

Chicago Tribune
February 17, 1998
THE THIRD AGE

By John Barry, The Miami Herald

Just as **80 million Baby Boomers** have begun to turn 50, these are the emerging images of "old" age: John Glenn, 77, soon to return to orbit in a space shuttle; George Bush, 72, floating in a parachute last year; Gloria Stuart, 87, an Oscar contender for her role in "Titanic."

Chicago Tribune
December 2, 1998

Congressional leaders named 10 people Monday to a new federal advisory commission that will recommend ways of preserving Medicare for **76 million Baby Boomers**, but President Clinton held up his selections because of wrangling with Republican leaders over the appointment of a chairman.

Chicago Tribune
September 6, 1998
AGING BOOMERS

Floyd A. Schlossberg, President, Illinois Health Care Ass.

I would like to commend U.S. Reps. Bill Lipinski and Harris Fawell for calling attention to the rapidly aging Baby Boom generation and the need for long-term health-care financing reform to provide affordable, quality health care for our nation's elderly. By co-sponsoring HCR 210, the congressmen have recognized the real and far-reaching health-care crisis this country faces as nearly **77 million Baby Boomers** enter their golden years in the next two decades.

THE ARIZONA REPUBLIC

July 13, 1998

EDITORIAL/OPINION

'CLUSTER' INDUSTRIES AT ROOT OF STATE'S RECORD GROWTH

ALAN P. HALD

At 52, I'm sitting at the front edge of the **77 million baby boomers** who will start retiring in 10 years. From here, it's easy to see a huge market emerging for senior-living products and services. Senior living will be a high growth industry well into the 21st century.

. THE ARIZONA REPUBLIC

May 22, 1998

EDITORIAL OPINION
SENIORS OFFICE INDEFENSIBLE
JOHN KOLBE, Political Columnist

. "The recommended funding will improve the state's competitiveness and help Arizona strategically position itself as a desirable retirement destination and a favorable business environment. . . " it notes in consultantalk. "The impending retirement of approximately **79 million 'baby boomers'** offers excellent economic development opportunities for the state and, in particular, rural Arizona

The Baltimore Sun
March 13, 1998
Boomers aren't saving enough, and retirement will be costly
JULIUS WESTHEIMER

A PENNY SAVED: "If you are one of the **77 million baby boomers**, you aren't saving enough. According to the American Association of Retired Persons, even the top 10 percent of income earners in the United States have saved and invested only \$ 66,000 -- not exactly a fat retirement cushion." (Worth, April.)

The Baltimore Sun
June 3, 1998
Boomers don't expect to see retirement

MINNEAPOLIS -- The nearly **80 million baby boomers** who will be heading into their retirement years soon aren't seeing visions of rocking chairs and Winnebagos. Instead they see work.

The Boston Herald
March 10, 1998
Security in mind; Apfel makes reform push
By JOE HEANEY

With **76 million baby boomers** now in middle age and worried about financial security in retirement, shaky Social Security projections have made overdue reforms the nation's greatest domestic priority.

The Buffalo News
May 20, 1998
PANEL PROPOSES SOCIAL SECURITY PLAN LINKED TO STOCK MARKET
ALICE ANN LOVE

The detailed plan recommends steps to make up for a cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits, including a gradual increase in the retirement age to 70.

The Buffalo News
July 20, 1998
NEW DRUG GIVES WOMEN A CHOICE IN HORMONE THERAPY
CARA BEARDI

Pharmaceutical companies have found a new target group in America's aging population, as the country's **76 million baby boomers** are turning 50 at a rate of one every ten seconds.

Chicago Sun-Times
May 19, 1998
Social Security plan delays full benefits
ALICE ANN LOVE

Besides reaching consensus on how to solve the cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits, the group suggested changes to make it easier for Americans to take retirement benefits with them when they change jobs and save on their own, tax free.

The Plain Dealer
June 18, 1998
TAKING A VISIONARY APPROACH; COLE NATIONAL SUCCEEDS BY
LOOKING AHEAD
MARCIA PLEDGER

Over the past few years, he has made strategic purchases and restructured Cole National Corp. His vision: to capitalize on the blurry eyesight of the nation's **78 million baby boomers** .

The Columbus Dispatch
May 26, 1998
EDITORIAL & COMMENT
SOCIAL SECURITY - NEW SUGGESTION DESERVES A WIDE HEARING

A measure proposed last week by lawmakers, business leaders and scholars would let Americans put part of their Social Security contributions in private investments. This is a good place to start in reforming the system.

