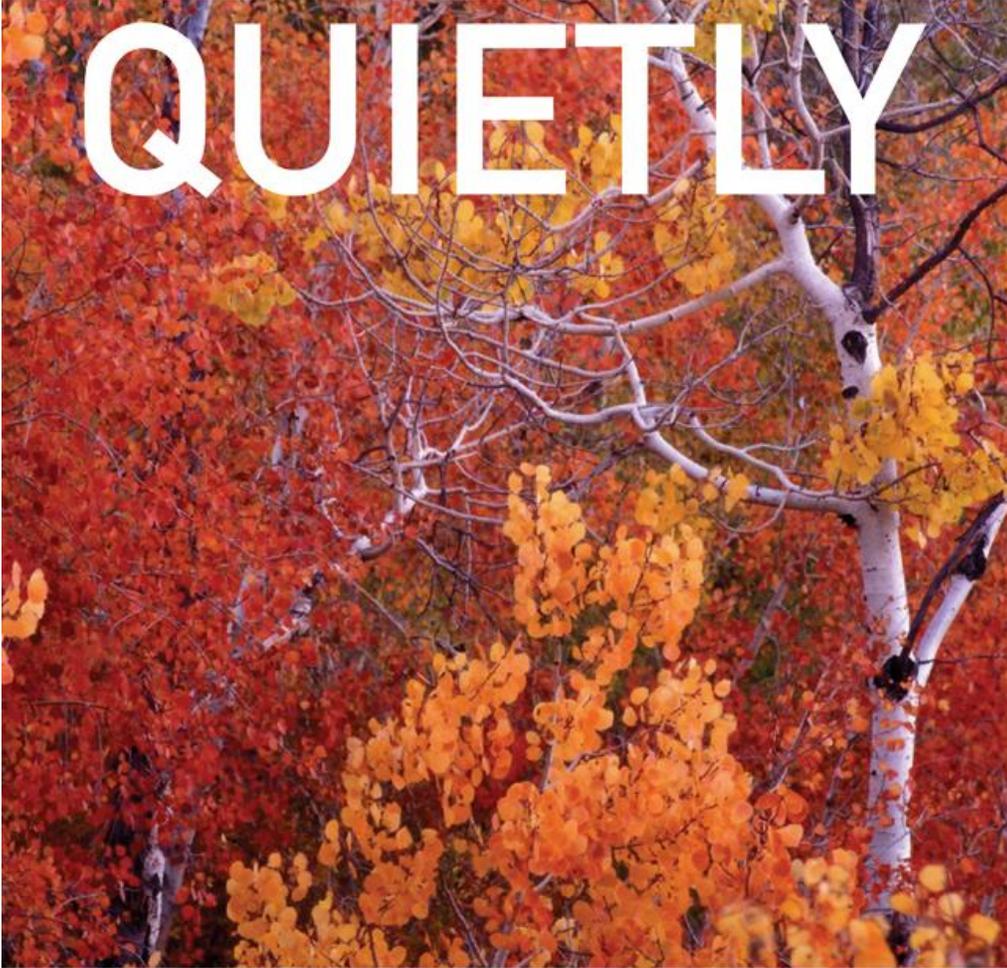


A Guide to Living Consciously and Aging Wisely
For People who Weren't Born Yesterday

Do Not Go QUIETLY



George & Sedena Cappannelli

Media Kit

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Do Not Go QUIETLY

Do Not Go Quietly: Real Solutions and Empowering Strategies For People Who Weren't Born Yesterday

Sage wisdom from George & Sedena Cappannelli, inspiring truth-tellers and passionate, articulate spokespeople for a vast generation whose issues are being ignored and whose talents, experience & wisdom are not being honored

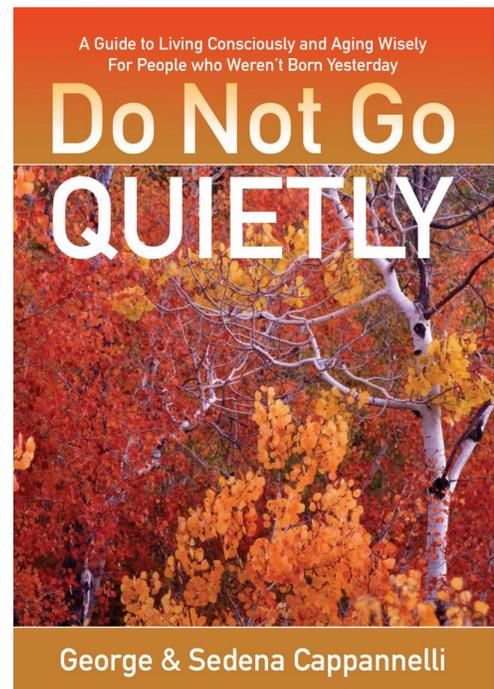
The book for GenXers (40 to 45), Boomers (46 to 64) and Elders (65+) who want to live more consciously and age wisely and celebrate their lives and for those under 40 who want to better prepare for the road ahead

Straight talk, valuable life strategies, practical tools and inspiring messages for the 150 million Americans who will soon be 50 years and older -- and for younger people who want to know more about the road ahead and be better prepared for the world they will be soon inherit.

