



SCOPE

Our community focused on our future

Dear Don,

Global Aging - Our Opportunity

Aging is business. This is a refrain that I believe will echo through our community with frequency and enthusiasm as soon as we realize that we are about to move into the rare space of being a world leader. A world leader in what? We are the logical place to lead the country and the globe in developing products, testing solutions and generating innovations that respond to the largest demographic shift ever. A November 2010 edition of "Foreign Policy" cites this unprecedented swing, "the global population of children under 5 is expected to fall by 49 million as of mid-century, while the number of people over 60 will grow by 1.2 billion."

Sarasota County is poised as the oldest large county in the United States to be that place that conceives of product solutions and policy changes that the rest of the world needs. We WILL be that place that convenes business (Intel and GE are spending billions on the technology products that may offer solutions), researchers, and policy makers to innovate. We WILL be that place that is wired for large-scale, make that *community*-scale testing of solutions. We WILL be that place that chooses to be forethoughtful about the implications of this change rather than denying its relevance and reality.

The Sloan Center on Aging and Work Talent Management Study (2009) says that, even though the data shows that there is significant aging of the nation's workforce, 68% to 77% of employers have neither analyzed the demographics of their workforce nor even looked at the projected retirement dates. We WILL lead the thinking on the intergenerational implications of workforce dynamics.

The areas that are ripe for cutting edge approaches are unlimited. The assets we possess here cannot be matched anywhere in the country. The opportunity for us to lead is now.

Tim Dutton
Executive Director



Tim Dutton is the Executive Director for SCOPE and is scheduled to be one of the Breakout Session Presenters at the Sarasota Senior Living Expo 2011. Go to www.SarasotaSeniorLivingExpo.com for more info about the event.

The above article on Global Aging was central to an Email Blast that Tim and his SCOPE team recently distributed. Those of us involved in the planning and implementation of the Sarasota Senior Living Expo 2011 sense that this type of information embodies both the purpose and timeliness of the event. Go to www.scopexcel.org for more info about SCOPE.

Don Fitts, Executive Director, Sarasota Senior Living Expo 2011