



How We Can Work Together...

Advertising, sponsorship and collaborations

The Not Old - Better Show is a video and audio show that is broadcast over the Internet using podcast technology and features, among other subjects, health, fitness, technology, politics, new products, ideas, culture, film, music, literature, fashion and style for older men and women, and is watched by men and women of all ages. Its targeted internet audience, men and women aged 45+, represents an often-forgotten but large and affluent demographic. The show's content also reflects increasing interest in aging, longevity, mindfulness and family.

The Not Old - Better Show attracts over 1,600,000 users and 2,842,000 page-views monthly (Google Analytics).



Twitter
followers:
11,250



Instagram
followers:
8,800



LinkedIn
followers:
5800



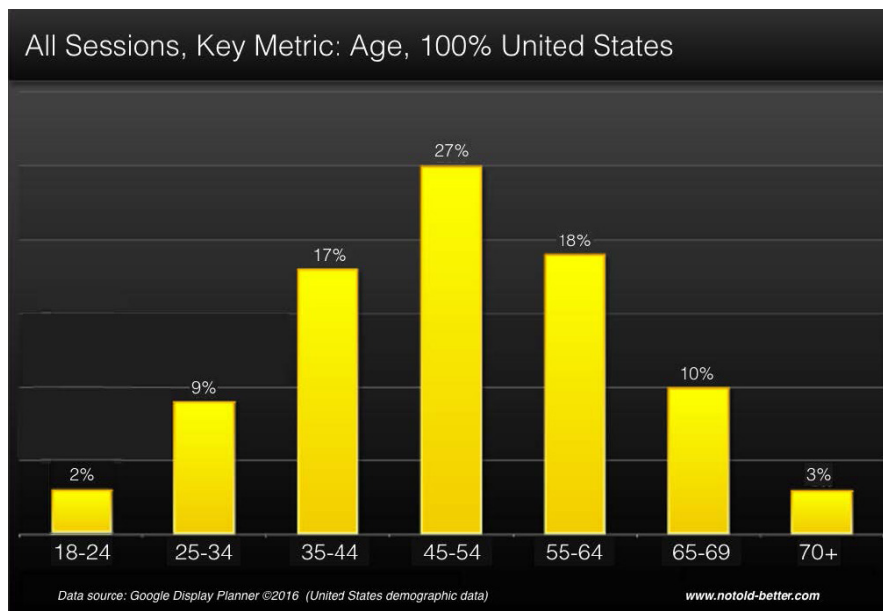
Facebook
Fan Page:
14390



SoundCloud:
1,625,000



YouTube:
14,000
subscribers



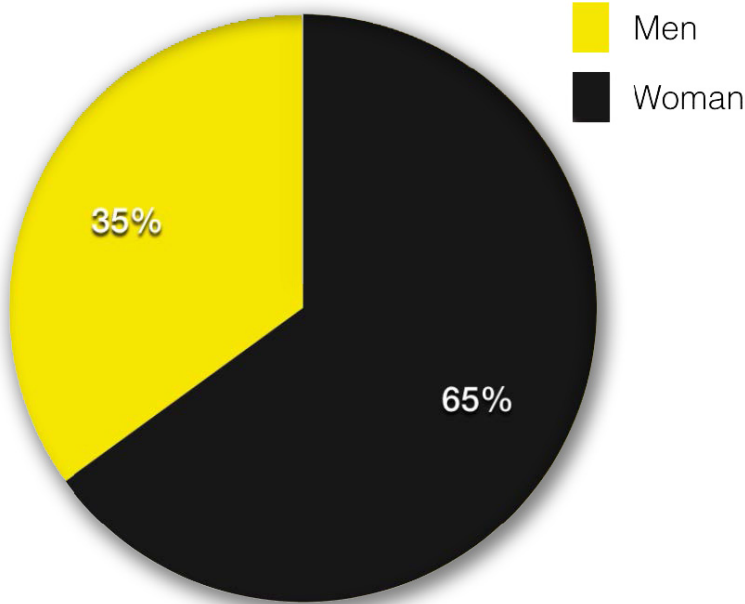
Demographics (source Google Analytics)
58% over 45 years of age, 17% 35-44, 9% 25-34, 2% 18-24

hosted by Paul Vogelzang



WHO IS THE NOT OLD - BETTER AUDIENCE?

Nearly 3 in 5 blog readers is female.



Not Old - Better is presented for those who share a passion for aging. Whether you're newly 50+, been there for a while, or interested on behalf of your aging parents, Not Old Better offers many ideas for many needs across the aging spectrum, and our show is for you. Our shows have a wide appeal, and are available for download in website archives. This allows subscribers to revisit shows that feature a certain topic they'd like to review, and new viewers and listeners to discover old shows, and locate an interview or subject that they may have missed. This "long tail" content is excellent for search engine optimization, which we are experts.