These are just some of the things George and Sedena Cappannelli deliver in their eminently accessible ***Do Not Go Quietly, A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday.*** (Hay House, April 2013).

George and Sedena are also co-founders of AgeNation, experts on societal, organizational and individual change; internationally known consultants and coaches, and the authors of two previous books, *Say Yes To Change, 25 Keys For Making Change Work For You* and *Authenticity, Simple Strategies For Greater Meaning and Purpose At Work And At Home.*

Luminary Jean Houston describes ***Do Not Go Quietly*** this way: *"Profound, compassionate and deeply useful, this book is a guide to the genius and capacities inherent in the second half of life. It brooks no whiney naysaying, but rather offers a repositioning of the senior in our time. Seniors become the midwives of souls, the evocateurs of self and society."*



Following the sage advice of the legendary George Burns who once said. *“Old...young, just words!”* **Do Not Go Quietly** is infused with one of the Cappannelli’s inspiring themes: *“We are never too old or too young to live the lives we were born to live.”* They are a feisty duo who show that the gift of the new third act of life should not be taken lightly or lying down.

Do Not Go Quietly is loaded with valuable perspectives on how to live more consciously and age wisely and provides a host of practical and relevant recommendations on specific choices we can make to lead more satisfying and successful lives. (See Pg 5 for a partial list of some of these topics.)

It encourages readers to take responsibility for their own lives and their own wellness by harvesting the wisdom and experience of the past and investing it in living more fully in each present moment. It also reminds us all that if we want to make our days more vital, satisfying and joy-filled, then it is time we put a pin in America’s obsession with youth and aversion to age--make right our relationship with ourselves and the world around us and reclaim our rightful place as adults and elders.

The Cappannelli’s also issue an inspiring call to action, reminding those who the world calls older GenXers, Boomers and Elders that our work is not done! We have the wisdom, experience, resources and necessity to--not only help re-chart a sane and sustainable course--but to take an active role in doing it so that we will leave behind a legacy of greater hope and consciousness for those who come after.

Rabbi Zalman Schachter-Shalomi, author of *Age-ing To Sage-ing* and the father of spiritual eldering, says: *“In Do Not Go Quietly, the Cappannelli’s remind us that the road to a more conscious future passes directly through the process of harvesting the wisdom and experience of our past and participating individually and collectively in writing a new ‘third act’ for the future.”*

Within the pages of Do Not Go Quietly, the reader will discover...

- How to apply the time during this *gift that is our lives* to harvesting the fruits of our past and turning them into gold we can invest in the present and future;
- How to live with greater mindfulness in each present moment so that we can more fully celebrate our lives, live the dreams we came here to live and heal any wounds that may encumber us and that we may, in turn, visit upon others and on our planet;
- How to chart a more harmonious, joyful and successful course for their own future and for others so that we will be able to say with pride – *“We have run the course to the best of our abilities and we will leave behind a legacy of genuine value for those who come after us.”*

Do Not Go Quietly is a book for....

GenXers (40 to 45), Boomers (46 to 64) and Elders (65+) who want to reconnect with or recommit to their dreams, share their wisdom and experience, create a legacy of genuine value for those who will come after them and who understand that the best is yet to come! It is also for those under 40 who want to better understand the road they will soon be traveling, the one their parents, older friends, and relatives are now on, and a lot more about the remarkable and complex future that awaits.

More on The Authors

Under the AgeNation banner, George and Sedena Cappannelli have created a unique, multi-platform media and events environment that features AgeNation.com, AgeNation Radio; Navigating Your Future, a live and on-line conference and learning platform, NEXT, a new national digital magazine; and AgeNation Consulting, their innovative consulting and coaching division to bring solutions to the fastest growing audience in the country and the organizations that serve them.

Recently the Cappannelli's announced the formation of The World Council of Wisdom Keepers. Its founding members include: Ram Dass, Angeles Arrien, Barbara Marx Hubbard, Dr. Gladys McGarey, Reverend Michael Bernard Beckwith, Michael Meade, Jean Houston and George and Sedena Cappannelli. Among the primary missions are making the world age friendly, working with the United Nations to name a "Year of The Elder", the Obama Administration and other governments to establish new Departments of Longevity, and to establish Elder Councils in cities and towns, businesses and institutions around the world.

Do Not Go Quietly is priced at \$21.95 and is available at booksellers nationwide, on Amazon.com and BarnesandNoble.com

Editor: 300 dpi Downloadable Photos can be found at:
www.DoNotGoQuietlyTheBook.com

"In the Cultural Creatives we identified a growing segment that we believe is not only ready for change, but also committed to making it positive. We are sure that many of the Cultural Creatives will find real value in George and Sedena Cappannelli's Say Yes To Change." --
Paul H. Ray , The Cultural Creatives,





Unique Book Features

Practical Advice - Effective Change Strategies – Processes and Recommendations

What makes *Do Not Go Quietly* particularly valuable is that it not only articulates and explores a number of concepts and explores relevant ideas, it is also interactive and experiential. It is written as a well-paced, interactive personal conversation between the authors and the reader. Each chapter offers practical advice, specific recommendations, and a number of techniques and exercises the reader can apply and share to refresh and renew mind, body and spirit and, if they wish, redefine some of their core values and life strategies.

