

Selected speeches and presentations by Ronald L. Moore

TOPIC AREAS:

- Aging in America: Problem or Opportunity?
- Aging, Caregiving, and the Impact on Employers and Corporate America
- Making the Business Case for Eldercare in the Workplace
- The Caregiving Phenomenon and Ministry Opportunities
- How To Reach Boomers and Caregivers

Rosalynn Carter Institute Conference

The Working Caregiver

American College of Healthcare Executives – Virginia Chapter

Annual Meeting at The Homestead

California Legislature

Senate Subcommittee on Aging and Long Term Care

Corporate Eldercare Awareness Conference - Delaware

Conference sponsored by AARP – Delaware. Speech sponsored by AstraZeneca Pharmaceuticals

AARP – National Headquarters

Presentation to State Directors

AARP - Hawaii

Governor's Conference on Aging - Columbus, Ohio

Sponsored by AARP – Ohio

Work/Family Connections Conference Series:

The Business Case for Eldercare Services In Your Organization

Sponsored by AARP – North Carolina - Conference series in:

- **Wilmington, Asheville and Charlotte**

National Council On Aging / American Society On Aging Joint Conference (April 2004)

San Francisco, California

Baptist Ministries for Aging (February 2005)

Phoenix, Arizona

Topic: *Aging Boomers and Their Impact on Long Term Care Housing: Challenges and Opportunities for the LTC Industry*

Riverside County Office on Aging - Riverside County, California

(March 2005) Topic: *Executive Briefing to Office on Aging leadership and invited community leaders*

(November 2005) Topic: *Visions of a Changing Workforce: Making the Business Case for Eldercare Service in the Workplace*

Sarasota, Florida

(January 2006) The Sarasota Caregivers Conference sponsored by AARP - Florida

Topic: *A Bottom Line Business Case for Addressing the Needs of Working Caregivers*

(June 2006) Conference on Business and Caregiving sponsored by Sarasota Memorial Hospital, The Sarasota Chamber of Commerce and AARP-Florida.

Topic: *The Caregiving Phenomenon and Its Impact on Employers*

Washington, D.C. (November 2006)
National Hospice & Palliative Care Organization's *National Forum*
Topic: *The Business Case for Eldercare Services in the Workplace*

Richmond, Virginia (April 2007)
Virginia Commonwealth University – Department of Gerontology's Symposium on Careers In Aging
Topic: *Careers In Aging: Opportunities for a Lifetime*

Ashville, North Carolina
(October 2007) National Christian Caregiving Conference (Someone Cares) sponsored by LifeWay
Topic: *The Caregiving Phenomenon and Ministry Opportunities for Seniors and Boomers*

National Council On Aging / American Society On Aging Joint Conference
Washington, D.C. (April 2008)
Topic: *How To Reach Boomers and Caregivers*

TOPIC AREAS:

Opportunity Identification and Opportunity Analysis
Capitalizing on Major Trends
New Venture Creation

Virginia Medical Equipment Dealers
Annual Conference

University of Richmond
Leadership Class

Virginia Family Business Forum
Conference sponsored by Virginia Commonwealth University

Club Marketers Association
Lunch Presentation

National Association of Women Business Owners (NAWBO) – Richmond Chapter
Dinner Presentation

Virginia Commonwealth University
Multiple Management and MBA classes

Greater Richmond Technology Council
Breakfast Presentation

College of William & Mary
Entrepreneurship Classes

Hampden-Sydney College
Visiting Executive Program

Virginia Tech
VT KnowledgeWorks 2007 Technology Showcase

Press and Media Coverage

Partial list of publications that have written articles about or included major quotes from Ronald Moore:

- Healthcare Marketing Report
- The National Report on Work and Family
- The Older Americans Report
- Metro Business / The Richmond Times Dispatch
- Chicago Caregivers Magazine
- Style Weekly (Richmond, Va)

Partial list of media and publications that have covered or mentioned companies, concepts or initiatives created by Mr. Moore:

- | | |
|---|---|
| ▪ <i>PBS</i> | CarMax |
| ▪ <i>The Wall Street Journal</i> | CarMax |
| ▪ <i>Business Week (Cover story)</i> | CarMax |
| ▪ <i>CarMax 2003 Annual Report</i> | Ron Moore |
| ▪ <i>The Wall Street Journal</i> | FamilyCare America |
| ▪ <i>Newsweek</i> | FamilyCare America |
| ▪ <i>Kiplinger's</i> | FamilyCare America |
| ▪ <i>The National Report on Work and Family</i> | The American Business Cares Initiative and FamilyCare America |
| ▪ <i>The Older Americans Report</i> | The American Business Cares Initiative and FamilyCare America |

Media Interviews

Moore has conducted multiple interviews for television, radio, newspapers and specialty publications concerning aging, caregiving and the impact of the Caregiving Phenomenon on employers.

For information, resources or interviews, contact:

Ronald L. Moore
804-327-1112

Jody Murphy
804-794-6073