PROFESSIONAL PRODUCTION

Along with the talents and vast aging knowledge of host, Paul Vogelzang, Not Old - Better is produced professionally. Paul is the co-author of "Podcast Audio Video Professionals," and has contributed to "The New Influencers," and as such, Paul helped design and develop the Not Old - Better studio, which provides the superior sound and video quality that you hear and see on the show. While most non-commercial podcasts are produced in basements and attics, Not Old - Better is produced in a studio similar to those used by video and audio professionals.

45+ INFORMATION FROM AROUND THE GLOBE

Not Old Better Radio features diverse international content. Not only does the show conduct overseas telephone interviews with some of the world's best known aging personalities, but we also travel to the top domestic and international destinations to bring you the stories you want to hear. Because we are based in the Washington DC metro area, we are very accessible for policy, finance, health, government leaders eager to reach our important audience.

hosted by Paul Vogelzang



Boomers: The Forgotten Generation

by Sara Schor, Executive Vice President of Strategy Sterling Brands

In the 1990's and 2000's, it was with an almost apocalyptic tone that media and marketers talked about the Baby Boomer audience, and the profound impact they would have on the American marketplace.

Phrases like "an American turns 50 every seven seconds" would have suggested a massive marketing shift to consumers born before 1965, leaving Gen X, Gen Y and the like stranded. There was some lip service being given to the "Boomer" audience or consumers over 50, but down-aging and targeting of youth prevailed.

Then, in the past five years or so, everyone got obsessed with Millennials, and Boomers were all but forgotten. But, Boomers are still a 74.9M audience with \$3.2T in spending power, more than any other generation. What gives?

First, some facts:

- The Boomer audience is the fastest growing audience, increasing by 16M people in the next decade
- Not only do they have massive spending power today, they'll be inheriting a lot more in the next two decades, up to \$13B
- They account for 50%+ of all consumer spending; every year adults 55-64 outspend the average consumer in nearly every category, from food to furniture to entertainment
- Four out of five retailers attribute nearly 50% of their sales to baby boomers
- They're not just spending on themselves – the "grandparent economy" is \$27.5B and growing

These people have needs, time, and the interest in spending their large swaths of money on themselves and others. So why is everyone so afraid to market to them? Maybe we should look at some of the concerns we hear from our clients, and an alternate point-of-view.

My consumer is going to die off.

In 20-30 years, yes, he or she will. But between now and then are a lot of "active consuming years", and there's a lot to be said for gaining a decade or two of consumption among the nation's largest (and most well-off) audience. Home Depot has recognized this in a big way, and is readjusting their position and offerings around DIY and DIFM to serve their needs.

And importantly, if you become respected as a brand that gets and serves consumers over 50 in a fresh, compelling and honest way, the Gen Xers who will be turning 50 soon will be right in line to adopt your brand. Plus, "boomer cool" brands (think: Harley Davidson) are more often being embraced by young people today.

hosted by Paul Vogelzang



Boomers: The Forgotten Generation (Cont.)

I don't want to be an old person's brand.

Haven't you heard? 50 is the new 40 (or something like that). One of the most dramatic demographic and psychographic changes we've seen in the past decade is the redefinition of what "old" is today. The notion of a 60 year-old woman, sitting in a rocking chair knitting a sweater for her ten grandchildren is ancient history (so to speak). So is the idea of a 58 year-old man, retired in Florida, wearing black socks and sandals, playing shuffleboard, murmuring to himself about the good old days. It's just not the case any longer. In a recent Australian study, only 1% of Boomers say they feel their actual age; the average person feels about 13.5 years younger than their chronological age.

We need to refresh the brand.

I've heard this one a lot and really don't get it. I guess what this assumes is that if you target the over 50 crowd, your advertising is going to look like the Geritol ads of the 80's or that "I've fallen and I can't get up" infomercial. OK, so you might not want to use Ariana Grande in your marketing if you are going after Boomers, but really...who cares? Consumers over 50 are also interested in marketing communications and packaging with a fresh and contemporary tone, feel and message.

Plus, there's definitely a trend toward embracing older demographics as a statement of modernity, diversity and inclusion. Sports Illustrated recently featured a 56 year-old woman, Nicola Griffin, in the 2016 swimsuit edition. While all of the hype from this issue has been about the beautiful "plus-sized" Ashley Graham, Nicola holds her own as an equally gorgeous, confident and sexy woman.

Boomers don't know how to use the Internet, so I can't target them

So, I guess no one else's mom makes silly remarks on their Facebook feed? No one else has their dad sending them articles about the crazy home prices in San Francisco? No, they are not digital natives – and yes, I've also gotten my share of "how do you do this" questions related to computer and tablet use – but Boomers are in fact online and are targetable. 82% of Boomers use at least one social networking site – and importantly, 57% have visited a company website or continued search on a search engine as a result of using a social networking site. Plus, consumers 50+ now spend more time online than watching TV (19 vs. 16 hours).

I'm not targeting age...I'm targeting an attitude.

We love this sentiment and agree totally. A 56-year old female, empty-nester divorcee's needs and attitudes will more likely mirror that of a 31 year-old single woman than a 53 year-old married woman with two teenaged kids. This approach should be used with planning product portfolios and marketing communications. But this doesn't mean that a 52 year-old woman is sourcing Popsugar for influence. Nor does it mean that she's going to use, consume or wear products in the same way as her 31 year-old "peer." Target the age; but position and market to the attitude.

I don't for a second disagree with targeting the massive Millennial generation or Gen Xers. But sometimes Boomers are an ideal audience for your brand, and brands mistakenly underestimate the value of this audience. And importantly, they want advertisers to acknowledge they are still alive and still spending. Let's start to remember this "forgotten generation".

hosted by Paul Vogelzang



NOT OLD BETTER REACH

Put simply, **Not Old - Better** is a HD quality, web based program (Podcast) that can be downloaded free of charge to any computer device capable of playing audio or video files: computers, tablets, MP3 players, iPhones, smartphone's, cell phones, etc. Unlike traditional and Internet-based programs, our world wide base of fans can watch and listen to Not Old Better Show whenever they want, without having to limit their viewing and listening to fixed broadcast schedules.

To help understand the potential impact of Not Old - Better, take a quick glance at some numbers. In an April 2015 report, the Pew Internet & American Life Project found that over 42 million people, or 26% of the U.S. population, owned an iPhone or other similar smart phone technology, including the MP3 player. Of those 42 million, 29% (12 million people) had downloaded and listened to podcasts. The

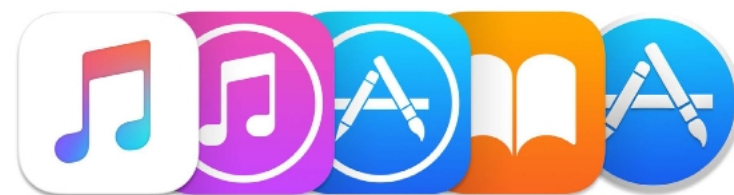
Pew survey found that high percentages of listeners were baby boomers and other older generation groups. Men and women were equally represented among listeners. During the 2015 holiday season alone, Apple has sold over 15 million iPhones around the world, expanding the potential audience for podcasts by millions – and that doesn't include those who use other smart phone players, automobile podcast technology, and other devices. Podcasting and Not Old - Better are among hottest media trends in the industry today! BusinessWeek listed Not Old Better Radio as one of "The Best Ideas of 2015" (Dec 12th, 2015) No other media channel can deliver a message in the same unique way as Not Old - Better! Its ever expanding audience is passionate about the show and keep coming back for more.

LONG TAIL SEARCH ENGINE PODCAST STRATEGIES

The keys to using search to reach the 42 million podcast listeners are as follows, and each brings long tail search opportunities which are vital to this fragmented audience.

iTunes:

Apple iTunes platform will place Not Old Better in front of 1 billion podcast subscribers worldwide. The beauty is, Apple provides this opportunity at no charge. Why? Simply because, Apple, like the other online giants understand that keeping their customers engaged on their site or platforms will allow them to engage more



Seresssted is a Proud Member of The Affiliate Program.
It pays to participate.

with their own brand and the longer viewers and listeners stay on their site the more chances they will have to purchase music, TV shows, books, etc. In fact, Not Old - Better has been approved by Apple iTunes for the Apple Affiliate program, making iTunes, iBooks, Movies, TV Shows, and all apps, a revenue stream.

hosted by Paul Vogelzang



Optimize the Not Old Better Podcast Channel on iTunes, Soundcloud, Stitcher, Spotify, TuneIn, Ford, BMW, GM, etc.:

Not Old Better Radio treats each of these platforms like search engines and uses keywords in each podcast show title, show sub title, show and episode descriptions and tags to be easily found by our listeners and viewers.

Not Old Better Will Use the Interview An Expert Model to Drive More Traffic Back to the sponsor web site and Podcast Channel:



As mentioned above, Not Old Better Show will interview experts with big followings and then request them to share the podcast episode via a link with their data bases which will provide high authority sites linking back to sponsor channels, which will in turn improve the organic ranking overtime.

hosted by Paul Vogelzang

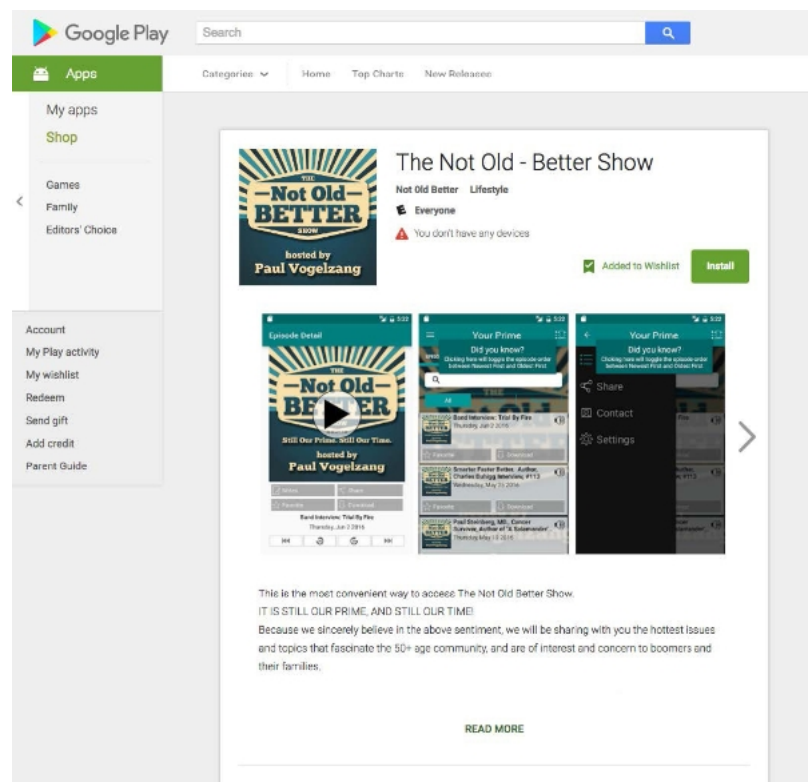


Not Old Better Named as Official Member of Press for EPK.TV Movie Reviews and Media:

As the entertainment industry's leading web portal for promotional materials has partnered with Not Old Better to offer new, feature film release assets, one sheets, photos, digital shorts and celebrity interviews for new movies, television and broadcast properties. Studios such as SONY, Walt Disney, Warner Bros., Amazon Studios, 20th Century Fox, FOCUS Features, Netflix, and many, many others all share screeners and exclusive content with Not Old Better.

Not Old Better Apps & Players Across all Devices, Making for Total Ease of Use for Audience:


Google Play App






hosted by Paul Vogelzang

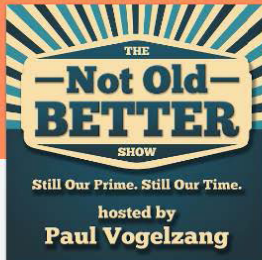


Google Play Podcast Channel



Search






Still Our Prime. Still Our Time.
hosted by
Paul Vogelzang

The Not Old - Better Show

Paul Vogelzang
18 episodes

Not Old – Better is a radio show that is broadcast over the Internet using podcast technology discussing the hottest issues and topics that fascinate and inform those 50+ Americans and are of interest and concern to boomers. Not...

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NAME	DESCRIPTION	DATE ↑	
Author, Seth Harwood, "Everyone Pays" I...	Author, Seth Harwood, "Everyone Pays" Interview Seth...	Jun 19, 2016	29:04 ⓘ
Larry Iser Interview: Led Zeppelin, "Stair...	LED ZEPPELIN ON TRIAL FOR CHORD THEFT: WHO O...	Jun 17, 2016	22:11 ⓘ
John Elder Robison, Interview: The Not O..	JOHN ELDER ROBISON, AUTHOR, NYT BEST SELLER, ...	Jun 16, 2016	28:32 ⓘ
Judy Collins & Ari Hest Interview: Silver ...	Judy Collins & Ari Hest Interview: Silver Skies Blue We...	Jun 10, 2016	23:15 ⓘ
Band Interview: Trial By Fire	Trial By Fire...Tribute to Journey Interview On June 4th...	Jun 2, 2016	17:43 ⓘ
Smarter Faster Better. Author, Charles D...	SMARTER FASTER BETTER: The new book by NYT inv...	May 25, 2016	30:01 ⓘ
Paul Steinberg, MD., Cancer Survivor, Au...	Paul Steinberg, MD., Cancer Survivor, Author of "A Sala...	May 19, 2016	35:21 ⓘ

hosted by Paul Vogelzang

THE —Not Old— BETTER SHOW

Apple iTunes Apps, iPhone & iPad:

iTunes Preview

Overview Music Video Charts

The Not Old – Better Show

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By Paul Vogelzang

Open iTunes to buy and download apps.



[View in iTunes](#)

ⓘ This app is designed for both iPhone and iPad

Free

Category: [Lifestyle](#)
Released: Jun 10, 2016
Version: 2.1.9
Size: 6.6 MB
Language: English
Seller: Paul Vogelzang
© 2016
[Rated 4+](#)

Compatibility: Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

Description

This is the most convenient way to access The Not Old Better Show.

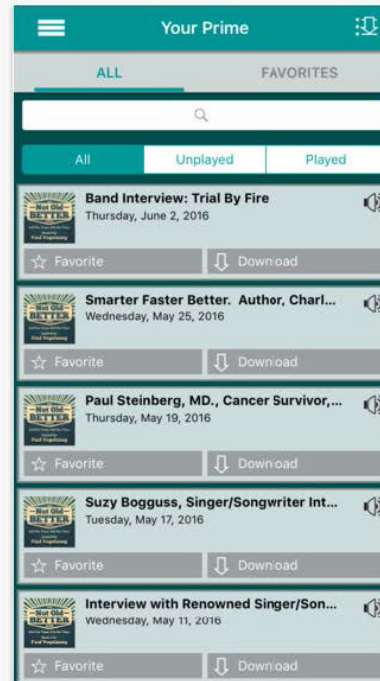
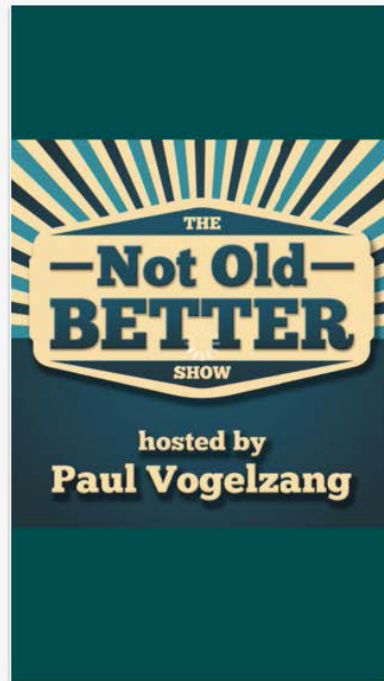
IT IS STILL OUR PRIME, AND STILL OUR TIME!

[Paul Vogelzang Web Site](#) [The Not Old – Better Show Support](#)

[...More](#)




Screenshots

iPhone | iPad



hosted by Paul Vogelzang

Apple iTunes Apps, iPhone & iPad:

 Mac iPad iPhone Watch TV Music Support




iTunes Preview

Overview Music Video Charts

The Not Old – Better Show

By Paul Vogelzang

Open iTunes to buy and download apps.



[View in iTunes](#)

This app is designed for both iPhone and iPad

Free

Category: Lifestyle

Released: Jun 10, 2016

Version: 2.1.9

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Language: English

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© 2016

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[View More by This Developer](#)

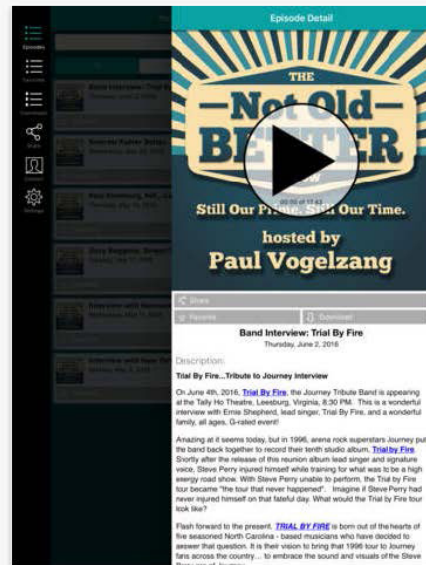
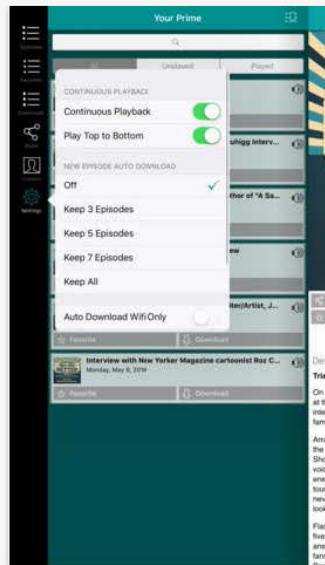
Description

This is the most convenient way to access The Not Old Better Show.

IT IS STILL OUR PRIME, AND STILL OUR TIME!

[Paul Vogelzang Web Site](#) [The Not Old – Better Show Support](#) ...More


Screenshots


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THE —Not Old— BETTER SHOW


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[Talk](#)
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hosted by
Paul Vogelzang



The Not Old - Better Show


15 BROADCASTS | 3 FOLLOWERS

Now Playing:
Author, Seth Harwood, "Everyone Pays" Interview

New

Author, Seth Harwood, "Everyone Pays" Interview
06/19/16
Author, Seth Harwood, "Everyone Pays" Interview Seth Harwood is here today. Seth, as always, is a welcome surprise! Seth's newest book, "Everyone Pays," is a fu...

2016 [Episodes](#)



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PROGRAM INFORMATION

LOCATION
VA

GENRES
Culture

LANGUAGE
English

[Visit the station website](#)
[Email the show](#)
[Update show info](#)

JUN 17 **Larry Iser Interview: Led Zeppelin, "Stairway to Heaven"...**
LED ZEPPELIN ON TRIAL FOR CHORD THEFT: WHO OWNS THE CHORDS??? "Stairwa...

JUN 17 **John Elder Robison, Interview: The Not Old - Better Show**
JOHN ELDER ROBISON, AUTHOR, NYT BEST SELLER, SWITCHED ON WELCOME TO TH...

hosted by Paul Vogelzang

THE —Not Old— BETTER SHOW

TuneIn Radio & Spreaker:

Spreaker

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THE
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BETTER
SHOW

hosted by
Paul Vogelzang

Still Our Prime. Still Our Time.

THE
—Not Old—
BETTER
SHOW

Still Our Prime. Still Our Time.

hosted by
Paul Vogelzang

The Not Old - Better Show

Category: Culture

Created by: Paul Vogelzang, Not Old Better PRO

Total plays 195 | Total downloads 11

EDIT STATISTICS CUSTOMIZE RSS

PLAY f g+ <> EMBED

“ Not Old - Better is a radio show that is broadcast over the Internet using podcast technology discussing the hottest issues and topics that fascinate and inform those 50+ Americans and are of interest and concern to boomers.

Not Old - Better viewers and listeners can “tune in” whenever they want, giving them the freedom to enjoy the show in the gym, in the car, at home or work.

A SHOW FOR THOSE 50+, BY THOSE 50+

Not Old - Better is produced one to two times a week, and each show is roughly 25 ... See More ”

Pokemon Go Explained...

12 Jul

09:39

Roger Landry MD: "Live Long, Die Short" interview...

07 Jul

32:37

Author, Seth Harwood, "Everyone Pays" Interview...

19 Jun

29:04

Larry Iser Interview: Led Zeppelin, "Stairway to ...

17 Jun

22:11

John Elder Robison, Interview: The Not Old - Be...

16 Jun

28:32

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@ptvogel

iTunes

<https://itunes.apple.com/...>

Skype

ptvogelzang

Telephone

5713060107

Create and publish a Mobile App for this show.

Get creative - no coding skills required!

CREATE

hosted by Paul Vogelzang



iHeart Media: The Not Old Better Show is now available on iHeartRadio and iHeart Media



The Not Old Better Show Joins Clear Channel's iHeartRadio

Technology, entertainment, health, fitness, wellness, mindfulness, and culture broadcasts from The Not Old Better Show are now available on iHeartRadio, expanding the distribution of 24/7 programming designed for the 50+ age community and their families through expert interviews, storytelling, reviews, and more.

Washington, DC, July 2016 - The Not Old Better Show today announced that it's now available on iHeartRadio, Clear Channel Media and Entertainment's digital platform. The Not Old Better Show delivers to the 50+ age community and their families worldwide the only 24/7 broadcast of technology, entertainment, education and information specifically designed for the baby boomer generation. The Not Old Better Show is now accessible wherever iHeartRadio's comprehensive, all-in-one digital listening platform is offered - including web, mobile devices, tablets and automobiles.

The Not Old Better Show is the leading broadcaster of on air, online, and mobile podcasts featuring specific themed programming and content, information, education and analysis for the 50+ age community. It is designed to help all 50+ age community members and their families stay abreast of trends, research, expert commentary, culture, literature, health and relationships, among others. More than 1.5 million people are listening to The Not Old Better Show and their Fitness Frida Technology Power Hour, Grooming Over 50, and Music Today programs. The Not Old Better Show affiliates include EPK.TV, 20th Century Fox Studios, Warner Bros., Amazon Studios, and many, many others all of whom share exclusive content with the program and its audience.

"We are very excited to partner with iHeartRadio," said Paul Vogelzang, founder and host of The Not Old Better Show, and CEO of its parent Senessted Entertainment. "Our listeners have told us they want greater access to our programming and content, and we can deliver that by partnering with the industry-leading digital radio broadcaster whose comprehensive digital platform reaches hundreds of millions of listeners nationwide," adds Vogelzang.

The iHeartRadio app, which reached its first 20 million registered users faster than any digital service in Internet history, delivers everything listeners want in an all-in-one platform: Instant access to more than 1,500 radio stations from across the country, user-created Custom Stations inspired by a favorite artist or song, thousands of curated digital stations "Perfect For" any mood or activity, and the new iHeartRadio Talk feature giving users access to the best on-demand news, talk and entertainment content available today.

ABOUT THE NOT OLD BETTER SHOW | PAUL VOGELZANG

Paul Vogelzang, and The Not Old Better Show team, have seen their popularity explode almost overnight, culminating with the programming and access to top entertainment, political and cultural icons. Vogelzang's revealing commentary has wowed critics and audiences alike. According to Dan Goodman, CEO, Believe Entertainment, "Digital distribution of content such as The Not Old - Better Show represents a massive opportunity to reach the 55+ age community in new and compelling ways." Believe Entertainment is Vogelzang's former studio partner on MommyCast and an industry leading studio producing premium content with A-list talent such as LeBron James, and the legendary DJ and producer Tiesto among others. "Our experience with digital distribution as an effective primary channel for engaging any active demographic, and especially Paul's, is proof this channel works," says Goodman.

hosted by Paul Vogelzang



ABOUT iHEARTMEDIA

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over a billion downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 85 million registered users faster than any other radio or digital music service and even faster than Facebook. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. Visit iHeartMedia.com for more company information.

hosted by Paul Vogelzang



The Not Old Better Show is the latest recipient of iBreakaway Daily's® Technology Award.

