



## SARASOTA SENIOR LIVING EXPO

SARASOTA BRADENTON INTERNATIONAL  
CONVENTION CENTER

February  
19 & 20

2011

### **Overview**

Sarasota Florida and its neighbors represent the epicenter of the aging of America with the challenges that accompany this phenomenon. Sarasota County has the oldest population of the medium-to-large counties in the United States. As Tim Dutton, the Executive Director of SCOPE has written, "Sarasota is the logical place in the country and on the globe for developing products, testing solutions, and generating innovation that respond to the largest demographic shift ever".

ABC 7 and Alderman Oaks *LifeCare Services* (the service arm of Alderman Oaks Retirement Center Inc.) are co-presenters of the Sarasota Senior Living Expo 2011. Walgreens will be the Retail Ticket Distributor through their 40 conveniently-located stores. The Expo is scheduled for Saturday and Sunday, February 19/20, 2011. This event will be held at the Sarasota Bradenton International Convention Center (SBICC) located adjacent to the Sarasota International Airport.

We anticipate that this event will serve to expose the very substantial and growing Nationwide Senior Care Industry to the opportunity that our beautiful Gulf Coast offers. It is hoped that the event might be a catalyst to bring jobs and innovative thinking to our marketplace. The challenges of taking care of the needs of the graying population and the associated costs clearly deserve appropriate efforts. Sarasota and its neighbors are leading the procession, but surely the whole world is following. We agree with SCOPE that our demographics may be considered a problem, but also represent an enormous opportunity.

The city and county have already committed to making tax concessions for businesses bringing well paying jobs to our area. The new Governor of Florida while running for office talked about making changes in the Florida tax system to make Florida friendly to business. The fact that Florida has been one of the states most affected by the broken real estate bubble makes this the ideal time to move clean business into our area. There has never been a better opportunity for employees to find excellent affordable housing in an area known for its weather and beaches.

We invite you to be a participant in the Sarasota Senior Living Expo 2011 by attending, having your company represented, or share the exciting opportunity with others in your sphere of influence.

Along with the estimated 200+ Exhibitor booths and 10,000 projected attendees, we have many dignified and qualified speakers from a cross section of life — education, government, not-for-profit organizations, and businesses — who will be presenting during 36 breakout sessions at the Expo (see the following Breakout Sessions page).

We invite you to participate in the 2011 Sarasota Senior Living Expo. Display your company's innovative products and services for the senior market. Come also to interact with other leaders in the industry and to investigate opportunities in Sarasota in our local economy. You may also desire to participate with focus groups or forums seeking to understand and find solutions for our great challenge.

For more information on how to participate in Sarasota Senior Living Expo 2011, please contact me at (941) 955-9099 or go Online to [www.sarasotaseniorlivingexpo.com](http://www.sarasotaseniorlivingexpo.com).

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## **Breakout Sessions**

There are plans to schedule 36 On-Site Breakout Sessions during the two-day Expo. Conference Rooms 1 & 2 (seats 300), the World Map Room (seats 60), and the Green Room (seats 40) will be the venues for the presentations. Be sure to review the Sarasota Senior Living Expo 2011 website ([www.sarasotaseniorlivingexpo.com](http://www.sarasotaseniorlivingexpo.com)) on a regular basis to observe the growing list of outstanding presenters.

Terry Acton, USAF Retired, Veteran Services Officer for Sarasota County	Nick Gladding, Environmental Attorney for Adams and Reese LLP and a Commissioner on the Florida Energy & Climate Commission
Sue Ellen Addicott, Owner of Senior Moves & Co-Host of Senior Savvy Radio Program	Paul Greene, Public Affairs Specialist for the Social Security Administration
Sharon Anderson BSN, Owner of Home Instead Senior Care	Pastor Bill Hild, Senior Pastor, FirstSarasota Church, The Downtown Baptist Church
Suzanne Atwell, Sarasota City Commissioner (At-Large)	James Holmes, Director of Marketing and Customer Engagement, Sarasota Herald-Tribune
Joseph Barbetta, Chair of the Sarasota County Commission	Johnette Isham, Executive Director of Realize Bradenton
Kathy Black, Ph.D. Hartford Geriatric Social Work Faculty Scholar, Associate Professor College of Arts and Sciences at the University of South Florida at Sarasota-Manatee	Kelly Kirschner, Mayor of the City of Sarasota, Commissioner for District Three
Linda Carson, Anchor & Reporter for the ABC 7 News Team	Nicci Kobritz R.N., N.P., Owner and President of Youthful Aging Home Health
Robert J. Carter, President and CEO of the Senior Friendship Centers, Inc.	Stephen M. Queior, CCE, President/CEO of The Greater Sarasota Chamber of Commerce
Tom Davie, Senior Motivational Speaker for First Step of Sarasota	Dr. Miguel Rivera, Psychiatrist, Memory Care Speaker, Medical Director of Retirement Communities
Donna Dunio, Executive Director of ITNSarasota – <i>Dignified Transportation for Seniors</i>	Dr. Nancy K. Schlossberg, Author, Speaker, Motivator, and Transitions Through Life Expert
Tim Dutton, Executive Director of SCOPE	Billy Swanson, President, Tri County Air Conditioning and Heating
Peter Fanning, President of the Downtown Sarasota Condo Association, Health Care Consultant	John Simon, Developer of Pineapple Square Properties (Downtown Sarasota)
Dr. Joseph A. Gaeta Jr. D.D.S., Principal of Celebrity Smiles, Mobile Denture Care, and Siesta Smiles	Thomas Tryon, Editorial Page Editor, Sarasota Herald-Tribune