



IT'S ALL ABOUT OPPORTUNITIES!

Looking Forward® was created by Jeff Ostroff in June 2020. Jeff produces and hosts the program. It is **THE show about global trends, the future, and most importantly, the specific OPPORTUNITIES they are creating... and how YOU might begin to take advantage of them.** Looking Forward is seen or heard on many podcast and social media sites, including **Apple Podcasts, Spotify, Amazon Music, Podcast Radio Network, LinkedIn, YouTube, Instagram, Facebook, and Afripods in Africa.**

Guests are experts in their fields. Most are senior executives, authors, entrepreneurs, distinguished faculty at prestigious universities, and/or well-known media personalities.

THE THREE REASONS WHY LOOKING FORWARD WAS LAUNCHED

1) Jeff Ostroff has long had an interest in trend tracking, which probably was kindled when he started watching Louis Rukeyser and "Wall St. Week" back in the mid-70s'. In 1988, he actually devoted a **whole chapter-- 30 pages--in his book, "Successful Marketing to the 50+ Consumer"** (Prentice-Hall) to write about future trends and opportunities in the 21st century related to seniors and baby boomers. (He mentions that in his podcast intro, by the way.) He actually got many of those predictions right, although he had only a slight idea that the Internet was coming!

2) We live in a time of intense angst and huge challenges for many people around the world. We are typically bombarded by the media with this kind of distressing news. Jeff wanted to focus on something **positive, uplifting,** and often **hopeful** instead. This is in addition to informing people and giving them a sense of where things have been and are going, how it may affect them, and what opportunities it might open up for them. In other words, he wanted to inject rays of hope into a turbulent and trying world. (Notice the sunshine in Looking Forward's logo-- shown below-- which also reflects those feelings.)

The name, **Looking Forward**, is in fact a double entendre: **Looking Forward** in terms of *positive anticipation*, and **Looking Forward** in terms of looking at *trends; i.e., what might things look like, say, up to 5-10 years in the future.*

3) After having been a quoted and interviewed "expert" on marketing to baby boomers and seniors for many years, Jeff knows how difficult it is to maintain an expertise on a particular subject matter. So, he decided this time he was going to *converse* with the experts, not *be* one!

TREND/OPPORTUNITY TOPICS COVERED AND GUEST EXPERTS

Because trends and their related **opportunities** span across many different industries and segments, listeners are global and from a diverse spectrum of interests, ethnic and racial backgrounds, and age groups.