Media, technology, entertainment, culture, lifestyle and film conglomerate Digital Arts Global, Breakaway Daily, Breakaway Radio, Breakaway Living and Not Old Better Show Breakaway Geek, based in Canada, has awarded their latest Technology Award to The Not Old Better Show and their recent, easy to use smart phone and tablet applications. The announcement was made on June 30, 2016, by Founder and Editor in Chief, Jamee Beth Livingston. The Not Old - Better Show, which is the first independent entertainment, technology, culture and community podcast to reach 55+ age community and their and families, prides itself as THE resource on subjects of great interest and meaning.



Digital Arts Global and Breakaway Daily are considered one of the most widely respected technology awards and are known for their international creative presence, as well as the deep media penetration of their leading edge culture communications. Editor in Chief Livingston says that the "company reaches millions with it's hard hitting brand of on line journalism, and we aim to connect with a new audience interested in more than just the trend, but the deeper meaning." Livingston goes on to say that previous award winners have been Bell International, Tech For Vets, and the social giving site WeBuildIOI. Livingston is proud that the awards specialize in both technology business and humanitarian philanthropy.

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In describing the apps and their focus, Paul Vogelzang, host and founder of The Not Old Better Show, and CEO of parent company, Senessted.com, points to the various comments made by Beta Testers and Digital Arts Global testing agents. One such comment that Vogelzang shares "This app from The Not Old Better Show is especially designed for older eyes, giving us all the simple option to toggle between different, easy and easier sizing of reading the screen!" Vogelzang says "The app needed to make sense to our audience, obviously. But, it's gratifying to hear comments pointing out specific uses, following directly from our intended development. And, to be the recipient of the Tech Award is just double confirmation we're on the right track."

Vogelzang goes on to say, "We'll continue to make scheduled improvements, and for now, we're testing at every stage to make it the very best, after gratefully accepting this recent award." The app is available for Apple phones and tablets, and Android devices, on many web sites.

hosted by Paul Vogelzang





The Not Old Better Show is the latest recipient of iBreakaway Daily's® Technology Award. (Cont.)


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
hosted by Paul Vogelzang


THE —Not Old— BETTER SHOW


 Home


 Collection

 Upload

 Not Old - Better









Not Old - Better

THE —Not Old— BETTER SHOW

Still Our Prime.
Still Our Time.

hosted by
Paul Vogelzang

All Tracks Playlists Reposts

Spotlight (1/5)



Not Old - Better
Not Old - Better Show new intro

4 months #Health

3 Add to playlist Add to group Share

Recent



Not Old - Better
Roger Landry MD: "Live Long, Die Short" interview

3 days #Entertainment

302 Add to playlist Add to group Share



Not Old - Better
Author, Seth Harwood, "Everyone Pays" Interview

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Paul Taylor Vogelzang is an award-winning blogger, podcaster, writer, producer and style fanatic, known for his down to earth accessible reporting and advice for men and women 50 + age, and their families. Paul was one of the

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Paul Vogelzang
Host of The Not Old - Better Show ▶ CDO Digilaros

