

## SELECTED PRESENTATIONS

### AGING

American Assn. of Homes and Services for the Aging  
California Assn. of Homes and Services for the Aging  
Texas Governor's Conference on Aging  
The Stevens Foundation

### FINANCIAL

IDS/American Express

### FITNESS

California Clubs of Distinction  
BODYLIFE (Germany)  
International Health, Racquet and Sportsclub Association  
Tapping the Potential of the 50+ Market Symposium  
Washington Athletic Club

### HEALTH CARE

Medical Fitness Assn.  
Oregon Health Care Assn.

### INSURANCE

Prudential Insurance

### RETAIL

Wal-Mart Corporation

### RETIREMENT HOUSING

American Baptist Homes of the West  
Casa Dorinda Ret. Comm.  
Co-operative Retirement Services of America  
Del Webb Corporation  
Episcopal Homes Foundation  
Epoch Senior Living  
Franke Tobey Jones Retirement Estates  
Meadow Lakes Ret. Comm.  
Mt. Miguel Covenant Village  
North Hill Ret. Comm.  
O'Connor Woods Ret. Comm.  
Pohai Nani Ret. Comm.  
Regent Assisted Living  
Rockwood Ret. Comm.  
Rockynol Ret. Comm.  
Sunny View Ret. Comm.  
The Trezevant Ret. Comm.

### TOURISM

Bank Travel Association  
LeSPORT Resort and Spa

# JOHN RUDE PRESENTS



## "A New Aging Paradigm"

**A**re you or your organization seeking a powerful speaker with a timely topic? Look no further. **John Rude**, president of Age Dynamics Inc., has a repertoire of topics addressing trends, consumer behavior, communications, and wellness, all focused on the maturity market. . . . *continued on page 3*

### General Business Topics

Regardless of what industry you represent, you and your business are affected by the huge demographic shift in the market! To really understand and be effective with mature consumers, one needs more information than age, income, marital status, and geographic location — i.e. demographics.

"Life dimensions" provide qualitative details that consist of human growth and development principles, value formation, and current lifestyle characteristics. Demographics point you in the right direction while life dimensions give you the ability to "think" like your prospects or customers.

### Mega Trends: Profit from the Shifting Market

How is your business positioning its products and/or services for the changing market? Discover new business opportunities being driven by unprecedented shifts in demography, changing social constructs, and shifting consumer values.

### Mastering the Values of Maturity

Based on the life-span developmental growth principles and human potential values, this seminar will help you discover how to communicate your product and/or service with powerful images and motivating language that work for the maturity market.

*General Business Topics continue on page 2*

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## PUBLISHED ARTICLES

### Athletic Business

1/98 *"Making the Mature Decision"*

### Body Life (Germany)

7/95 *"The Senior Market"*

### Club Business

#### International

4/93 *"The Key to 50 - Plus"*

### Club Success

9/96 *"Images for Attracting the Maturity Market"*

12/96 *"Creating User-friendly Environments for the Inactive Market"*

6/97 *"Reaching the Maturity Market"*

### Hospital Fitness News

Winter '96 *"Reaching Older Adults Requires Transforming Perceptions"*

### IDEA Today

2/93 *"A Strategy for Entering the Mature Market"*

8/94 *"Understanding the Mature Consumer"*

### Retirement Community Business

Fall '97 *"Captivate Consumers with Value Based Images"*

Spring '98 *"Health and Wellness: A New Perspective"*

Summer '98 *"Planning Tips for Wellness Centers"*

Winter '99 *"Space Travel, Aging and Wellness: What Do They All Have in Common?"*

### The Business News

8/23/93 *"Doing Business in an Aging Society"*

### The Portland Business Journal

12/7/92 *"Why Businesses Have Failed to Reach (the) Older Adult Market"*

### Wellness Management

Fall '96 *"Marketing Wellness to Mid-life and Older Adults"*

## General Business Topics *continued from page 1*

### A New Aging Paradigm

Our society's perception of age and growing old has a huge influence over our own aging experience and how we develop products, services and marketing communications. This presentation will help you distinguish and transform your own beliefs so you can empower yourself and your customers with an entirely new view of age and the maturity market.

### Think Like the Market You Serve

The maturity market is highly stereotyped and misunderstood. Discover the underlying values and motivations of this huge market segment and learn the "hot" buttons for attracting and keeping mature consumers.

### Walk Your Talk

Elaborate marketing campaigns and sales strategies simply aren't enough to close business with savvy mature consumers. You must "walk your talk" by developing relationships that are integrous, authentic, and non-patronizing. Frequently overlooked, but paramount to your success is training the personnel closest to your customers.

### Tips for Telephone Communications

If your business depends on leads through telemarketing, this seminar will surely facilitate your effectiveness. Participants will learn several strategies for listening and speaking to mature consumers via the telephone.

## Health and Wellness Topics

Topics of interest to the health, fitness, wellness, and retirement housing industries.

### Trends Driving Wellness

A quiet revolution is underway. Consumers are no longer passive patients but are eager to discover self-empowering ways to enhance their health and well-being in mind, body and spirit. Discover several consumer trends driving the market and how your business can profit.

### Fitness, Aging and Wellness

We are now discovering that what has often been considered "normal" aging is more a function of inactivity and abuse; both lifestyle characteristics we can influence. Research has shown that we can prevent, and even reverse many biomarkers of age. Discover how your business can integrate wellness applications into your service package.

