

GENERATIONS BEAT ONLINE

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*** **"Intellectual" Book Launch at AARP, Tuesday, April 20, 4-6 p.m.:** AARP is hosting a book-launch party — billed as (raise your tea cup and lift a pinky, now) an "Intellectual Exchange" for *Longevity Rules: How to Age Well Into the Future*. Full disclosure: This editor has an essay in these scholarly pages. But I must admit that I'm impressed by the high quality of both the book's content and design. My piece, "Will Generational Coverage Survive the Media Meltdown," seems to have crashed high tea with more than 30 other chapters, including the likes of Pulitzer Prize winner **Dr. Robert N. Butler**, *Making of an Elder Culture* author **Theodore Roszak**, Stanford psychologist and *Long Bright Future* author **Laura Carstensen**, and long-term care iconoclast **Dr. Bill Thomas**.

The 250-page quality paperback includes five sections: politics, medicine, society, behavior and the "mathematical," with articles by historian Roszak, demographer **William Frey** and others. The volume concludes with a sort of glossary titled "Reasons to Believe," containing descriptive entries about model approaches to later life robotics to the Osher Lifelong Learning Institutes.

What's unusual about this book is that it was published by the nonprofit long-term care provider, Eskaton, based near Sacramento, Calif. They hired long-time editor and communications specialist on aging, **Stuart Greenbaum**, to spruce up their national image. There are a lot of ways to do that, and sinking large amounts of money into a book to be distributed to people far afield of the corporate homestead tends to be at the bottom of that list.

Greenbaum explained in an e-mail, "The primary goal of *Longevity Rules* is to reach the country's top policymakers with a message on the importance of addressing concerns about our aging population." About 3,000 copies are initially going out to all members of Congress, governors, schools of gerontology, gen-beat reporters, major TV news and talk shows, California legislators, aging-services providers, and national healthcare organizations, among others. Of course, it will be available soon on Amazon and at www.longevityrules.org.

Those able to get by the reception and discussion will find it in the AARP Dining Room at 601 E Street, NW, in D.C. Quite a few of the article contributors will be on hand, and they will be handing out complimentary copies. Greenbaum can be reached at 916-716-1310 (cell); Stuart.Greenbaum@eskaton.org.

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