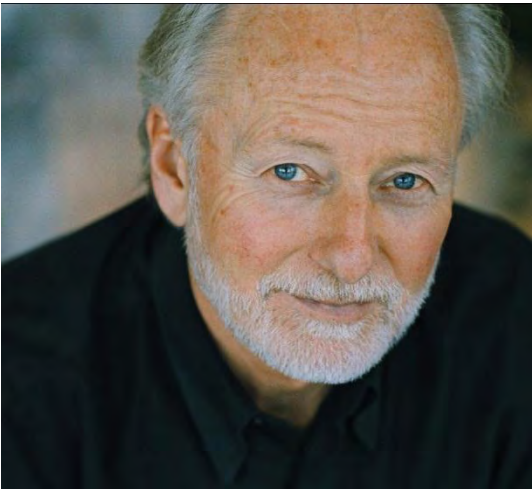


Lifesprk is changing the experience for people in the second half of life. Why? Because we've seen too many people on a roller coaster of crises that robs them of control, opportunities and independence. That robs us of their wisdom, laughter and presence. To us at Lifesprk and our Advisory board members – this is just not acceptable. Together, we've made it our passion to change that experience and help people shine the way they want.



RICHARD LEIDER

Founder and Chairman of The Inventure Group, a coaching and consulting firm in Minneapolis, MN, Richard has a worldwide practice working with leaders from organizations such as Ameriprise, MetLife, Pfizer, and PriceWaterhouseCoopers.

A pioneer in the field of coaching, Richard is widely recognized for his leading edge work on helping people discover 'their calling' in work and life. He is consistently rated as one of the top executive educators and coaches in the world. He is ranked by Forbes as one of the "Top 5" most respected executive coaches and by The Conference Board as a 'legend in coaching.'

He is an adjunct faculty on executive education programs at Duke Corporate Education and the University of Minnesota Carlson School's Executive Development Center. He is also a guest lecturer in the Harvard Business School's General Management Program.

A best-selling author, he has written eight books, and his work has been translated into 21 languages. *Repacking Your Bags* and *The Power of Purpose* are considered classics in the personal development field. And *Claiming Your Place at the Fire* and *Something to Live For* have been touted as breakthrough books on 'positive aging.'

www.theinventuregroup.com
www.richardleider.com



LARRY ACKERMAN

Larry Ackerman is a leading authority on organizational and personal identity. He is the founder of The Identity Circle, a consulting and coaching firm based in Westport, CT. The company clarifies the uniqueness and potential that enables companies to perform better and people to live more fulfilling lives.

In a professional career spanning nearly 30 years, Larry has helped meet some of the most complex challenges facing large organizations struggling to find purpose and distinguish themselves in their fields. As a personal coach to senior executives, as well as consultant to their institutions, his insights have assisted many leaders in discovering the keys not just to survive, but to flourish. His clients have included AARP, Aetna, The American Academy of Family Physicians, Baxter Healthcare, Dow Chemical, Fidelity Investments, Lockheed Martin, Maytag, and State Farm Insurance.

Larry has published two groundbreaking books on identity: *Identity Is Destiny: Leadership and the Roots of Value Creation*, and *The Identity Code: The 8 Essential Questions for Finding Your Purpose and Place in the World*.

A guest lecturer at the Yale School of Management, The Wharton School of Business, Pepperdine University and UCLA's Anderson School, Larry is a top-rated speaker for The Conference Board, and is a sought-after keynote for leading organizations.

www.theidentitycircle.com

www.identityisdestiny.com



ELMER BALDWIN

As president and chief executive officer of Internet Broadcasting, Elmer is leading this media services company into a new era of growth. He brings a track record of success at various established and start-up technology firms including units of Fujitsu, Accenture, Egghead Software, and Oracle.

Elmer most recently was president and CEO of Analysts International Corp., a large Minneapolis-based provider of IT services, including staffing and project-based solutions, to businesses and government agencies. Before that, he was president and CEO of Minnetonka-based BORN Information Services, which was sold to Fujitsu after he helped restore BORN to profitability. Earlier, he was president and CEO of Via World Network, an Accenture-backed Minneapolis-based provider of travel automation tools and services. He joined Via from Egghead Software, where he was vice president of the company's corporate, government, and education division. Previously, he was a group director for Oracle Corp.'s consulting business, launching its Minneapolis office.