### A New Understanding of Age

None of us are immune to belief systems about age and growing old which are couched in decline, degeneration, and disease. Research has shown that aging is a life-long process filled with opportunities for growth, development and potential regardless of chronological age. Don't get caught up in the "over the hill" model. Discover five "new" aging principles that will equip you, the provider, to approach older adults powerfully.

## Traffic Generators

Looking for a new strategy to generate more traffic? Here's a soft-sell approach that really works! Have John Rude or one of his associates speak at an educational event targeting mature consumers. The event is focused on personal growth and self-empowerment (see details below) No "selling" occurs at the event, however the sponsoring organization secures contacts through RSVP's. Prospects leave with a feel-good attitude towards the sponsor and a renewed sense of personal growth. Call Age Dynamics Inc. at 800-929-2719 for more details.

### Empowering Your Age

Learn how our cultural conditioning about age, aging, and "old" limits our personal experience of growing older. By breaking down our limiting assumptions, we can change our perceptions about our own aging process, tap into the great reservoir of potential that comes with age, and expand our experience of growing older!

### Enhancing Your Memory

Most of us worry that our memory will progressively degenerate as we grow older. This simply is not true! Learn to distinguish fact from fiction about memory and aging. Also learn about how memory works at any age, why we forget at any age, what kinds of memory problems are reversible, why memory grows or goes with age, and how you can enhance your everyday memory.

### Changing the Way You Age

Most of us do not exercise regularly, and as we age, we pay the price of deconditioning. We used to think that age-related physical declines were irreversible. However, recent research has shown that even moderate exercise can dramatically reverse many of the physical declines associated with years of inactivity. More than that, regular exercise enhances quality of life experiences — physically, socially and mentally! And, it's never too late to begin! In fact, compared to other age groups, older adults derive the greatest benefits from beginning an exercise program.

### Following Your Passion

We are living longer and, most importantly, we are staying healthier long into our later years. Because of this, our whole concept of retirement is changing. Retirement is no longer a time to "retreat from society." Rather, the (so-called) retirement years can be a period of enhanced creativity, renewal, productivity, and personal growth. Preparing for retirement is not simply about finances, healthcare, and leisure; it's about following your passion!

#### *John Rude speaks about "a new aging paradigm" ... from page 1*

John can facilitate your needs for a:

- keynote speaker
- seminar leader
- group facilitator
- panel participant
- last-minute fill-in speaker

John Rude provides powerful presentations from one hour to multiple days.

Call Age Dynamics Inc. today at **800-929-2719** to discuss dates and the subject matter that would best suit your needs.

## TESTIMONIALS

### Athletic Business Conference

*"The best presenter that I encountered here at the conference."*

### California Clubs of Distinction

*"... people are talking about how much their lives have been affected personally."*

### Co-operative Retirement Services of America

*"I found all of John Rude's sessions particularly informative."*

### Del Webb Corporation

*"... you were an inspiration... making our conference unsurpassed in excellence."*

### IDS/American Express

*"Thanks for your fine contribution. I received favorable comments on your presentation..."*

### International Health, Racquet & Sportsclub Association (IHRSA)

*"Your extensive knowledge of the senior market is very impressive."*

### Medical Fitness Association

*"Very motivational and thought-provoking... Excellent!... 10 on a scale of 0-10."*

### Oregon Health Care Assn.

*"Thank you for presenting... the feedback from your session has been great."*

### SELCO Credit Union

*"... thank you for... helping us change our fundamental perceptions of aging."*

### Tapping the Potential of the 50+ Market

*"Thanks for the most powerful three days of education I've had in my life."*

# AGE DYNAMICS INC.

*John Rude: An inspiring motivational speaker & dynamic trainer for your next sales meeting, conference, or trade show.*

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## JOHN RUDE SPEAKS

*Recent engagements include:*

**American Association of Homes and Services for the Aging Annual Conference**

**Ev. Lutheran Good Samaritan Society Regional Conference**

**Lutheran Afiliated Services Annual Conference on Successful Aging**

**National Recreation and Parks Association Western Conference**

**North Carolina Assn. of Homes and Services for the Aging Annual Conference**

**Ohio Presbyterian Retirement Services Annual Conference**

**Presbyterian Association of Homes and Services for the Aging Annual Conference**

**Texas Association of Homes and Services for the Aging Annual Conference**

**United Methodist Association Summer Leadership Conference**

**J**ohn Rude is the president of Age Dynamics Inc., an award-winning, international consulting firm that focuses exclusively on the mid-life and older adult population. Age Dynamics Inc. works with a variety of clients, including Fortune 500 companies, and has experience in fitness, wellness, health care, retirement housing, advertising, banking, insurance, retail, and tourism industries.

***John Rude helps organizations understand the consumer behavior of mature adults and how that translates into products, services and marketing communications.***

Age Dynamics Inc. continually explores the potential side of aging and applies many of those principles in the context of wellness programs. John Rude is frequently invited to present at regional and national conferences, and he conducts numerous seminars all across the nation. Please call our offices at 800-929-2719 or visit our website: [www.agedynamics.com](http://www.agedynamics.com) for more information.

**Age Dynamics Inc. works with organizations to provide:**

### TRAINING & CONSULTING

- Corporate
- Sales
- Marketing communications
- Market analysis
- Focus groups

### WELLNESS

- Facility & equipment planning
- Program design
- Outcome management
- Consumer motivation
- Personnel training