When **77 million baby boomers** become eligible for Social Security benefits, there will be a sizable shortfall. This plan intends to meet that exigency.

THE DALLAS MORNING NEWS

March 7, 1998

Panel's options include total Medicare redesign

WASHINGTON - Meeting for the first time Friday, members of a new Medicare commission said they would explore several options for the future of the nation's health care program for the elderly - including the possibility of a from-scratch redesign.

The 17-member commission has one year to come up with a plan to save the program from being overwhelmed by the health care needs of **77 million baby boomers** who will retire starting in little more than a decade.

The Dallas Morning News

May 20, 1998

AROUND THE U.S.

Retirement investment plan proposed

WASHINGTON- Americans could save more money tax-free for retirement and invest part of their Social Security contributions in the stock market under a plan proposed Tuesday by a group of lawmakers, business leaders and scholars. "The goal of this is to have people more involved in their own savings," said Sen. John Breaux, D-La., a leader of the panel, which was convened by the private Center for Strategic and International Studies. The detailed plan recommends steps to make up for a cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits, including a gradual increase in the retirement age to 70.

The Denver Post

April 19, 1998

SECTION: PERSPECTIVE; Pg. G-03

Social Security can be saved

David Broder

It is far too early to forecast victory, but a number of political, economic and psychological factors are pointing to the growing possibility of a historic deal next year to preserve Social Security for the next generation - and very possibly improve it. The prospect of a healthy budget surplus - maybe \$ 50 billion or more this year and even more the next - means that money likely will be available to cushion the costs of transition to a new retirement system for the **76 million baby boomers** soon to reach their "golden years."

The Denver Post
January 11, 1998
Gen X on the range
Christina Nealon

Newspapers around small-town Colorado don't give space to Generation X, so I never gave it much thought. The closest the subject comes to Main Street is at the Liars Bench, where the old-timers' mouths drop at the sight of young people wearing low-riding blue jeans and high-riding underwear. Or on our ski slopes, where skiers clash with snowboarders. Or in the silence that follows our high school graduates who permanently disappear.

My daughter, Hope, who continually baffles me with her life choices, is part of the population glut that followed us **78 million Baby Boomers**. She is "Generation X" - one of the 44 million people aged 18 to 30. Only recently did her "Boomer" mom begin to understand what this means. My first wake-up call came when I realized that not only she, but also all her cousins (my

The Detroit News
May 06, 1998

Businesses urged to hire older workers: They bring patience, maturity and unrivaled work ethic to the job, one expert contends
Noreen Seebacher

It's a lesson many employers may learn sooner than they think. The aging of America's **83 million baby boomers** will have a significant impact on the nation's workforce and workforce development programs, according to a recent Urban Institute study sponsored by the U.S. Labor Department.

The Houston Chronicle
April 15, 1998 Historic deal could rescue Social Security DAVIS S. BRODER; Broder, a Pulitzer Prize-winning political reporter, writes a nationally syndicated column from Washington, D.C.

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MIAMI HERALD
January 31, 1998
THE NEW LOOK OF 'OLD AGE'
JOHN BARRY

Article on redefinition of human life span, particularly 'old age,' as **80 million baby boomers** begin turning 50; geriatric experts now refer to 'third age,' extension of healthy middle age well into what was once called sunset years; examples of active 'older' Americans, including some in south Florida, given; graph; photos (M)

The Times-Picayune
April 15, 1998
SHAPING UP SOCIAL SECURITY
DAVID S. BRODER

It is far too early to forecast victory, but a number of political, economic and psychological factors are pointing to the growing possibility of a historic deal next year to preserve Social Security for the next generation - and very possibly improve it. The prospect of a healthy budget surplus - maybe \$50 billion or more this year and even more the next - means that money likely will be available to cushion the costs of transition to a new retirement system for the **76 million baby boomers** soon to reach their "golden years."

The New York Times
May 24, 1998
DIARY
By JAN M. ROSEN
SOCIAL SECURITY A Market-Based Proposal

The National Commission on Retirement Policy, which includes members of Congress from both parties, proposed a sweeping overhaul of the Social Security system, calling for the establishment of personal investment accounts and a gradual increase in the retirement age, to 70, to make up for a cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits. "The goal of this is to have people more involved in their own savings," said Senator John B. Breaux, Democrat of Louisiana, a leader of the group, which includes lawmakers, economists, pension-system experts and business executives. The report says the changes would keep Social Security solvent for at least 75 years without raising taxes. Some liberals, however, oppose any plan that does not offer guaranteed benefits.