Unlike coaching experiences that take place in a therapist's office or a seminar room, however, the pages of *Do Not Go Quietly* allow the reader to approach learning to live more consciously and age wisely at their own pace and in the privacy of their home or office.

The readers also have the opportunity to experiment with state-of-the-art change technologies including valuable guided imagery processes that lead them on intriguing journeys from which they can explore alternate visions for the next phase of their lives.

Here are just a few of the topics covered in this valuable book: Tips for a lifestyle revolution; Identification of and ways to eliminate limiting beliefs we hold about aging; Encouragement to pursue one's dreams; Primary questions about life's purpose; Ways to harvest the wisdom and experience of the past and invest it in the future; Attention to the inestimable value of forgiveness, Curiosity and other tools that re-inspire passion; Tips on experiencing present moment awareness; Learning how to stay in touch with feelings; The difference between believing and knowing; Mastering life's three great illusions; Getting over being right; Packing for the future; The difference between dreams vs. desires; What we can't take with us; How to make peace with life and befriend death; Creating a legacy & stewardship of hope; Exploring marvelous new possibilities; and Understanding that the best is yet to come.

In short, *Do Not Go Quietly* is part inspiration, part information, part interactive coaching experience, part workbook, and above all, a practical and relevant guide to more conscious and successful living and aging in the brave new world in which we will all soon be living.

To Compliment the book, readers will find these and other very valuable elements to support their experience at www.DoNotGoQuietlyTheBook.com

Guided Imagery Processes – Throughout *Do Not Go Quietly*, the reader is invited to pause and listen to valuable guided imagery processes. These will be found in a private folder available only to readers on the book’s web site.

S.E.L.F. Skills and Life Wellness Facts - A powerful series of wellness skills and inspiring facts and descriptions that provide the reader with practical techniques to help create greater energy, balance and with physical, emotional and mental well-being.

P.E.P, The Personal Energy Program – A new video program that includes a unique and innovative distillation of ancient and contemporary wellness practices that readers can incorporate into their daily lives and take with them wherever they go.

WEEKLY BLOGS – Valuable and essential topics that expand on work covered in the book.

WEBINARS, TELESEMINARS, eBooks – Featuring George and Sedena Cappannelli and a number of leading experts and authors of our time.

OTHER SPECIAL FEATURES

Throughout *Do No Go Quietly*, the reader will find encouragements, support and tons of inspiration. **Life Inspirations** are short, motivational stories about people who demonstrate some of the best principles of conscious living. Each chapter also concludes with a section that has some **Life Rules, Life Achievements and Life Tools**. Finally, you will have the opportunity to explore a number of **S.E.L.F Skills and Life Wellness Facts** that provide practical techniques to create greater energy and balance along with physical, emotional and mental well-being.

An Example

Life Rule:

*“To harvest our lives successfully we must come to terms with our mortality”
Zalman Schacter-Shalomi.*

Life Achievement: Morihei Ueshiba, the founder of Aikido, is reputed to have not even reached his peak as a martial artist until he was seventy years old.

Life Tool: Questions are like lights that we can shine on the habitual, the reactive, and the assumed. “Questions,” as Clarisa Pinkola Estes said, “are the central keys to transformation. Questions are the keys that cause the secret doors of the psyche to swing open.” So make each day in your life new and more alive with questions.

Do Not Go QUIETLY

Excerpted From *Do Not Go Quietly*

*Not Quietly,
No, we will not go quietly,
Not meekly into this or any other night.
We who cheered when Martin marched
And who first heard Rachel Carson's call;
We who lost our heroes to hate
And tried to find ourselves in love;
We who died at Kent State
And cheered when the wall came down;
We will not go quietly
Not meekly
Into this or any other night.*

*We who mourned the loss of America's grace
And then celebrated the rebirth of hope
We will not go quietly.
We will harvest the wisdom of our lives.
And bay at the moon of new possibility.
We will dance to life's mysteries.
And forge a path of renewed promise
For ourselves and those
Who come after us.
We who hold in our hands and hearts
The power to resurrect the dream.
We who stood on the front lines before
And are called to do so once again
Will not go quietly
Not meekly
Into this or any other night.*

--- **George Cappannelli**

Do Not Go QUIETLY

An excerpt from *Do Not Go Quietly* by George and Sedena Cappannelli **The Beginning**

"Everything has to do with loving and not loving."
Rumi

Breakdown or Breakthrough

We are entering a time of demographic revolution that will, over the next several decades, result in a large number, some say half of the populations of most industrialized nations on earth, being 50 or older for the first time in history. Although this revolution is still in its early stages it is clear from the conflicts already being acted out in the chambers of government and in the boardrooms of power as well from the bubbling up that is happening in the streets of cities and towns around the world that this 'graying' of the world's population is ushering in a time of unprecedented social, political, cultural, economic, technological and environmental change for most of us who are passengers on this train called Humanity and especially for those of us who are older GenXers, Boomers and Elders. And this, as they say, is only the beginning!

