



SARASOTA SENIOR LIVING EXPO

SARASOTA BRADENTON INTERNATIONAL
CONVENTION CENTER

February
19 & 20

2011

To Participants in The Sarasota Senior Living Expo 2011

Greetings from Alderman Oaks, co-presenter with ABC 7 WSSB TV.

I think all of us would agree that the coming event will be more meaningful and successful if we pull together in a purposeful way.

In this regard I think there are two main purposes behind this event. The likely reason you became involved is to highlight your company or product in our community and to bring more business or support for your endeavors. I'd like us to all be aware of another purpose which is somewhat different than the first but very complimentary.

We've all heard the saying that a rising tide floats all boats (even ships). We have all probably noticed that in many communities steak restaurants are located close together. Steak house managements evidently recognize that competition is good for them. Everyone has to tend more closely to their product, more attention is brought to all the restaurants, and overflow from one benefits the other.

The other major purpose for the Expo is to draw attention to all that the West Coast of Florida has to offer — especially companies focusing on the senior demographics that might consider creating jobs as well as moving them into our area. The USA, the State of Florida, and the West Coast of Florida all need jobs. Jobs which come to or are newly created for our area will stimulate our economy and, in turn, float all of our ships.

Pull with us. We also invite you to encourage your associates to pull with us through the Expo. If you have contacts with the new governor or other influential government leaders or industry leaders, encourage them to get involved. If we all pull together, we will all benefit. You might guess that I rowed in college.

Thanks for listening. Now, get involved.

Rusty Blix
Administrator
Alderman Oaks Retirement Center

PS Please refer your associates to www.sarasotaseniorlivingexpo.com and also forward the Email blasts we distribute (sign up for our email list, if you are not currently receiving them). We also invite your input and ask that you contact us to share your thoughts so that this significant endeavor does all we hope it will.