Newsday (New York, NY)

June 22, 1998

2 FROM NY ON MEDICARE CASE / PANELISTS AIM TO SOLVE ITS FINANCIAL
WOES

Deborah Barfield. WASHINGTON BUREAU

Washington - Bruce Vladeck sat near the head of a table earlier this month, laying out the bureaucratic complexities of Medicare, the federal health insurance program for the elderly and disabled that he once oversaw. Only a few seats away in a crowded room at the Library of Congress, Anthony Watson played another role, defending the private health care industry and the role it could play in serving Medicare patients. Pressure to shore up Medicare has landed the two New Yorkers key roles on a national panel grappling with how to ensure that the **77 million baby boomers** get benefits when they begin to flood the system in 2010.

Omaha World-Herald

May 19, 1998

Retirement at 70, Part Of Rescue Social Security panel also recommends personal investment accounts Social Security Proposal A group of lawmakers, business leaders and scholars is proposing a rescue plan for Social Security that would include raising the retirement age to 70 and shifting some taxes into personal accounts that workers could invest in the stock market. "I'm convinced our plan ... provides a solid middle ground where I see the congressional debate going over the next year," Rep. John Breaux, D-La., a project leader, said Tuesday. Besides reaching consensus on how best to solve the cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits, the group suggested changes to make it easier for Americans to take retirement benefits with them when they change jobs and save on their own, tax free.

THE ORANGE COUNTY REGISTER

May 20, 1998

Social Security plan would let workers invest

GOVERNMENT: The proposal, which aims to reduce the financial strain on the system, would raise the retirement age for many.

ALICE ANN LOVE: The Associated Press

The plan recommends steps to make up for a cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits.

The Orlando Sentinel

POLITICS STALL PUSH TO PRESERVE MEDICARE; PRESIDENT CLINTON
STALLED HIS SELECTIONS FOR THE NEW ADVISORY PANEL BECAUSE OF A
TIFF WITH REPUBLICAN LEADERS.

Congressional leaders named 10 people Monday to a new federal advisory commission that will recommend ways of preserving Medicare for **76 million baby boomers**, but President Clinton held up his selections because of wrangling with the Republican leaders over appointment of a chairman.

Pittsburgh Post-Gazette
June 23, 1998
Geriatrics care falling short

When the baby boomers reach their elderly years, there may not be enough doctors trained in geriatric care to treat them all, a new report shows. There are about 8,000 physicians who specialize in geriatric medicine, but at least 24,000 are needed to treat the 35 million Americans over the age of 65, according to a report by the Association of American Medical Colleges. By 2030, at least 36,000 geriatric physicians will be needed to care for the expected **76 million baby boomers** - those born between 1946 and 1964 - who will be entering old age.

The Rocky Mountain News(Denver, Co.)
May 20, 1998

BAILOUT PLAN WOULD RAISE RETIREMENT AGE TO 70; PROPOSAL WOULD HELP PRESERVE SOCIAL SECURITY IN 21ST CENTURY BY PHASING IN BENEFITS DELAY

A coalition of politicians, business leaders and scholars on proposed Tuesday that the standard retirement age be raised to 70 as a way to preserve Social Security in the 21st century. Noting the substantial gains in life expectancy since Social Security began in 1935, the bipartisan commission said a dramatic expansion of Americans' work longevity would help keep the retirement system solvent for at least 70 years. Social Security officials warn that, without fundamental changes, the looming retirement of **75 million baby boomers** will bankrupt the trust fund by 2032 and put it \$ 7 trillion in debt by 2070.

The commission, organized by the Washington Center

Sacramento Bee
April 15, 1998

DON'T JUST SAVE SOCIAL SECURITY; OFFER OPTIONS TO STRENGTHEN IT
David S. Broder

It is far too early to forecast victory, but a number of political, economic and psychological factors are pointing to the growing possibility of a historic deal next year to preserve Social Security for the next generation -- and very possibly improve it. The prospect of a healthy budget surplus -- maybe \$ 50 billion or more this year and even more the next -- means that money likely will be available to cushion the costs of

transition to a new retirement system for the **76 million baby boomers** soon to reach their "golden years."

The San Diego Union-Tribune

May 20, 1998

Panel urges Social Security investments; Retirement age would also be raised gradually to 70

WASHINGTON -- Americans could save more money tax-free for retirement and invest part of their Social Security contributions in the stock market under a plan proposed yesterday by a group of lawmakers, business leaders and scholars. "The goal of this is to have people more involved in their own savings," said Sen. John Breaux, D-La., a leader of the panel. It was convened by the private Center for Strategic and International Studies. The detailed plan recommends steps to make up for a cash shortfall expected when **77 million baby boomers** become eligible for Social Security benefits. And it includes a gradual increase in the retirement age to 70.

The Seattle Times

February 12, 1998

THE THIRD AGE -- HEALTHY MIDDLE AGE EXTENDS INTO WHAT WE ONCE THOUGHT WERE THE SUNSET YEARS
JOHN BARRY; KNIGHT RIDDER NEWSPAPERS

Just as **80 million baby-boomers** have begun to turn 50, these are the emerging images of "old" age: John Glenn, 76, soon to return to orbit in a space shuttle; George Bush, 72, floating in a parachute last year; Gloria Stuart, 87, an Oscar contender for her role in "Titanic."

St. Louis Post-Dispatch

March 9, 1998

HEADLINE: FUTURE METHUSELAHS: IT'S POSSIBLE

John Barry; 1998, Miami Herald

Geriatric experts say the qualities of middle age will extend well into what we now think of as the sunset years. Just as **80 million baby boomers** have begun to turn 50, these are the emerging images of "old" age: John Glenn, 77, soon to return to orbit in a space shuttle; George Bush, 73, floating in a parachute last year; Gloria Stuart, 87, an Oscar contender for her role in "Titanic."

St. Petersburg Times

April 5, 1998

Aging with the Boom
ALECIA SWASY

Dave Cox offers a primer on how to sell to America's most influential generation. The owner of Big C Steel in Clearwater prefers Dockers and Land's End shirts instead of suits and ties. In his free time, the 47-year-old father of two teenagers escapes on his Buell motorcycle. If he orders a drink, he prefers to sip Dewar's. He hates to shop, especially at malls. "I'd rather stab myself with a dull sword," he said. How Cox spends his time and money matters because he and the rest of the **78-million baby boomers** are hitting their peak earning years. Their decisions are reshaping how U.S. companies make and sell everything from cereals to cars.

Star Tribune (Minneapolis, MN)
March 16, 1998

Cops, docs and single mom to populate CBS prime time

Cops, docs and Melanie Griffith as a single mom star in CBS' bid to lure America's **78 million baby-boomer** viewers to prime-time TV and topple its mighty rival, NBC.

Sun-Sentinel (Fort Lauderdale, FL)
March 7, 1998

MEDICARE'S 'DIFFICULT TASK'

Meeting for the first time on Friday, members of a new Medicare commission said they would explore numerous options for the future of the nation's health care program for the elderly _ including the possibility of a redesign from scratch. The 17-member commission has one year to come up with a plan to save the program from being overwhelmed by the health care needs of **77 million baby boomers** who will retire starting in little more than a decade.

The Tampa Tribune
December 18, 1997

Prospects for Medicare, Social Security repairs dwindle

President Clinton and legislators face less pressure to make politically painful changes in Social Security and Medicare benefits. The surging economy, a boon for federal budget-balancers, also is making it likelier that lawmakers will delay tackling the next major budget problem: Long-term financial crises facing Medicare and Social Security. In a decade, as the **77 million baby boomers** begin retiring, an enormous financial hole will be ripped in the government's huge health-care and pension programs for the elderly and disabled. But where analysts once saw that crunch preceded by a parade of colossal federal deficits, they now foresee surpluses beginning as early as 1998 and lasting a decade or more.

USA TODAY

March 17, 1998

Social Security needs repair, but poor shouldn't pay for it

Before the nation can solve its \$ 15 trillion problem of financing **70 million baby-boomer** retirements, people need to start talking about it. On Monday, Sen. Daniel Patrick Moynihan, D-N.Y., gave them a place to begin.

The Washington Post

March 12, 1998

Baby Boom's New Wrinkle: A Rush to Cosmetic Surgery
Sharon Walsh, Washington Post Staff Writer

Business is booming for Denise Thomas, a cosmetic surgery consultant who takes clients doctor-shopping for just the right surgeon to laser away wrinkles, get rid of droopy eyelids, suction out fat or tighten up that turkey gobbler neck. Her appointment book contains the names of Wall Street vice presidents, physicians, lawyers, graphic artists and museum curators who believe they need, as well as want, a youthful, vigorous appearance. Many of them are from the army of **76 million baby boomers** marching reluctantly through middle age and are willing to endure expensive and painful procedures to look younger.

The Washington Post

April 15, 1998

Hope For Social Security
David S. Broder

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