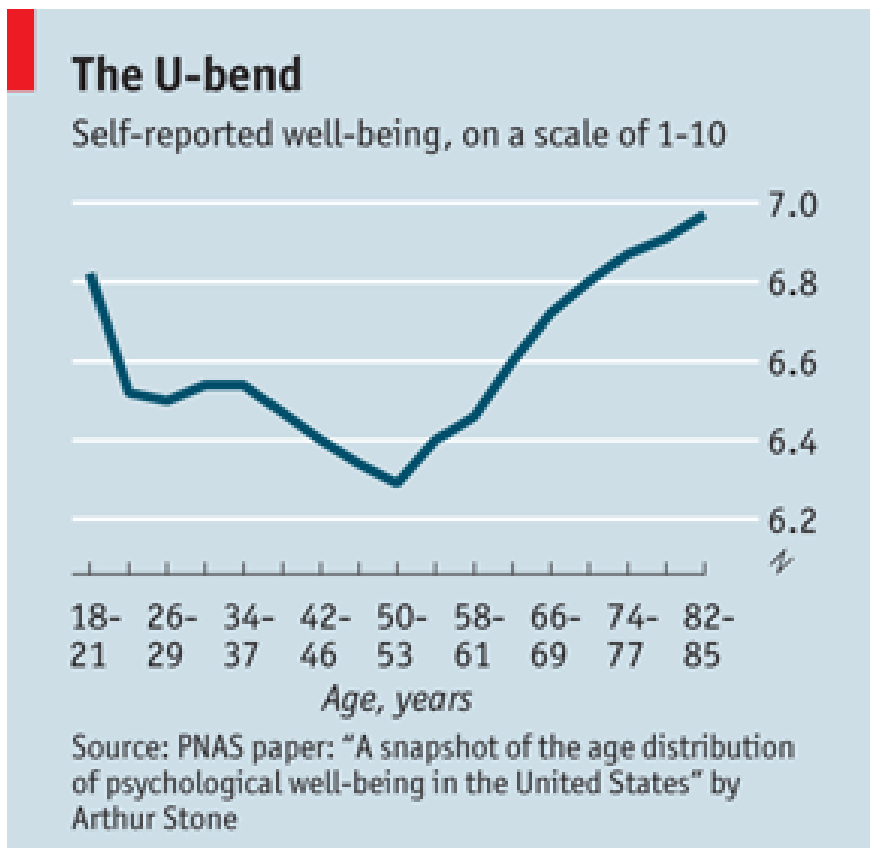


LEVELS OF PERSONAL SATISFACTION, BY AGE GROUP



BABY BOOMERS PROFILE

Women over 50 presently comprise the largest population group in our country.

A recent MediaPost article reads:

Baby Boomers represent close to 80 million U.S. consumers and hold 70% of the U.S. disposable income. Baby Boomers are spending the most time and money online each month.

- *40% of customers paying for wireless service*
- *41% own Apple computers*
- *53% are on Facebook*
- *40% most likely to use an iPhone*
- *Over age 50 spend \$7 billion online annually*
- *Purchase 62.5% of new cars*
- *Purchase 80% of luxury travel*
- *70% show up to vote in elections*
- *Boomers spend more money each month on technology than Gen X or Gen Y – an average of \$650 per month*
- *Spend most on health care*
- *Spend most on pharmaceuticals*
- *One in 7 boomers care for a parent or family member*
- *71% of Boomers go online every day*
- *66% of Boomers send text messages*

SELECTED INSPIRATIONAL QUOTES

"Nothing is inherently and invincibly young except spirit. And spirit can enter a human being perhaps better in the quiet of old age and dwell there more undisturbed than in the turmoil of adventure."

--George Santayana

"Aging is not lost youth but a new stage of opportunity and strength."

--Betty Friedan

"We don't stop playing because we grow old. We grow old because we stop playing."

--George Bernard Shaw

"Beautiful young people are accidents of nature, but beautiful old people are works of art."

--Eleanor Roosevelt

"I have been asked: "Now that you've reached 70 years isn't it time to slow down and enjoy some rest? The number of one's years is irrelevant; the real question is: were those years utilized to the fullest? Every honest person knows he could have accomplished more in his youth, so now is the time to work with greater strength to double one's achievements."

"We must change the attitudes of the leaders of the business and professional worlds, and of society as a whole. Most of all, we must change the self-perception of the aged (and the near-aged, and the near-near-aged) themselves. We must tell them: You are not useless; on the contrary, you are a greater asset to society than ever before and with each passing day and experience your value increases. The life-changes you are experiencing as a result of your advancing years are not a cause for retirement from productive life, but the opportunity to discover new and more meaningful ways to develop yourself and your surroundings. Long life is a divine gift, and the Almighty has certainly supplied you with the tools to optimally realize it."

--Lubavitcher Rebbe

6 STEPS TO A STRONGER MEMORY & MORE FOCUSED MIND

- **Learn something new:** Stimulating the brain helps it develop a resilience that allows us to fight off disease. “Age doesn’t matter. We have the ability to shape our brains throughout our lives.” -- *Paul D. Nussbaum, Professor of Neurological Surgery at University of Pittsburg School of Medicine.*
- **Sleep:** Getting fewer than six hours of sleep can raise the risk of stroke.
- **Eat right:** more than ½ your plate should be filled with green leafy vegetables. Plenty of fish, nuts, olive oil. Stay away from *refined* carbs.
- **Challenge yourself:** Bad with names? Memorize 3 names a day. Try the internet-based mental exercise game called “Lumosity.”
- **Walk with a friend:** 1) cardiovascular benefit; 2) stress relief; 3) social interaction; 4) mentally stimulating conversation.
- **Meditate:** Reduced anxiety improves blood flow to the brain. One simple technique: Sit comfortably and pay attention to your breathing. Inhale for the count of seven, hold it for the count of seven, exhale for the count of seven.

The first and last of these six suggestions are readily integrated in the daily spiritual practice of prayer and Torah study. Intentional prayer is calming, focusing, and can cultivate mindfulness in much the same way as simple [meditation techniques](#). “Learning something new” tends to be more gratifying and uplifting when what you are learning is Torah.