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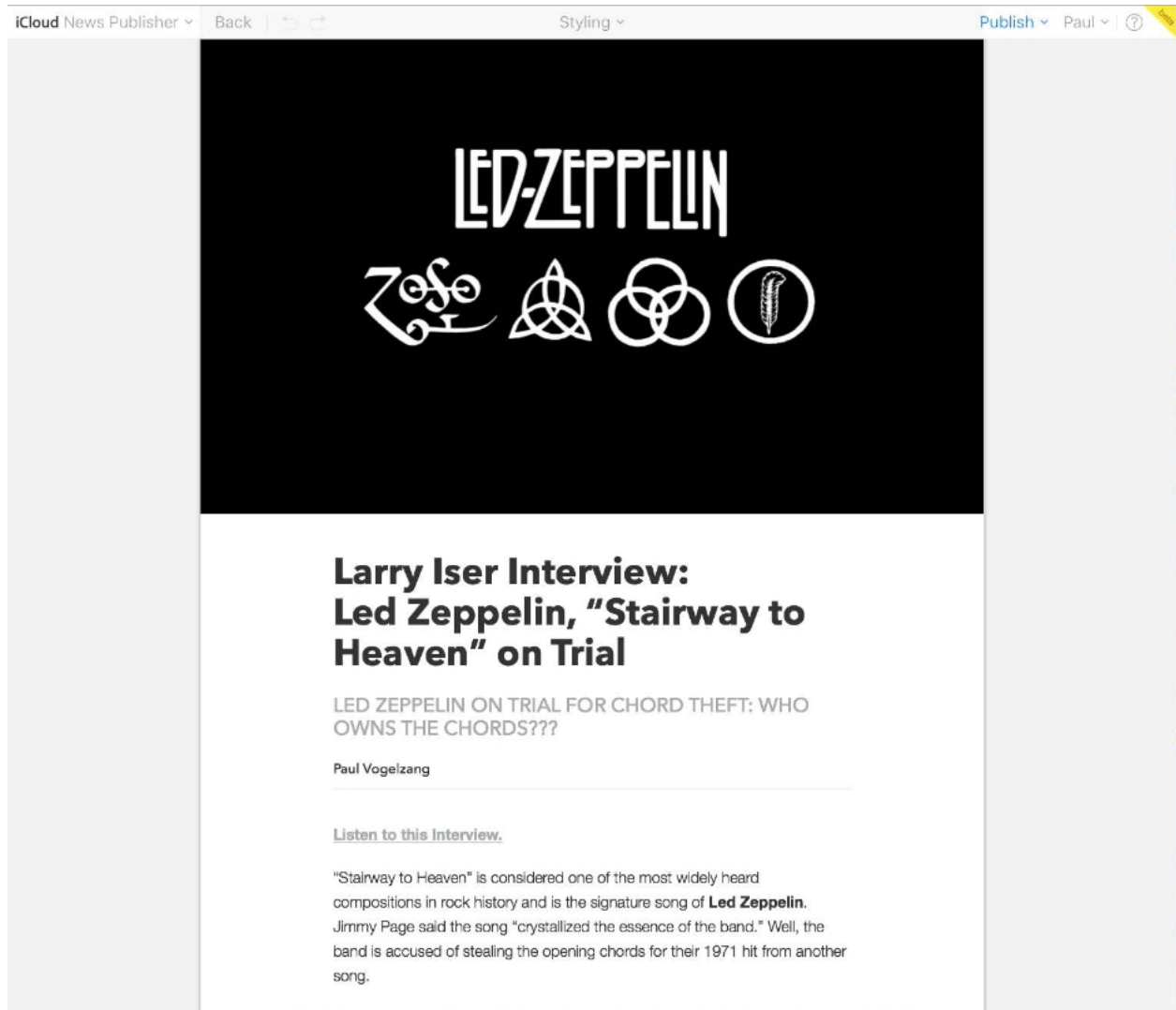
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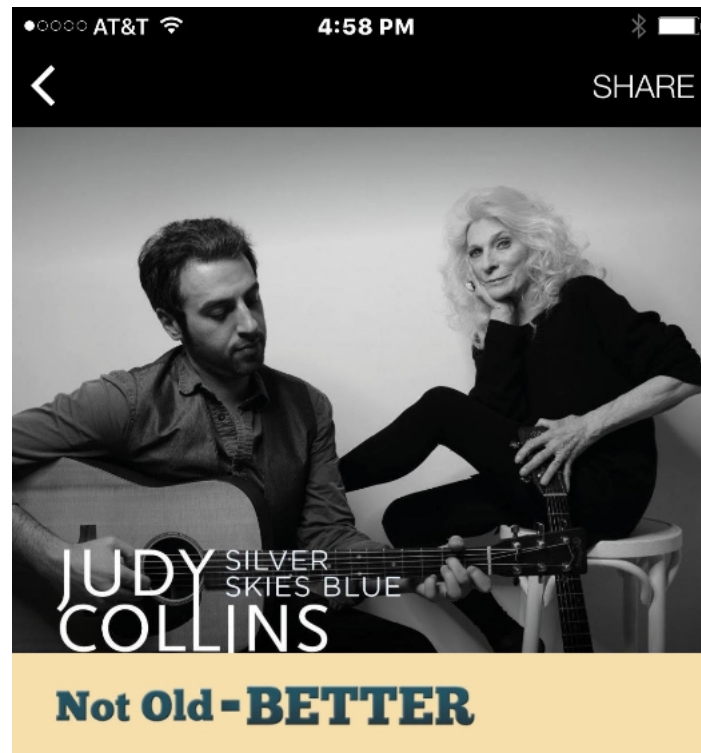
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THE NOT OLD BETTER SHOW

Judy Collins & Ari Hest Interview: Silver Skies Blue

BY PAUL VOGELZANG
JUN 2, 2016

hosted by Paul Vogelzang




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Paul Vogelzang is the host of The Not Old Better Show, a podcast discussing the hottest issues & topics that inform those 50+ & boomers. [NotOldBetter.com](#)

Washington, DC
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1 Breakaway Daily @breakawaydaily
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Not Old Better Show @notoldbetter · Jul 15

Thanks, Dr. L! Enjoyed talking, and I know we'll talk again. Soon!
#livelongdieshort @livelongdieshort

Roger Landry @livelongdieshort
Thank you, Paul Vogelzang! Here, we talk about what it takes to age in a better way. #successfulaging #stress [twitter.com/notoldbetter/s...](#)

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Such important information! Thanks, David Plink and @iAmJives! Great interview and great, important material to co...



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