



ABOUT THE “LOOKING FORWARD” PODCAST

Looking Forward was created in 2020 and is produced and hosted by Jeff Ostroff. It is about marketplace and societal TRENDS, how they affect *you*, and what opportunities they might offer *you*. Looking Forward is seen or heard on numerous sites, including Apple Podcasts, Spotify, Stitcher, Twitter, LinkedIn, Anchor, SoundCloud, and Jeff’s website, www.jeff-ostroff.com

Guests are experts in their fields; many are household names. (See list below.)

THE THREE REASONS WHY LOOKING FORWARD WAS LAUNCHED

1) Jeff Ostroff has long had an interest in trend tracking, which probably was kindled when he started watching Louis Rukeyser and "Wall St. Week" back in the mid-70s'. In 1988, he actually devoted a **whole chapter-- 30 pages--in his book, "Successful Marketing to the 50+ Consumer"** (Prentice-Hall) to write about future trends and opportunities in the 21st century related to seniors and baby boomers. (He mentions that in his podcast intro, by the way.) He actually got many of those predictions right, although he had only a slight idea that the Internet was coming!

(2 We live in a time of intense angst and huge challenges for many people around the world. We are typically bombarded by the media with this kind of distressing news. Jeff wanted to focus on something **positive, uplifting, and often hopeful** instead. This is in addition to informing people and giving them a sense of where things have been and are going, how it may affect them, and what opportunities it might open up for them. In other words, he wanted to inject rays of hope into a turbulent and trying world. (Notice the sunshine in Looking Forward’s logo-- shown below-- which also reflects those feelings.)

The name, **Looking Forward**, is in fact a double entendre: **Looking Forward** in terms of *positive anticipation*, and **Looking Forward** in terms of looking at *trends; i.e., what might things look like, say, up to 5-10 years in the future.*

(3 After having been a quoted and interviewed “expert” on marketing to baby boomers and seniors for many years, Jeff knows how difficult it is to maintain an expertise on a particular subject matter. So, he decided this time he was going to *converse* with the experts, not *be* one!

Jeff Ostroff

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<https://podcasts.apple.com/us/podcast/looking-forward/id1520476704>

TOPICS COVERED AND EXPERTS WHO HAVE BEEN GUESTS

Because trends span across many different industries and segments, listeners are global and from a diverse spectrum of interests and ages.

Food, Restaurants, and Supermarkets (Guests: Dave Joachim and Phil Lempert)
Financial (Jill Schlesinger)
Online Dating (Julie Spira)
Gut-Brain Connection (Dr. Amy Vollmer)
Entrepreneurship (Tim Draper)
Artificial Intelligence (Goran Lindsjo)
Retail Auto Industry and Electric Vehicles (Guests: Tyson Jominy and Loren McDonald)
Couples Communications (Dr. Sarah Rattray)
Sports (Christine Brennan)
Travel (Guests: Christopher Elliott and Janice Waugh)
Raising Successful Children (Dr. Roberta Golinkoff)
Mindfulness (Pax Tandon)
Senior Housing (Barbara Kleger)
Colleges and Universities (Jeff Selingo)
Renewable Energy (Tom Noyes)
Public Opinion Polls (Mark Schulman)
TV, Film, and Pop Culture (Guests: Ralph Begleiter and Professor Robert Thompson)
Suicide Prevention (Mary Ann Murtha)
Stoicism (Massimo Pigliucci)
Employment Opportunities (Ryan Farrell)
The Business of Podcasting (Steve Lubetkin)
Virtual Assistants (Melissa Smith)
Family Changes (Dr. Bahira Trask)
The Digital Revolution/Digital Societies (Taavi Kotka)
The Upside of Aging (Paul Irving)
Nutrition, Diets, and Dieting (Amy Goodson)
Redistricting (Carol Kuniholm)



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