
SPEAKER INFORMATION

Date: Tuesday, October 25, 2016

Event: Keynote Address

Time: 10:00 am – 11:00 am

Date: Tuesday, October 25, 2016

Event: Executive Discussion Panel - Moderator

Time: 11:00 am – 12:30 pm

Ken Gronbach

President

KGC Direct, LLC

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Ken Gronbach is president of KGC Direct, LLC and author of the current best selling book *"The Age Curve: How To Profit from the Coming Demographic Storm"*. His first book, *"Common Census, the Counter-Intuitive Guide to Generational Marketing"* was released in 2005. Mr. Gronbach's 2011 book *"Decades of Differences, Making it Work"* is a comprehensive guide to coping with three generations in the workforce. Watch for his book *"Demography is Destiny, The Incredible Power of People"*.

Mr. Gronbach is an internationally respected demographer who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy. His unusual blend of marketing savvy and common sense demography, based on twenty years of proprietary demographic study, set him apart. Mr. Gronbach keynotes all over the United States and does customized demographic research.

You will find that Mr. Gronbach's steadfast position, that the United States is the best Nation on earth and his firm belief that the country's best days are ahead, season his spirited presentations with an unmistakable pro-American enthusiasm.

Mr. Gronbach built KGA Advertising, INC., a \$40 million consumer/retail advertising agency, from the ground up in the 1980's and 1990's. One of Mr. Gronbach's clients, a fashion apparel retailer, grew from \$10 million in annual sales to over \$400 million on his watch.

Mr. Gronbach's hobbies include building hot rod Mustangs and Porsches. He and his family enjoy boating and fishing on Long Island Sound.

Mr. Gronbach graduated from California State University at Long Beach and currently lives in Connecticut with his Baby Boomer wife of 41 years and two Generation Y daughters.