Travel (Janice Waugh, Solo Traveler; Christopher Elliott, Elliott Advocacy/Author/Columnist)
Food, Restaurants, and Supermarkets (Dave Joachim; Phil Lempert)
Financial (Jill Schlesinger- CBS)
Online Dating (Julie Spira)
Gut-Brain Connection (Dr. Amy Vollmer- Swarthmore College)
Entrepreneurship (Tim Draper, Draper Venture Network)
Artificial Intelligence (Goran Lindsjo)
Retail Auto Industry and Electric Vehicles (Tyson Jominy, J.D. Power; Loren McDonald)
Couples Communications (Dr. Sarah Rattray)
Sports (Christine Brennan-USA Today, ABC, CNN, PBS, and NPR)
Raising Successful Children (Dr. Roberta Golinkoff- University of Delaware)
Mindfulness (Pax Tandon)
Senior Housing (Barbara Kleger)
Colleges and Universities (Jeff Selingo- affiliated with Arizona State University)
Renewable Energy (Tom Noyes, Delaware Natural Resources and Environmental Control) Public Opinion
Polls (Mark Schulman)
TV, Film, and Pop Culture (Ralph Begleiter; Prof. Robert Thompson, Syracuse University)
Suicide Prevention (Mary Ann Murtha, American Foundation for Suicide Prevention)
Stoicism (Massimo Pigliucci)
Employment Opportunities (Ryan Farrell, U.S. Department of Labor)
The Business of Podcasting (Steve Lubetkin)
Virtual Assistants (Melissa Smith)
Family Changes (Dr. Bahira Trask, University of Delaware)
The Digital Revolution/Digital Societies (Taavi Kotka, Estonia)
The Upside of Aging (Paul Irving, Milken Institute for the Future of Aging)
Nutrition, Diets, and Dieting (Amy Goodson)
Redistricting (Carol Kuniholm)
Freelancing (Adam Ozimek, Upwork)
Time and Focus Management (Karen Tiber Leland)
Career Readiness Grades K-12 (Dr. Troy Podell, Downingtown, PA School District)
Fashion (Anne Cecil, Founder, ONO in 191 Consulting)
The World Wide Web (Paul Nicks, GoDaddy)
Exploring the Great Outdoors (Johnny Molloy)
Exchanged-Traded Funds (Michael Iachini, Charles Schwab)
Blockchain Technology (Edgar Fernandez, EOS Costa Rica)
Voice-Over Industry (David Ciccarelli, CEO, Voices)
Family Caregiving (Dr. Cheryl Woodson)
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Newspapers (Ken Herts, The Lenfest Institute for Journalism)
Automotive Manufacturing (Doug Betts, President, J.D. Power Automotive Division)
Work, Offices, and the Impact on Business Districts (Zeke Minaya, The Philadelphia Inquirer)
Podcasting (James Cridland, Podnews)
Functional Medicine (Dr. Patricia Boulogne)
Restaurants and Hotels (Dr. Stephani Robson, affiliated with Cornell University)
Telemedicine (Dr. William Hanson, senior exec with the University of PA Health System)
Fund Raising (Matthew Hugg, president, Nonprofit.Courses)
The Brain, Sleep, and Memory (Dr. Jessica Payne, Notre Dame University)
Executive Recruiting and Job Hunting (Steve Young, Founder, Career Solution Resource)
LinkedIn Marketing (Tracy Enos, Tracy Enos Enterprises)
Networking (Jack Killion, Street-Smart Entrepreneurs)
Executive and Career Coaching (Alison Joslyn, Alison Joslyn and Associates)
Pet Industry (Phil Cooper, PetIndustryExpert.com)
Religious Trends (Conrad Hackett, Ph.D., Pew Research Center)
Invisible Disabilities (Wayne Connell, CEO, Invisible Disabilities Association)
Finding Love After 50 (Francine Russo, author, "Love After 50")
Mobile Phone Technology (Martin Cooper, inventor of the mobile cell phone)
Personal Styling/Image Consulting (Anne Morrissey)
Pharmaceutical Research (Andrew Hall, CEO, IMV)
Radio (James Cridland, Radio Futurologist/Editor of Podnews)
Engineering (Levi Thompson, Ph.D., Dean, School of Engineering, Univ. of Delaware)
Residential Real Estate (Rich DeNicola, President, COO, Realogy Expansion Brands)
Plant-Based Foods and Eating (Chad Sarno, Co-Founder, Gathered Foods and Wicked Kitchen)
Media Production and Distribution (Brian Brodeur, Founder/President East Main Media)
Retail Sales (Anne Cecil, Founder, ONO in the 191 Consulting)
Studying Abroad for a Degree (Jenn Viemont, Founder, Beyond the States)
Annuities (Stan Haithcock, Founder, The Annuity Man, LLC)
Non-Food Franchising (Jon Ostenson, CEO, FranBridge Consulting)
Remote Work and Our Computer/Phone Security (Denis' O'Shea, Founder, Mobile Mentor)
Technological Innovations (James Quinn, Executive Managing Director, JLL)
Fiscal Sponsorship (Andrew Schulman, Principal, Andrew Schulman Consulting)
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Metaverse (Justin Lacche, Executive/Consultant, SF Giants; Leader, Omniverse Sports League)
Hybrid Work (Gustavo Razzetti, CEO, Fearless Culture)
Manufactured Housing (Glenn Esterson, First Vice President, Marcus & Millichap)
Executive Recruiting: Updated (Dave Nerz, President, NPAWorldwide)
Business Brokerages (Andy Cagnetta, CEO, Transworld Business Advisors)
Facilitation (Myriad Hadnes, Founder/Creator, Workshops.work)
Precious Metals (Patrick Yip, Director of Business Development, APMEX, Inc.)
Barter Exchanges (Maria Worth, Co- Founder, Business Owners Trade Alliance)
Becoming a Franchisor/Investing in a Franchise (Tom DuFore, CEO, Big Sky Franchise Team)
Longevity Economy (Abby Levy, Managing Partner, Co-Founder, Primetime Partners)
Book Publishing (Martha Bullen, Founder/Owner, Bullen Publishing Services)
Crowdfunding/Reg CF (Kat Kuzmeskas, Founder, Shyro Health; Founder/President, Tamarin Health)
The Business of Sports (Wayne Kimmel, Managing Partner, SeventySix Capital)
Exporting and International Trade (Betsy Olim, Founder, Olim International, Inc.)
Fintechs (Dami Payne, Product Lead and Head of Client Delivery, Canopy)
Angel Investing (Marc Kramer, serial entrepreneur, Executive Director, Private Investors Forum)
Fractional Leadership (Greg Plum, Director, PartnerReady)
Buying a Business (Jonathan Jay, Managing Director, Dealmakers.co.uk)
Supply Chains (Martin Bullen, Principal, Bullen Professional Services)
K-12 Education (Eric Sheninger, Associate Partner, Center for Model Schools)
Grants (Teresa Huff, Nonprofit Strategy Expert; Host, “Grant Writing Simplified” Podcast)
SaaS (Maia Benson, Partner and Managing Director, Forum Ventures)
Commercial Real Estate and Clean Technology (Owen Barrett, Founder/President, Rayven)
Freight Brokering (Jason Bauch, Owner, 360 Freight Solutions, BrokerZ Edge, Luramiles)
Bioeconomy (Nancy Connell, Senior Scholar, US National Academies of Science)
Aquatech (Riggs Eckelberry, Founder and CEO, Origin Clear)
Artificial Intelligence (Manuj Aggarwal, Founder/Chief Innovation Officer, TetraNoodle Technologies)
Social Enterprise/Market-Based Solutions (Dr. Courtney Cash, President, The World Shoe Fund)
Senior Executive Recruiting (Richard Triggs, Founder and CEO, Arete Executive)
Startups (Bill Provine, Founder, President, and CEO of Innovation Space)
Where Futurist Sees Opportunities (Chet Sisk, Founder, Universal Basic Resources)
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Cybersecurity (Craig Taylor, Co-founder, CyberHoot)
Inventing (Brian Fried, The “Inventor Coach” and Founder, National Inventor Club)
Sustainability (John Pabon, Founder, Fulcrum Strategic Advisors)
Dividend Investing (Prakesh Kolli, Founder, Dividend Power)
Data Analytics (Benjamin Talin, Founder, MoreThanDigital)
Podcasting Revisited (Rob Greenlee, Founder, Spoken Life Media)
Digital Health Care (Neal Sofian, CEO, Tuzag, Inc.)

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