



Monday, December 9, 2019



SPEAKER:

Kenneth Gronbach

Demographer, Futurist and Author

**Topic: “Upside: Profiting from the
Profound Demographic Shifts Ahead”**

As waves of generations are born and age, our fortunes and futures are determined.

Demographer, futurist and author, Ken Gronbach, makes clear how America’s Baby Boomers, Generation X, Generation Y and other countries’ age curves interact to create the opportunities and challenges of the world we live in today, and what the future will bring for people, profits and the planet.

Ken makes the science of shifting demography come alive with real life examples which make it relevant to today’s culture, business climate and economy. He is an internationally respected demographer who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy.

What will happen when retiring Boomers free up jobs? How will Generation Y alter housing and transportation? Which states will have the most dynamic workforces when the Millennials settle into their careers? Demographics not only define who we are, where we live, and how our numbers change, but for those who can read beyond the raw figures – they open up hidden business opportunities that lie ahead. The most important question in business is: how many people are in my market, and is that market growing or shrinking?

Kenneth Gronbach is president of KGC Direct, LLC and author of the current book, “Upside: Profiting from the Profound Demographic Shifts Ahead,” and his bestselling book, “The Age Curve: How to Profit from the Coming Demographic Storm”

Next meeting: Monday, January 6, 2020:

Verne Harnish, world-leading expert, speaker, author, and entrepreneur in the field of business growth. Bestselling book: *Mastering the Rockefeller Habits*

MEETING DETAILS:

Ambassador Ballroom
Amway Grand Plaza Hotel
Open Seating

TIME:

Luncheon begins: 12 noon
Adjournment: 1:30pm

PRICING:

\$35 members
\$45 guests

BUSINESS CASUAL ATTIRE
WELCOMED

TO REGISTER:

Click on Club website:

<http://www.econclub.net/>

Website also provides information about the Club and future meetings.

RESERVATIONS REQUESTED BY THURSDAY, DEC. 5TH

No cancellations accepted after noon, Thursday preceding the luncheon - substitutions allowed.

PARKING:

Self Park - in the Amway Grand Plaza Parking Ramp. Bring your parking ticket for \$8 validation and easy exit.

ADDRESS:

Amway Grand Plaza
187 Monroe Ave. NW
Grand Rapids, 49503

SEASON PARTNERS:

