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A woman in a dark grey business suit is climbing a silver metal ladder. She is looking through black binoculars. The background is a bright blue sky with light, wispy clouds. The text 'A Different Perspective on Senior Living' is overlaid on the right side of the image in a large, white, sans-serif font. A diagonal watermark reading 'COPYRIGHT' is visible across the center of the image.

# A Different Perspective on Senior Living

Steve Gurney  
Founder and Publisher  
Guide to Retirement Living SourceBook



## • **About the Project**

- Overview
- What I Learned



## • **Immersion Perspective**

- Getting in “Different Shoes”

## • **Tools and Ideas for Providers**

- Authentic and Creative



## • **Thoughts on the Future**

- Moving toward an “ageless” culture

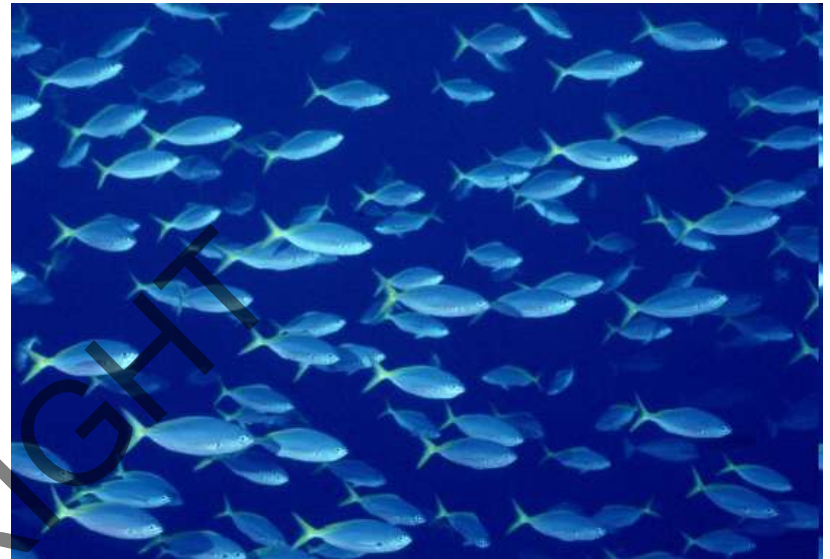
# Everyone Is Aging!

*Aging Doesn't = Disability*



- wrinkled?  
 wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.



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**IN**dependence vs. **INTER**dependence

*We need to move toward a culture where receiving help is not viewed as a weakness*



***Regardless of our age, the automobile connects most of us to a purposeful life.***

# Age Segregation?





**Looking at “problems” from  
a different perspective**



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