Elmer began his career as a systems engineer and analyst at Hughes Aircraft and, before that, Northrop Corp., both in his native California. He holds a Bachelor of Business Administration degree with a concentration in finance from Loyola Marymount University in Los Angeles.

www.ibsys.com



MARY JO KREITZER

As founder and director of the Center for Spirituality and Healing, Dr. Mary Jo Kreitzer brings more than 20 years of leadership and expertise to the field of integrative health and medicine. She was the principal investigator (PI) of a \$1.6 million National Institutes of Health (NCCAM) education grant and a Fetzer Institute funded evaluation of the Inner Life of Healers Program and the co-PI of a five year \$2.1 million NIH (NINR) clinical trial of mindfulness meditation with solid organ transplant patients.

She is currently the co-PI of an NIH NCCAM R21 grant on mind/body interventions for caregivers of Alzheimer's patients and is the co-investigator of a clinical trial comparing mindfulness meditation with pharmacotherapy for people with chronic insomnia.

In addition to her administrative responsibilities for the Center for Spirituality and Healing, Mary Jo teaches a course on optimal healing environments in the graduate minor in integrative therapies and healing practices and is a tenured professor in the School of Nursing where she is co-director of the doctorate in nursing practice (DNP) program in integrative health and healing. From 2004-2007, she served as the vice-chair of the Consortium of Academic Health Centers for Integrative Medicine. In 2008, she was named by *Minnesota Physician* as one of the 100 most influential health care leaders in the state. In 2009, she testified at a US Senate hearing titled "Integrative Health: Pathway to Health Reform" as well as the Institute of Medicine Summit titled "Integrative Medicine and the Health of the Public". Dr. Kreitzer earned her doctoral degree in health services research and her master's and bachelor's degrees in nursing.

www.csh.umn.edu

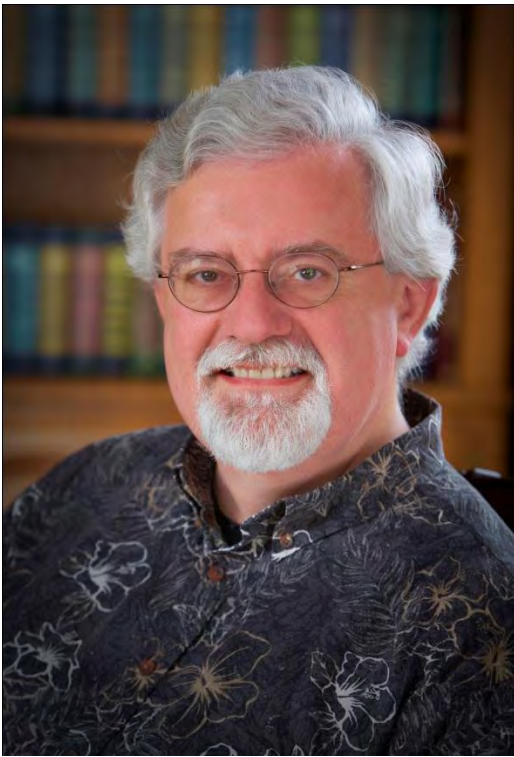


HARRY R. MOODY

Harry R. Moody, Ph.D., is Director of Academic Affairs for AARP in Washington, DC. He also serves as Senior Associate with the International Longevity Center-USA and Senior Fellow for Civic Ventures. He previously served as Executive Director of the Brookdale Center on Aging at Hunter College and Chairman of the Board of Elderhostel.

He is the author of over 120 scholarly articles, as well as a number of books including: *Abundance of Life: Human Development Policies for an Aging Society* (Columbia University Press, 1988); *Ethics in an Aging Society* (Johns Hopkins University Press, 1992); and *Aging: Concepts and Controversies*, a gerontology textbook now in its 5th edition and ranked by Amazon.Com as the best-selling aging textbook in print. His most recent book, *The Five Stages of the Soul*, was published by Doubleday Anchor Books (1997) and has been translated into seven languages worldwide.

