

## AGENDA | 2.0 KEYNOTE ADDRESS KEN GRONBACH

**DATE:** TUESDAY, OCTOBER 25, 2016  
**PLACE:** THE WESTIN O'HARE, ROSEMONT, IL

**TIME:** 10:00 AM – 11:00 AM  
**ROOM:** THE EXECUTIVE FORUM

---

Time			
10:00 AM	2.1	<b>Introduction</b>	<b>Patton</b>
	2.2	<b>Keynote Address Ken Gronbach</b> Ken Gronbach, president of KGC Direct, demographer, futurist, and author of <i>The Age Curve: How to Profit from the Coming Demographic Storm</i>	<b>Gronbach</b>
10:50 AM	2.3	<b>Questions and Answers</b>	<b>Gronbach</b>
11:00 AM	2.4	<b>Summary and Close</b>	<b>Patton</b>