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Emerson Resort & Spa
Woodstock, New York



Women At Woodstock
A life-inspiring retreat for women 50 & up

NEWS RELEASE
FOR IMMEDIATE RELEASE

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First-Ever Retreat for Women Over 50 - Women At Woodstock

This celebratory gathering will help women in transition “declare a new major” and may be a bellwether for how boomers tackle the issues of aging

REDONDO BEACH, CA – June 25, 2012 – Forget those dreary conferences about advance funeral planning, erectile dysfunction, and treatments for the supposed horrors of wrinkles and age spots. Women at 50 and above who were children of the 60’s and 70’s aren’t really interested; they’re still celebrating life – and with a passion.

Women At Woodstock, <http://womenatwoodstock.com>, a 3-day retreat scheduled for October of this year in Woodstock, New York, is much more in keeping with the philosophical outlook of the typical “older woman” these days. Rather than a lecture / workbook conference, it is designed to be an intimate gathering of like-minded women over 50 to celebrate, empower, inspire, and act as a springboard for new life directions for its participants.

The event started as what founder Ann Voorhees Baker describes as a “self-propelling good idea,” which grew out of a croning party she threw for herself when she turned 50 almost a decade ago. To celebrate that milestone, she and 15 female friends spent a weekend cloistered in a cabin deep in the woods of southern Ohio, surrounded by nothing but trees and streams. The event was utterly relaxed, often silly, but serious at the same time, and each night’s dinner evolved into deep and revelatory discussions about each woman’s dreams, plans, and life experiences. Now as Baker is approaching 60, she has found herself wishing for a new croning, but larger, including women from all over the country - and more guided and purposeful, with speakers and workshops to share knowledge and provide powerful connections and support.

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First-Ever Retreat for Boomer Women October 2012, cont'd

The idea kept springing up in conversations with other women over 50, which led to amped-up brainstorming sessions, follow-up calls, emails, recommendations, and introductions. Within two weeks of formally committing to put on the event and booking the entire Emerson Resort and Spa, <http://www.emersonresort.com>, for three days and nights, Baker compiled an initial mailing list of 200 and secured the engagement of an impressive lineup of speakers and workshop leaders – including Amy Ferris, screenwriter and author of *Marrying George Clooney*, Suzanne Braun Levine, the original editor of *Ms. Magazine*; Alice Barden, an actress and playwright who agreed to perform *Alice and Elizabeth's One Woman Show* on the opening night; Barbara Hannah Grufferman, author of *The Best of Everything After 50*; Elizabeth Geitz, an Episcopal priest and author of *I Am That Child: Changing Hearts and Changing the World*; Jody Feagan, founder of the San Miguel Literary Festival; Molly Davis and Kristine Van Raden, co-authors of *Letters to Our Daughters*; Cindy Joseph, supermodel (starting at age 49) and owner of BOOM! cosmetics; Robyn Hatcher, actress and well known presentation coach; Hollye Dexter, co-author with Amy Ferris of *Dancing At The Shame Prom*, and more. Baker too decided to offer her own workshop based on her consulting practice in social media and internet marketing – areas in which she feels her boomer cohort is tending to fall behind. “My message will be, essentially, ‘how and why you should catch up with technology, so you don’t turn into an old fogey,’” she says.

She notes that she’s never organized a full retreat before, but everything seems to be moving forward almost of its own volition. The enthusiasm level is high. “I can see and hear the need whenever I talk with women of my age about all the changes we’re going through,” she says. “The discussions always become high-energy; ideas flow, no one wants the conversation to end. We older women need each other now, at this time of change and new possibilities.”

First-Ever Retreat for Boomer Women October 2012, cont'd

Evidence of the Boomer cohort's strong communal desire to connect and support can be seen in a recent discussion posted on the LinkedIn group called Connect: Professional Women's Network, Powered by Citi, <http://ow.ly/bIKQd>. Rebecca posted in May, "Laid off after over 20 years in marketing. Looking to reinvent myself at 52. How and what are others doing?" Comments exploded; over 400 in the first week and over 550 within a month; the count is now 598 and the conversation is still going.

So maybe 50 isn't the new 40, or even the new 30, but rather the new 18; and women more than men of this age, who've been juggling careers, childraising, and elder parent care, are feeling new freedoms and possibilities coming into view. Old dreams may be stirring; interest in current jobs or enterprises may be waning. As Baker wrote in her blog on the Women At Woodstock website, <http://womenatwoodstock.com/category/blog/>, it's an exciting time of decision making, not to be ignored or wasted; much like when we as young women turned 18 and headed off to college. She anointed Women At Woodstock with the tagline: "Time to Declare a New Major."

The Women At Woodstock retreat just may be the harbinger of things to come for women of the baby boom era – a new wave of connecting and communing as they regenerate their intent to live life consciously and fully – just as they imagined when they danced together in the fields of Woodstock in 1969.

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About Women At Woodstock

Women At Woodstock is a first-ever retreat for women age 50 and up – to be held at the Emerson Resort and Spa in Woodstock, New York from October 7 to 10, 2012. A lineup of accomplished women from the boomer generation will speak and lead workshops and offer one-on-one consultation sessions. Presenters include authors, playwrights, speaking coaches, beauty experts, actresses, business experts, writing coaches, and even an Episcopal priest. The entire Emerson facility has been reserved for the event, which can accommodate just under 100 women. The organizer is Ann Voorhees Baker, an internet marketing specialist and owner of NetMarketing-123.com, from Redondo Beach, California. *BetterAfter50.com* and *FabOverFifty.com* are sponsors. You can find out more about Women At Woodstock at <http://WomenAtWoodstock.com>.