



**The Mature Consumer:**  
Learn how to market your business  
to the 55+ market

Tuesday Sept. 28, 2010 4:30 p.m.-5:30 p.m.

AVON FREE PUBLIC LIBRARY  
281 COUNTRY CLUB ROAD, AVON, CT



guest speaker  
Vic Bible, President  
Iffs Eldercare Consultants

The 55+ market group includes pre-retirees, retirees, senior citizens and the elderly and at each stage of their life they have unique needs and requirements.

Learn about the specific concerns of the 55+ age group in order to market your business services to them.

Every eight seconds another person turns 50 and this year 1/3 of the U.S. population will be over 50. By 2020, one of every 5 Americans will be over 65.

Grow your business by understanding this growing market.

Register by calling the library 860-673-9712, online at [www.avonctlibrary.info](http://www.avonctlibrary.info) or the Avon Chamber of Commerce 860-675-4832 <http://www.avonchamber.com>

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