Couple this startling reality with the fact that our government, many of our primary institutions and businesses, the vast majority of our citizens and even the organizations that are supposed to advocate for us are unprepared for the substantial challenges and remarkable opportunities that lie ahead and one begins to understand that this confluence of factors represents either a recipe for disaster or the remarkably fertile ground for a historic breakthrough.

Do Not Go Quietly weighs in on the side of those who believe that the time ahead will be 'fertile ground for a historic breakthrough.' It advances the proposition that those of us who are older GenXers, Boomers and Elders not only have the opportunity but the time, resources, talent, experience and especially the need to redefine the values and priorities of our own individual lives and help steer the ship of state onto a much more positive course that promises greater sanity, well-being, and sustainability for ourselves and those of who come after us.

So if you are an older GenXer (40 to 45), a Boomer (46 to 64) or an Elder (65+) and are interested in living more consciously and aging wisely as well as contributing to the well being of the world around you then you are, as they say, on the right page at the right time. If you are under 40 and want to better prepare for your road ahead, better understand the road your parents, older friends and relatives may now be on and get ready for the brave new world you will soon be inheriting this is a terrific book for you.

If you want to use the time you have remaining whether years or decades to "make right" your relationship with yourself and others; if you want to connect to greater meaning, passion and joy and, in

the process contribute to a more sane and sustainable future, then ***Do Not Go Quietly*** offers an inspiring roadmap.

Do Not Go Quietly has been written to help us all remember to use the precious gift that is our lives; to harvest the fruits of our past and turn them into gold we can invest in the present and future; to learn to live with greater mindfulness in each present moment so we can fulfill the dreams we came here to manifest.

The book also has been written to help us chart a more harmonious and compassionate course for the future. For we believe that no matter what religious beliefs or political philosophies any of us hold; no matter what economic values we practice or the kind of face we put on when we turn toward the world, when we come to the end of our lives none of this will matter as much as the knowledge that we hold in our hearts that we have done our best to use our skills and resources to lead a life of genuine value.

Do Not Go Quietly is not one of those candy coated, self-help books full of pithy sound bites designed to appeal to everyone without disturbing anyone. For as we and a number of us who weren't born yesterday already know genuine personal and societal transformation does not occur without a little hard work and some quality time spent with ourselves.

So you will not find The 10 Effortless Steps To Easy Street within these covers. Nor will we promise you instant wealth, happiness, good health, the perfect waistline and a no-cost timeshare on Maui without having to get up off the couch or work up a little sweat. So if you still believe in free rides, free lunches or a life free of challenges, this is not your book.

Instead, ***Do Not Go Quietly*** is for those of us who understand that a life of genuine quality and accomplishment is only possible when we constantly challenge the boundaries of our beliefs and habits and take some real and perhaps long overdue risks. For we agree with Helen Keller who once said – *“that life is either a daring adventure or nothing.”*

So if you believe you are never too old or too young to learn what you do not know and you are willing to benefit from your failures as well as your victories; if you find value in stories about people who have accomplished things of genuine value and if you are open to being surprised that many of these people did these things when they were in their 50's and in some cases 60's, 70's, 80's and even 90's then come on along.

If you are willing to test the validity of your beliefs against what others know; if you are open to digging a little deeper into some of the larger questions that lie at the heart of life's mystery, re-examine some of your priorities, experiment with some mental, physical and emotional exercises that can improve the quality of your life; if you are interested in evaluating alternative life strategies and opening your heart even wider so that life can have its way with you, then welcome to ***Do Not Go Quietly***.

If you still have gifts you want to share and others you would like to develop; unfinished dreams and new territories to explore – especially that remarkable territory described by poet Gerard Manley Hopkins as “the inscape” you are going to like this journey.

So while we can't promise you those 10 Effortless Steps to Easy Street, we do promise to do our best to help you remember how remarkable you are, the depth of the knowledge that already lies within you and what extraordinary things you are capable of expressing and sharing. And in doing this, we promise not to offer you any wooden nickels, pretend we have all of the answers or present you with other fraudulent coins of the realm that unfortunately pass as acceptable currency in our world today.

So welcome to ***Do Not Go Quietly***. We are glad you decided to join us.

Do Not Go QUIETLY

PRAISE FOR DO NOT GO QUIETLY

"When you first meet certain people, you can instantly tell what ignites their hearts and souls. You can immediately see that spark when you hear George and Sedena Cappannelli illuminate the wisdom and life-affirming contributions about individuals who are—as I like to call it—moving from “aging to saging.” Do Not Go Quietly offers invaluable insights into what is an increasingly vital subject of our time and our collective future.” -- **Michael Bernard Beckwith, Founder and Spiritual Director of Agape International Spiritual Center and Best Selling Author**

"In Do Not Go Quietly, the Cappannelli's remind us that the road to a more conscious future passes directly through the process of harvesting the wisdom and experience of our past and participating individually and collectively in writing a new 'third act' for the future." -- **Rabbi Zalman Schachter-Shalomi, Author of Age-ing Into Sage-ing and Founder of The Spiritual Eldering Movement**

"Profound, compassionate and deeply useful, this book is a guide to the genius and capacities inherent in the second half of life. It brooks no whiney nay-saying but rather offers a repositioning of the senior in our time. Seniors become the midwives of souls, the evocateurs of self and society." -- **Jean Houston, Wise woman, UN Envoy To 105 Countries and Best Selling Author**

"George and Sedena have written a thoughtful, thorough and surprising book on the wisdom of aging. It inspires and encourages us to live fully at any age; to act boldly for the sake of the world as well as our own souls." -- **Michael Meade, Mythologist, Story Teller and Author of Fate and Destiny**

"George and Sedena Cappannelli are the real deal. Their coaching work with world-class organizations and individuals gets to the heart of the matter. And when it comes to transformation, it is certainly heart wisdom that matters." -- **Melina Bellows, Contributing Writer, O Magazine and The Washingtonian**

"Do NOT Go Quietly is a rallying call to Boomers and Elders reminding us that the best is yet to come—if we are willing to cultivate and share the gifts we brought with us into this life. Through this book, and all that they offer through, Age Nation, George and Sedena Cappannelli are paving the way for this surging population of people in the second half of life to stand up—individually and collectively—to make a positive difference in the world. Together, the Cappannelli's demonstrate that if each one of us commits to actualizing our greatest potential to make a unique contribution—and we use the vast power of our numbers to influence public policy in more humane directions—then we can elevate the lasting legacy of culture and consciousness we leave to succeeding generations." -- **Laurel Airica - Poet, Writer, Literary Editor**

“Do Not Go Quietly is the right message at the right time –an essential survival guide for modern society that increasingly values youth and beauty more than wisdom and experience. Right now, as 50% of the world’s population begin to enter their ‘Golden Age’ as seniors and elders, this compassionately articulated call-to-action shows the way for global economic policy, political leadership, wholistic health practices, sustainable and harmonious living and sensible personal priorities; not from the mouth of babes–but from the wisest and most understanding amongst us- our venerable seniors and elders. Listen up!–Spirit is speaking through George and Sedena Cappannelli.” --**Stephen Powers, President, Agape International Media**

Praise For The Cappannelli’s Other Books

“Real answers for individuals and a world – in crisis” -- **Radio and Television Interview Report**

“George and Sedena Cappannelli remind us that our fear of change, like our fear of so many things, blocks our ability to experience and express love, which is really our national inheritance. Their practical insights and experience opens the door for the reader to experience change as a positive experience leading to oneness.” -- **Gerald Jampolsky, MD, author of Love Means Letting Go Of Fear**

“With Authenticity George and Sedena Cappannelli are truth tellers who have written a gem of a book. I recommend it to people of faith everywhere.” -- **The Very Reverend Edward Harrison, Dean, St. John’s Cathedral**

“In the Cultural Creatives we identified a growing segment that we believe is not only ready for change, but also committed to making it positive. We are sure that many of the Cultural Creatives will find real value in George and Sedena Cappannelli’s Say Yes To Change.” --**Paul Ray, Author of The Cultural Creatives**

“Authenticity is a thought-provoking journey into the real art of leadership. I recommend it to anyone aspiring to positively influence others and to empower their organizations and their own lives.”--**Rhodes Robinson, CEO, Environmental Services**

“In a world as technologically advanced as ours it is easy to get overwhelmed by change. Yet change, as George and Sedena Cappannelli remind us is not only inevitable but valuable. Their unique insights and practical tools help us live more expansive, empowered and successful lives.” - **Brewster Shaw, Former US Astronaut and Director of Man’s Space Flight and Exploration for The Boeing Company**

“In Say Yes To Change, the Cappannelli’s present realistic ways to handle career challenges, new primary relationships, personal issues and much more.” --**Publishers Weekly**

“This inspiring book is filled with motivational exercises to move you forward, step by step to a place where you can enthusiastically find greater meaning and purpose.” --**NAPRA Review**

Do Not Go QUIETLY

George and Sedena Cappannelli Biographies

George and Sedena Cappannelli are the co-authors of ***Do Not Go Quietly, A Guide To Living The Life You Were Born To Live For People Who Weren't Born Yesterday.*** (Hay House, April 2013) and leading advocates for those of us who weren't born yesterday, encouraging us to explore new frontiers and celebrate this precious gift that is life.

They are committed to creating an age friendly society, revitalizing and reinvigorating life for the 150 million Americans who will soon be 50 or older and assisting them to reignite their passion, fulfill their dreams and leave behind a legacy of greater promise and hope. George and Sedena also speak to younger generations who need to know more about the road ahead and the world they will soon inherit. And they are truth-tellers, social revolutionaries and passionate spokespeople for the generations whose issues are being ignored and whose talents, wisdom and experience are being undervalued.



As spokespersons for these generations, the Cappannelli's have also co-founded **AgeNation**, a digital media company “for people who weren't born yesterday” and **The Age of Empowerment**, a 501C3 that supports people and organizations serving vulnerable sections of the aging population.

The Cappannelli's are experts on individual, organizational and societal change and internationally known consultants, coaches and keynote presenters who have worked with hundreds of the country's leading organizations in both the private and public sectors including Boeing, NASA, Sun MicroSystems, The Disney Company, PepsiCo, The LA Times, The U.S. Navy and many others. Plus the thousands of individuals who have attended their public programs and workshops. They have also collaborated on two other popular books: *Say Yes To Change, 25 Keys To Making Change Work For You*, and *Authenticity, A Guide To Greater Meaning and Purpose At Work and At Home*

They are both sought-after media guests, having appeared on hundreds of television and radio programs during their two national book tours and in conjunction with other ventures and causes they support. George and Sedena hosted a radio talk show 'Talk About Your Life' in Phoenix and now have a weekly podcast radio program "AgeNation Radio Magazine" that will soon be syndicated on terrestrial radio.

George is also an Emmy Award winning film and television producer/director. Sedena has been a member of The Screen Actors Guild since 1979 and has appeared in numerous films, television programs and theatrical productions. She has also served as on camera spokesperson for numerous products and causes. You can expect to see more of them as George and Sedena are currently in development with a AgeNation Television program they will host. And George is in discussion with a national syndication group for a column.

George also has extensive credentials in the entertainment, non-profit and political sectors. As president and founder of Theater Visions, a New York-based film and television production company, George's work won numerous international film awards, as well as ANDY, CLEO and two special category EMMY Awards. In the public sector, he was co-founder of The International Integrity Program and served as Executive Director of The Sedona Institute and one of the directors of The Society For The Advancement Of Human Spirit, an organization chaired by The Dalai Lama.

He has worked on special projects with Golda Meir, Lech Walesa, Bishop Desmond Tutu, Mother Teresa and a number of other world leaders. In 1991 George managed a U.S. Senate Campaign in California and also as a strategist and consultant in the 1992, 1996 and 2008 presidential campaigns. He has also served as Creative Director for Allerton, Berman and Dean, a New York-based marketing and public relations agency serving a broad range of clients.



Sedena is also the co-founder and President of About Life, Inc, a company she created to bring personal empowerment and innovative wellness programs to women around the world through keynotes, seminars, coaching, books, tapes and related products. Her signature series of dynamic, S.E.L.F. (Self Enhancing Life Fulfilling) and P.E.P. (Personal Energy Program) Retreats & Programs are presented in locations around the country, online and in a new book.

As a theatrical writer and producer, Sedena has written and developed a wide range of story concepts for television including *Earth Alive Network*. She produced and acted in *An Evening with Lanford Wilson*, performed for two years with The Los Angeles Shakespeare Circle and produced the show for cable television. She was a member of the award-winning West Coast Theatre Ensemble. And is a member of the American Federation of Television & Radio Artists, serves on the Advisory Board of a Native American foundation, The Unbroken Cord, The Society of Southwestern Authors & The National Museum of Women's History in Washington.

The Cappannellis work with AgeNation and The Age of Empowerment serve as an international platform for informing, inspiring and engaging people on the challenges and opportunities that lie ahead as a result of the graying of the world's population. For more information visit: www.AgeNation.com or call: 505.982.5753

VIDEO GALLERY

Television Book Interviews

Selection of TV Book Interviews – George & Sedena Cappannelli

Do Not Go Quietly - Birth 2012 Television Special

60 Minute Television Special featuring George & Sedena Cappannelli. Special Guests: Jean Houston, Michael Meade, Ram Dass, Zalman Schachter-Shalomi, Aztec Elder, Dona Emma, Barbara Marx Hubbard and Reverend Michael Beckwith. Guest Host Julie Moret

KOB-TV – Conference Interview – George and Sedena

George & Sedena Cappannelli announce launch of their Navigating Your Future Conference Series.

Authenticity TV Interview

George Cappannelli defines Authenticity and explores its relevance for individuals and organizations, introduces the Authenticity Quotient with talk show host Tonya Mock.

THE CAPPANNELLI'S CORPORATE CLIENT LIST

The following is a partial list of clients for whom George and Sedena have executed long term consulting programs, executed special learning programs, planned and hosted conferences and delivered Key Notes.

Accenture, Agape International Spiritual Center, American E&S, American Nuclear Society, Avery Dennison, Boeing, City of Albuquerque Department of Senior Affairs, Colliers International, Disney, EDS, Finnish National Airlines, Frito Lay, Honeywell, Hughes Space and Communication, Israel Government Tourist Board, Kendal McGaw Laboratories, Lifespring Training, Lockheed Martin, Magnavox, Majestic Construction & Realty McDonnell Douglas, NASA, NOAA, Oracle, Outward Bound, PepsiCo, Pizza Hut, Space Systems Loral, Sun Microsystems, The Los Angeles Times, T RW, UCLA Athletic Department, University of Judaism, US Army, US Navy, US Post Office, The Veterans Administration.





On Air Introductions

George and Sedena Cappannelli/Together

George and Sedena Cappannelli, the co-authors of ***Do Not Go Quietly, A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday***, are leading advocates for those of us who see aging as *an opportunity, not a liability*.

These two are accomplished authors, world-class consultants, key note speakers and co-founders of **AgeNation**, a digital media company and social enterprise, as well as **The Age of Empowerment**, a 501C3 focused on supporting vulnerable sections of our aging population.

Together they have been known as leading experts on individual, organizational and societal change with outstanding track records serving hundreds of thousands of individuals and many of the world's leading organizations in both the private and public sectors (including Boeing, NASA, Sun MicroSystems, The Disney Company, Oracle, PepsiCo, The LA Times, U.S. Navy, and more).

George and Sedena have appeared on hundreds of television and radio programs during two national book tours and in conjunction with the launches of their two previous books:

- ***Say Yes To Change – 25 Keys To Making Change Work For You***
- ***Authenticity – A Guide To Greater Meaning and Purpose At Work and At Home***

They have also hosted their own radio talk shows –‘*Talk About Your Life*’ in Phoenix and their current show ‘*AgeNation Radio Magazine*.’ George is also an Emmy Award winning film and television producer/director, and Sedena has been a member of The Screen Actors Guild since 1979, having appeared in numerous films, television programs and theatrical productions. Sedena is also the Founder of About Life Inc, a company she created to bring personal and wellness empowerment to women.

In addition, George was co-founder of The International Integrity Program, served as Executive Director of The Sedona Institute and a director of The Society For The Advancement Of Human Spirit, an organization chaired by The Dalai Lama. He has worked on special projects with Golda Meir, Lech Walesa, Bishop Desmond Tutu, Mother Teresa and other world leaders. In 1991, George managed the launch of Jerry Brown's U.S. Senate Campaign and also served as a special consultant in the 1992, 1996 and 2008 presidential campaigns. His political blog, *It's About Time* explores the themes covered in his book, *I Dream of A New America*.

You can discover more at: www.AgeNation.com, www.navigatingyourfutureconferences.com, www.georgecappannelli.com, and www.informationandtraining.com

George Cappannelli

George Cappannelli is the co-author of ***Do Not Go Quietly, A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday***, with his wife and partner Sedena. Together, they are leading advocates for those of us who see aging as *an opportunity, not a liability*.

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- ***Say Yes To Change – 25 Keys To Making Change Work For You***
- ***Authenticity – A Guide To Greater Meaning and Purpose At Work and At Home***

They have also hosted their own radio talk shows –‘*Talk About Your Life*’ in Phoenix and their current show ‘*AgeNation Radio Magazine*.’ George is also an Emmy Award winning film and television producer/director. In addition, George was co-founder of The International Integrity Program, served as Executive Director of The Sedona Institute and a director of The Society For The Advancement Of Human Spirit, an organization chaired by The Dalai Lama. He has worked on special projects with Golda Meir, Lech Walesa, Bishop Desmond Tutu, Mother Teresa and other world leaders. In 1991, George managed the launch of Jerry Brown's U.S. Senate Campaign and also served as a special consultant in the 1992, 1996 and 2008 presidential campaigns. His political blog, *It's About Time* explores the themes covered in his book, *I Dream of A New America*.

You can discover more at: www.AgeNation.com, www.navigatingyourfutureconferences.com, www.georgecappannelli.com and www.informationandtraining.com

Sedena Cappannelli

Sedena Cappannelli is the co-author of ***Do Not Go Quietly, A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday***, along with her husband and partner George. Together, they are leading advocates for those of us who see aging as *an opportunity, not a liability*.

These two are accomplished authors, world-class consultants, key note speakers and co-founders of **AgeNation**, a digital media company and social enterprise, as well as **The Age of Empowerment**, a 501C3 focused on supporting vulnerable sections of our aging population.

Together Sedena and George have been known as leading experts on individual, organizational and societal change with outstanding track records serving hundreds of thousands of individuals and many of the world's leading organizations in both the private and public sectors (including Boeing, NASA, Sun Microsystems, The Disney Company, Oracle, PepsiCo, The LA Times, U.S. Navy, and more).

George and Sedena have appeared on hundreds of television and radio programs during two national book tours and in conjunction with the launches of their two previous books:

- **Say Yes To Change** – *25 Keys To Making Change Work For You*
- **Authenticity** – *A Guide To Greater Meaning and Purpose At Work and At Home*

They have also hosted their own radio talk shows – ‘*Talk About Your Life*’ in Phoenix and their current show ‘*AgeNation Radio Magazine*.’ Sedena has been a member of The Screen Actors Guild since 1979, having appeared in numerous films, television programs and theatrical productions. She is also the Founder of About Life Inc, a company she created to bring personal and wellness empowerment to women.

You can discover more at: www.AgeNation.com, www.navigatingyourfutureconferences.com, www.georgecappannelli.com, and www.informationandtraining.com





Media Questions

1. What is Do Not Go Quietly about?
2. Why did you write this book?
3. In your subtitle you use the phrase – “For People Who Weren’t Born Yesterday” – who do you include in this group?
4. You talk about a ‘demographic revolution’, what is it and why should we pay attention to it?
5. You share some other startling numbers in the first few chapters – talk to us about them and what do they mean?
6. What first brought this subject to your attention?
7. You say “our government, many of our institutions and business and most of us a individuals are not prepared for either the challenges and opportunities that lie ahead, why do you think this is so and why isn’t the media talking about it?
8. Can you say more about this American obsession with youth and aversion to aging?
9. Is this the reason you created AgeNation?
10. Tell us a little about what AgeNation does?
11. Why do you think it is so important about living consciously and aging wisely?
12. You encourage the reader to live the life they were born to live...how do people know what this life is?
13. What’s the role that wellness plays in all of this and what can we do to lead healthier lives?
14. You have a number of Life Tools throughout the book. Can you give us a few examples?
15. It seems you think that those who are older GenXers, Boomers and Elders haven’t always done such a good job and that they have things to fix? What are some of these things?
16. You also suggest that before we go back out there and try to set the world right there are some other things we should be doing first. Will you say more about this?
17. You have a chapter entitled Lifestyle Revolution that has some fascinating information, would you share a little of that with us?
18. You talk a lot about the power of living in the present moment, are their some things you recommend that will help people do this?

19. What is The Hero's Journey and what does it have to do with Not Going Quietly?
20. You have a chapter with a really fascinating title – Celebrating Life – Befriending Death? What does that mean?
21. In Part Three of the book you talk about Harvesting – what is harvesting and why should we do it?
22. Why do you advise readers to deal with incompletes?
23. You talk a lot about beliefs, in fact, one chapter is entitled - Whose Beliefs Are You Living? Talk to us a little about this?
24. What's the Gift That Keeps On Giving?
25. You have a great chapter entitled – “No faster than feelings can follow.” What does that mean?
26. In a number of places you remind us that ‘we are the ones we've been waiting for,’ can you tell us more about why you think this is true?
27. In the book you talk about the difference between Dreams and Desires, what is the difference?
28. What are some of the ways people can uncover or discover their dreams?
29. What is Crazy Wisdom and how does someone tap into it?
30. What are the three great illusions and how can paying attention to them lead to a more satisfying life?
31. There is a chapter on Marvelous New Possibilities – will you give us a sneak peak?
32. Why do you say The Best Is Yet To Come?
33. You also explore the topic of legacy and stewardship. What's that all about?
34. What are some of the other major themes you cover in the book?
35. Throughout the book you tell a number of stories, some about some famous people and others about ordinary people, would you share an example or two with us?
36. At the end of every chapter you have a terrific section that includes Life Rules, Life Achievements and Life Tools. I was fascinated by the Life Achievements – will you share a few of those with our listeners/viewers?
37. If you had some closing advice for ‘people who weren't born yesterday’, what would it be?



Promoting

Book

- ***Do Not Go Quietly: A Guide To Living Consciously and Aging Wisely For People Who Weren't Born Yesterday.*** (Hay House, April 2013).
 - Available: Booksellers nationwide, Amazon.com, BarnesandNoble.com
 - \$21.95 at retail
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Resources

- **AgeNation**
 - AgeNation is a digital media company and resource “for people who weren’t born yesterday”
 - It is a unique, multi-platform media and events environment that features AgeNation.com, AgeNation Radio; Navigating Your Future, a live and on-line conference and learning platform, NEXT, a new national digital magazine; and AgeNation Consulting
 - Visit AgeNation.com
 - **Navigating Your Future Conferences**
 - Inspiring, informing and engaging conferences featuring some of the leading experts and authors of our time, live entertainment, films, product and service expos and more.
 - Visit www.NavigatingYourFutureConferences.com
 - **The World Council of Wisdom Keepers**
 - Founding members include: Jean Houston, Michael Meade, Angeles Arrien, Ram Dass, Barbara Marx Hubbard, Dr. Gladys McGarey, and George and Sedena Cappannelli. Its mission includes working with the U.N. to declare The Year of The Elder, with the Obama Administration and other governments to create Departments of Longevity, with other organizations to create a UNICEF to support and protect the rights of aging individuals around the world, and to encourage the formation of local elder councils in cities and towns, institutions and businesses all designed to make the world age-friendly.
 - Visit: www.agenation.com/wisdomkeepers
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Speaking

- George and Sedena Cappannelli are available for keynote talks, single and multiple day programs and workshops and unique panels. Their work is timely, inspiring, informative, motivational & relevant to the real challenges and remarkable opportunities facing general public audiences, business, associations, government agencies and general public audiences. Contact Info@agenation.com – 505.982.5753