## OPIES UNITE!

## OLD PROFESSIONALS SURVIVING AND THRIVING IN ECONOMIC DEVELOPMENT

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From Baby Boomers to Millennials





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Age is irrelevant. Ask me how many sunsets I've seen, hearts I've loved, trips I've taken, or concerts I've been to. That's how old I am.

Joëlle
"Age and glasses of \#wine should never be counted." -

Unknown
\#SayQuotable


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## " $\vdots$. CONNECT. COLLABORATE. CREATE. I SEPT. 17-20, TORONTO, ONTARIC

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## Measurement Conesion Table

## Conversion Rule

Use the equivalent measures and multiply or divide.

Examples
To change inches to centimeters:
$12 \times 2.54=30.48 \mathrm{~cm}$

## number number of

of inches centimeters
To change centimeters to inches:

| $\begin{aligned} & 51 \div 2.5 \\ & \begin{array}{l} \text { number of } \\ \text { centimeters } \end{array} \\ & \begin{array}{l} \text { numb } \\ \text { centin } \\ \text { in one } \end{array} \end{aligned}$ | $=20.08 \mathrm{in}$ |
| :---: | :---: |
| U,S. Customary | Metric |
| in = inch | $m m=$ millimeter |
| $f t=$ foot | cm $=$ centimeter |
| yd $=$ yard | $\boldsymbol{m}=$ meter |
| $m i=$ mile | km = kilometer |
| fl oz = fluid ounce | $m \boldsymbol{l}=$ milliliter |
| pt $=$ pint | $\ell=$ liter |
| $q \mathrm{t}=$ quart | $g=$ gram |
| gal $=$ gallon | $\boldsymbol{k g}=$ kilogram |
| oz = ounce |  |
| $l \mathrm{~b}=$ pound |  |

Capacity

| $1 \mathrm{floz}=29.574 \mathrm{ml}$ | $1 \mathrm{ml}=.034 \mathrm{floz}$ |
| :--- | :--- |
| $1 \mathrm{pt}=.473 \ell$ | $1 \ell=2.113 \mathrm{pt}$ |
| $1 \mathrm{gt}=.946 \ell$ | $1 \ell=1.057 \mathrm{gt}$ |
| $1 \mathrm{gal}=3.785 \ell$ | $1 \ell=.264 \mathrm{gal}$ |

## Length and Distance

| $1 \mathrm{in}=2.54 \mathrm{~cm}$ | $1 \mathrm{~mm}=.039 \mathrm{in}$ |
| :--- | :--- |
| $1 \mathrm{ft}=30.48 \mathrm{~cm}$ | $1 \mathrm{~cm}=.394 \mathrm{in}$ |
| $1 \mathrm{yd}=.914 \mathrm{~m}$ | $1 \mathrm{~m}=1.094 \mathrm{yd}$ |
| $1 \mathrm{mi}=1.609 \mathrm{~km}$ | $1 \mathrm{~km}=.621 \mathrm{mi}$ |

## Weight

$$
\begin{array}{ll}
1 \mathrm{oz}=28.350 \mathrm{~g} & 1 \mathrm{~g}=.035 \mathrm{oz} \\
1 \mathrm{lb}=.454 \mathrm{~kg} & 1 \mathrm{~kg}=2.205 \mathrm{lb}
\end{array}
$$




## Daryl Phillips, CEcD

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## Demographics

## Psychographics

## Age / Gender

## Race

## Location

| Personality |
| :---: |
| Values |
| Attitudes |
| Interests |
| Lifestyles |

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HOW MENTORS HELP...



CORPORATE UNDERSTANDING


PROBLEM SOLVING



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NIMBY - Not In My Back Yard
CAVE people - Citizens Against Virtually
Everything
BANANA people - Build Absolutely Nothing Anywhere Near Anything

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"We few, we happy few, we band of brothers..." from Henry $V$ by William Shakespeare


## Live long and prosper.

 Spock
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Surviving and thriving
IN ECONOMIC DEVELOPMENT
(Yes, I know Spock had nothing to do with the Force!)

