

2011 Conference



The **Boomer** GENERATION

Trump Taj Mahal Hotel Casino

Atlantic City, NJ

Friday, December 9, 2011

9:00am - 5:00pm EST

NJ
State Library
An affiliate of Thomas Edison State College

DID YOU KNOW...

...by 2014, 65% of current library customers will be between 50 and 75 years of age? As stewards of lifelong learning, public libraries are ideally positioned to become cornerstone institutions for midlife adults. The New Jersey State Library, in cooperation with LibraryLinkNJ, will bring together experts from across the nation and innovative library leaders to discuss transforming the relationship between libraries and midlife adults. Join us for this day-long conference to help you identify and target programs and services that this generation will value. We invite you to come share in the conversations, insights and discoveries as we continue to evolve our practice and think about ways to better serve and engage the growing “Boomer” community.



Program topics include:

- Understanding Boomers:
A Psycho-Demographic Overview
- New Jersey Boomer Demographics
- Redefining Aging: Brain Research
- Careering, Volunteerism & Libraries
- How Libraries can Respond
- Innovative Library Responses Across the US

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PROGRAM AGENDA

- 8:00 - 9:15 am **Coffee and Registration**
- 9:15 - 9:30 am **Welcome & Overview**
- Norma Blake, State Librarian, NJ State Library
 - Cheryl O'Connor, Executive Director, LibraryLinkNJ
 - David Lisa, Consultant, Library Development Bureau, NJ State Library
- 9:30 - 10:30 am **Understanding Boomers: A Psycho-Demographic Overview**
Matt Thornhill, Founder & President, Boomer Project, Richmond, VA
- 10:30 - 10:45 am **Break**
- 10:45 - 11:45 am **Boomers and the Changing Economic Environment**
James W. Hughes, PhD, Dean, J. Bloustein School of Planning and Public Policy, Rutgers University, New Brunswick, NJ
- 11:45 - 12:45 pm **Redefining Aging: Brain Research**
Paul Nussbaum, PhD, Clinical Neuropsychologist and Adjunct Professor in Neurological Research, University of Pittsburgh School of Medicine, Pittsburgh, PA
- 12:45 - 1:30 pm **Lunch**
- 1:30 - 2:30 pm **How Libraries Can Respond**
Matt Thornhill, Founder & President, Boomer Project, Richmond, VA
- 2:30 - 3:30 pm **Re-careering, Volunteerism & Libraries**
Stephen Ristau, PurposeWork, Portland, OR
- 3:30 - 3:40 pm **Break**
- 3:40 - 4:40 pm **Panel: Innovative Library Responses Across the US**
- Jane Salisbury, Multnomah County Library, Portland, OR
 - Abigail Elder, Director, Tualatin Public Library, Tualatin, OR
 - Rebecca Bond, Tempe Connections, Tempe Public Library, Tempe, AZ
- 4:40 - 4:50 pm **Review and Wrap-Up**



Stephen Ristau, PurposeWork
Stephen Ristau has over 35 years in the human service sector as an executive, senior manager, consultant and trainer, and clinician. He has worked in nonprofit, governmental and

corporate environments. He has served as president and CEO of four nonprofits in the Northeast. His current work, *PurposeWork*, has focused on expanding the connections between midlife adults ages 50+ and nonprofits. He sees great opportunities for nonprofits to engage the talents and passion of experienced professionals for personal and social renewal. Stephen has written and contributed to books on various topics relevant to midlife adults, and has been a lead consultant with Libraries for the Future on its *Lifelong Access Leadership* project, the California State Library on *Transforming Life After 50*, and *Get Involved: Powered By Your Library*, and co-designed and co-led the *IMLS Fellowship: Public Libraries and Baby Boomers*.

Paul David Nussbaum, Ph.D., Clinical Neuropsychologist and Adjunct Professor, University of Pittsburgh School of Medicine
Dr. Nussbaum is a licensed clinical neuropsychologist in the state of Pennsylvania. He is an adjunct Professor in Neurological Surgery at the University of Pittsburgh School of Medicine. Dr. Nussbaum has 25 years of experience in the care of older persons suffering from dementia and related disorders. An expert in neuroanatomy and human behavior, Dr. Nussbaum has published many peer reviewed articles, books, and chapters within the scientific community. He is an international leader in the area of brain health lifestyle®. His books on brain health, including *Save*

your Brain and Your Brain Health Lifestyle: Application to the School, Library, Corporate Setting, and Home are easy to read and informative guides to increasing the health of your brain.



Abigail Elder, Director, Tualatin Public Library
Abigail Elder is the manager of the Tualatin Public Library, a community of 26,000 located south of Portland, Oregon. A 2006

Lifelong Access Fellow, she holds an MLS from the University of Wisconsin and an MPA from Portland State University. Abigail is the current VP/President-Elect of the Oregon Library Association.



James W. Hughes, Ph.D., Dean, Edward J. Bloustein School of Planning and Public Policy
Dr. James W. Hughes is the dean of the Edward J. Bloustein School of Planning and Public

Policy at Rutgers University. Dr. Hughes is a nationally-recognized academic expert on demographics, housing, and regional economics, and was a contributing editor to *American Demographics* from 1982 to 1996. He is author or co-author of 33 books and monographs and more than 150 articles, generally focusing on housing, demographics and economic development patterns. His articles have appeared in such journals as *Scientific American*, *The Public Interest*, *Housing Policy Debate*, *Land Economics*, *Economic Development Quarterly*, *American Demographics* and *Annals of the American Academy of Political and Social Science*.

Speakers

Matt Thornhill, Co-Founder and President of Boomer Project

Matt Thornhill is co-founder and president of the Boomer Project, and is widely considered to be the leading national authority on

marketing to today's Boomer Consumer. His book, *Boomer Consumer*, was named one of the best business marketing books of the year. He writes a syndicated newspaper column on Boomers, and is a regular contributor to *Forbes.com* and *Entrepreneur Magazine*. In addition, he edits and publishes a newsletter on marketing to Boomers for over 6,200 subscribers. Matt is currently serving as lead editor for *ChampionsforAging.com*, an independent Web site funded by Home Instead Senior Care.



Jane Salisbury, Multnomah County Library

Jane Salisbury supervises Library Outreach Services at Multnomah County Library in Portland, OR, which includes service to the home-bound, immigrants, older adults, inmates and shelter residents. Jane has worked in many capacities at Multnomah County Library over the past 25 years, including reference, youth and outreach services. Jane was named a Lifelong Access Fellow by Libraries of the Future in 2006, and has presented nationally on innovative



approaches to serving Baby Boomers at public libraries. She oversaw IMLS and LSTA-funded projects at Multnomah County to involve and serve midlife adults.

Rebecca Bond, Program Director, Tempe Connections

Rebecca Bond is the program director of Tempe Connections, a Next Chapter Project founded in 2003. Tempe Connections is a nonprofit community service program and Café operating in the Tempe Public Library. The program partners with more than a dozen other organizations to provide a space for adults 50+ to be involved in life planning programs, meaningful engagement through work and service, continued learning, and peer and community connections.

