News Release

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FGIA Annual Conference Keynote Speaker to Share Insight into Demographics Research

SCHAUMBURG, IL – The keynote speaker at the upcoming [2024 Fenestration and Glazing Industry Alliance (FGIA) Annual Conference](https://fgiaonline.org/events/665/) in Amelia Island, FL, will discuss the role of demography in business decisions. Author Ken Gronbach will offer both a keynote address entitled “Demography is Destiny” and an exclusive executive leadership session on this topic at the event. Registration opens in mid-December for the 2024 FGIA Annual Conference to be held February 19-22.

Demography is the science of simplicity of birth, death and migration of populations. Gronbach's easy-to-understand demographic perspective is macro, big picture and long term. His strategies are often integrated into strategic plans in diverse business sectors.

“We are proud to welcome back Ken Gronbach, who has shared his expertise about demographics in the past with FGIA members,” said Florica Vlad, FGIA Events Manager. “He is an engaging speaker who takes complicated ideas about multiple facets of the human experience and breaks them down in ways that make sense. Then, they can be applied to decisions in a conference participant’s own company.”

Gronbach previously spoke at the 2021 FGIA Virtual Summer Conference, during which he discussed the likely impact of COVID-19 on the U.S. and global economies as well as the important role demographics play in knowing one’s customer base. When he spoke at an Association event in 2015, Gronbach predicted that an estimated 25 million housing units would be needed as Millennials, the largest U.S. generation ever, began to marry, have kids and need homes. Today’s housing crisis could be seen as a nod to this prediction’s accuracy.

**Demography is Destiny | Keynote Address**

Gronbach will show participants why demographics precipitate economics and not the other way around. As a forecasting tool, demographics are unparalleled for predicting what is next in world culture, economics, politics, commerce and government. Demography research can also forecast what counties, states, regions, countries and continents will flourish, and which will be challenged because of shifting demography.

Gronbach will also explain the following concerns from a demographics standpoint:

* Recognize how the market for a company’s product or service is positioned demographically and what can be done to enhance success
* Understand why China's economy will be crippled by its ill-fated One Child Only Policy
* See clearly why housing and the economy in the U.S. will spike and not look back for 20 years
* Grasp why the European Union's future, economically and culturally, is in jeopardy because of anemic fertility and poorly planned immigration
* Hear why the continent of Africa will have a population explosion
* Get a clear picture of how Generation Y, Generation X and Baby Boomers will dramatically change the future nationally and globally
* Appreciate why Eastern Europe and Russia are in demographic jeopardy

**Executive Leadership Session**

Available only to pre-registered executives, this private session will dive deeper into demographics and allow participants the opportunity to ask questions of Gronbach. It will take place following Gronbach’s keynote address so executives can strike while the iron is hot with their immediate questions.

**About the Speaker**

Ken Gronbach is president of KGC Direct, LLC, and is an internationally respected demographer, who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy. His blend of marketing savvy and common-sense demography, based on over 20 years of proprietary demographic study, sets him apart. His company does high-value customized demographic research, and he speaks all over the U.S. and the world. He is also the author of the best-selling book, “The Age Curve: How to Profit from the Coming Demographic Storm.”

For more information about FGIA and its activities, visit [FGIAonline.org](https://fgiaonline.org/).

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