’s eloquence and humor certainly have left an impression that will remain with our delegates for a long time.”

*Suzette Shaw, Director, Program Development
Direct Marketing Association*

“Ms. Dychtwald is a very dynamic speaker with exceptionally good presentation skills. Her multi-media presentation was action-packed and highly entertaining. It was obviously based on her sound knowledge and extensive research.”

*Sally M. Natchek, CEBS, Director of R&D, Educational Programs
International Foundation of Employee Benefit Plans*

“Maddy’s presentation was excellent. I am sure it was very obvious how enthused the group was. She provided information that was needed, delivered in a superb fashion.”

Pam Chevraux, Director of Community Affairs

Harris Methodist Health Services

“Maddy wowed them! We have seldom received such an overwhelming positive response for any speaker. She was terrific – informative and entertaining.”

Michael R. Argetsinger, Symposia Director

Illinois Association of HMO’s

“Fantastic presentation! Your incorporation of key Age Wave / Harris Interactive survey data from January was well received, and the interaction you promoted with the audience drove your points home.”

Catherine Ruffing, Distribution Sales and Marketing Leader

Genworth Financial

“The presentation before the Mayors’ Conference Thursday evening was simply stunning. I have seen many attendees of this group drift off into quiet chit chat when presentations fall short of the mark. This was not the case with Maddy’s talk. People were focused with the message. I cannot thank her enough for doing this for us. It will be a night to be remembered for a long time to come.”

Don Blubaugh, Executive Director

Contra Costa Mayors’ Conference

“I was impressed with the amount of time and effort Maddy put into customizing her presentation and content for our audience of senior level human resource executives. In addition, her engaging presentation style was a nice balance to the agenda.”

Kathy Jacoby, Assistant Vice President

MetLife Institutional Marketing

“Our participants loved your program. I especially appreciated your efforts in researching credit unions and tailoring your presentation to our needs. We noticed the extra efforts, and so did the audience.”

Darrell Bahr, Vice President, Communications & Education

Missouri Credit Union System

“Maddy’s delivery was lively, informative and entertaining, and her remarks hit a bullseye...extremely relevant to our current marketing efforts. Excellent.”

Mary B. Petersen, JD, CLU, ChFC, Director, Marketing

The Prudential Insurance Company

“Maddy was terrific! The material was on target, extremely relevant and timely, and of vital importance to our membership. She took the steps necessary to learn as much as possible about our audience and their needs. That’s the kind of effort that guarantees the unbelievably positive response we received.”

*Douglas E. Raymond, President & CEO
Retail Advertising & Marketing Association*

Presentation Topics

Note: All of these presentations can be customized to specific audiences and industries.

How the Age Wave Will Transform the Marketplace, the Workplace and Our Lives

Increasing longevity, declining fertility and aging baby boomers are triggering an enormous “age wave.” This demographic tsunami has the potential to create ground-breaking marketplace and work/talent opportunities—and equally compelling social and financial challenges.

This informative, motivating and entertaining presentation will explore: How will people use their newfound “longevity bonus?” Why will the “cyclic” lifeplan replace the traditional “linear” model? How will aging boomers change established paradigms of work, leisure, learning and retirement—as well as lifetime brand loyalty? What’s the most effective way to market and sell to “middlescent” boomers wishing to enrich the quality of their lives, while forestalling aging? Why is managing a four-generation workforce the new diversity mandate?

(Note: This presentation can be shaped to focus either on the US, North American or global Age Wave.)

Re-Visioning Retirement: New Timing, New Purpose, New Planning, New Funding

Everyone’s retirement clock has been reset as a result of the recession. But highly acclaimed Age Wave research reveals a surprising finding: This could be a good thing, for individuals, the consumer marketplace and financial planning professionals.

This presentation will explore: Why financial “peace of mind” has become far more important than “wealth” in the new American dream. How women’s rising financial power is transforming their attitudes and behavior toward money, their family dynamics and the field of retirement planning. How the adult lifestage demands of eldercare, sibling care, grandparenthood, singlehood and reirement will dramatically impact retirement preparation and funding. We’ll also discuss the

products, services and guidance people now seek from financial professionals to safeguard a successful retirement while avoiding the five retirement “wildcards” that could shatter their dreams.

The Cure for Our Aging Healthcare System

Whether we live long lives with vitality and purpose or sickness and suffering will depend to a great extent on our ability to reshape the skills, services and incentives of our current healthcare system. This new presentation provides a visionary glimpse into the future, outlining the critical course corrections required to create healthy aging and productive longevity.

Topics to be covered include: Why we must accelerate the scientific breakthroughs needed to prevent, delay and eliminate the horrific diseases of aging (such as Alzheimer’s); why training healthcare professionals to become “aging-ready” will both save lives and money; how the boomers’ proclivity toward control, self-care and connectivity can help make disease prevention and self-care a national priority; how new technologies and emerging community-based services can enable us to shift the healthcare focus from hospitals and nursing facilities to home-based care; why establishing a humane and dignified approach to end-of-life care has reached a critical tipping point.

Optimizing Generational Diversity: Four Cohorts Rethink Work, Money, Family, Retirement and Success

For the first time in history, four generations of active adults are simultaneously participating in the workforce and marketplace. Each has its own lifestyle values, attitudes about work and money, means of connecting and communicating, role models and marketplace preferences.

This high-impact presentation will examine: What key social forces have shaped each generation and produced their distinct, core lifetime characteristics? What does each generation hope to get from—and give to—their jobs/careers? How do you manage and motivate each generation, from “encore” workers seeking stimulation and self-worth, to older workers looking for balance and purpose, to mid-career workers trying to reboot their enthusiasm for a longer and more demanding worklife, to young workers struggling to enter the workforce during tough economic times. How does each measure success?

This presentation can focus on how to attract and retain valuable talent and enhance productivity through the creative use of flexible work arrangements, innovative learning, mentoring and sponsoring opportunities, sabbaticals, retraining, re-careering, flex-retirement, and creative compensation and benefits programs. Alternatively, it can orient toward the most effective ways to reach out to—and connect with—Millennials, Gen Xers, Boomers and members of the Silent Generation.

Influence: How the Rising Power of Women Will Transform Money, Men and the Marketplace

We have reached a tipping point where a critical mass of women, bolstered by unprecedented levels of education, workforce participation and escalating income are assuming more powerful roles in their family's purchasing decisions. This is particularly true in the traditionally male-dominated sectors of financial planning, real estate, automotive and technology. Yet most marketers don't fully understand how today's woman thinks, feels, cares and buys and how women and men are increasingly partnering to make large purchasing decisions. Drawing on proprietary Age Wave research as well as dramatic insights from her landmark new book, *Influence: How Women's Soaring Economic Power Change Our World for the Better*, Maddy Dychtwald explores how the ascent of women is transforming their relationship to their money, their mates, their families, their careers and the marketplace.

Her presentation examines: The historic scope of women's financial influence and their expanding monetary power; the five things that all men need to know about marketing to influential women; the key ways that women are transforming the workplace and leadership; and how they're trying to use their increased clout to transform our world for the better.

(Note: This presentation can be customized for the financial services, healthcare, consumer products and retail industries.)

Video Clip Library

To view video clips of Maddy Dychtwald's engaging presentations, please visit her website at <http://maddydychtwald.com/presentations/>.

Additional Information

To learn more about Maddy Dychtwald, her presentation topics, availability or fees, please contact Elyse Pellman, Executive Vice President, at (510) 899-4006 or epellman@agewave.com.