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Family Caregivers Unite!

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June 8th 2010: Seniors as Family Caregivers

David Cravit and Brent Green are writers, analysts and senior executives experienced in advertising, marketing, consulting, speaking and training. They share a special interest in the market place occupied by the generation of seniors increasingly referred to as Boomers. They are well aware of the challenging contradiction that, while the Boomer generation of seniors becomes more and more active, effective and influential, seniors are increasingly perceived by governments as ever-more expensive burdens for healthcare systems. They will explore the possibilities for Boomers to increase their co

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Featured Guests



David Cravit

With more than 30 years of experience in advertising, marketing and consulting in both Canada and the U.S.A., ZoomerMedia Limited Vice-President David Cravit's expertise lies in strategic planning, creative development, media advertising, merchandising, sales promotion and management and online marketing.

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Brent Green

Brent Green is a creative director, copywriter, author, professional speaker, and consultant for Baby Boomer generation. Author of "Marketing to Leading-Edge Baby Boomers," Brent has spoken widely at conferences about Boomers and the unprecedented reorientation of Western countries to aging populations.

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