A graduate of Yale (1967) with a Ph.D. in philosophy from Columbia University (1973), Dr. Moody taught philosophy at Columbia, Hunter College, New York University, and the University of California at Santa Cruz. From 1999 to 2001 he served as National Program Director of the Robert Wood Johnson Foundation's Faith in Action and, from 1992 to 1999, was Executive Director of the Brookdale Center at Hunter College. He also served as Administrator of Continuing Education Programs for the Citicorp Foundation and later as Co-Director of the National Aging Policy Center of the National Council on Aging in Washington, DC.



LARRY SPEARS

Larry C. Spears is a noted authority on servant-leadership. He serves as President & CEO of the Larry C. Spears Center for Servant-Leadership, Inc. (Indianapolis). Spears is also a Servant-Leadership Scholar at Gonzaga University (Spokane). From 1990-2007 he served as President & CEO of the Robert K. Greenleaf Center for Servant-Leadership.

Larry is also a writer, editor, and creative force behind a dozen books including the best-selling, *Insights on Leadership*. He has authored several hundred articles, essays, and other publications on servant-leadership. Spears has been interviewed by such publications as *Fortune*, the *Indianapolis Business Journal*, the *Philadelphia Inquirer*, the *Washington Post*, and *Advancing Philanthropy*. A 2004 television broadcast interview of Spears by Stone Phillips on NBC's *Dateline* was seen by ten million viewers. His most recent book is *The Spirit of Servant Leadership* (with Shann Ferch, 2011, Paulist Press). Larry serves as the Senior Advisory Editor for *The International Journal of Servant Leadership* (2005-Present).

Larry has thirty years of experience in organizational leadership, entrepreneurial development, non-profit management, and grant writing, having envisioned and authored 30 grant projects totaling several million dollars.

www.spearscenter.org



JOEL THEISEN

The spark starts here! Joel is founder and CEO of Lifesprk, formerly AgeWell. Joel's vision is clear: change the *experience* for people in the second half of life. His true joy is to see the spark in peoples' eyes: customers, families, partners, employees, professional referral sources – he wants them all to shine on. Known as a business innovator, Joel has earned numerous accolades, including being named one of the Twin Cities' 40 under 40 in 2007 and honored as an Ernst & Young Entrepreneur of the Year Award® finalist for the Upper Midwest in 2011. Joel has over 20 years of experience in the healthcare industry with specific expertise in home- and community-based elder care.

Under his guidance, Lifesprk, has been one of the fastest growing companies in the Twin Cities since its founding in 2004. Prior to that, Joel served as Chief Executive Officer for AdvoLife, Inc., a venture-backed company in San Jose, CA. His leadership grew it to more than \$10 million dollars in annual revenue, providing industry leading services in 5 metropolitan areas. Joel began his healthcare experience as the National Director of Private Pay Services for In Home Health, Inc., a national provider of comprehensive home health services. He trained as a critical-care nurse of the Mayo Clinic in Rochester, MN and graduated from Viterbo College in La Crosse, Wisconsin with a Bachelor of Science in Nursing.

www.lifesprk.com



PETER WHITEHOUSE

Peter J. Whitehouse, MD, PhD, is Professor of Neurology at Case Western Reserve University and Attending Physician at University Hospitals Case Medical Center. He also holds or has held appointments in psychiatry, neuroscience, psychology, nursing, organizational behavior, cognitive science, bioethics, and history.

He is developing an intergenerational health and wellness practice based on an integrative narrative evolutionary health model. His long-term interest is developing innovative clinical and learning environments to promote individual and collective health and wisdom.

He is the author *The Myth of Alzheimer's* (St. Martin's Press January 2008; www.themythofalzheimers.com). He is a founder with his wife, Cathy, of The Intergenerational School – an innovative, successful, urban public school (www.tisonline.org).

www.themythofalzheimers.com

www.tisonline.com

LIFESPRK (formerly AgeWell)

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique geriatric care management model) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *us* of their wisdom, laughter and presence. That's just not acceptable, and we've made it our passion to **change that experience**. Lifesprk is about opportunities. With three levels of service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2011, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the second time in four years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

www.lifesprk.com

