

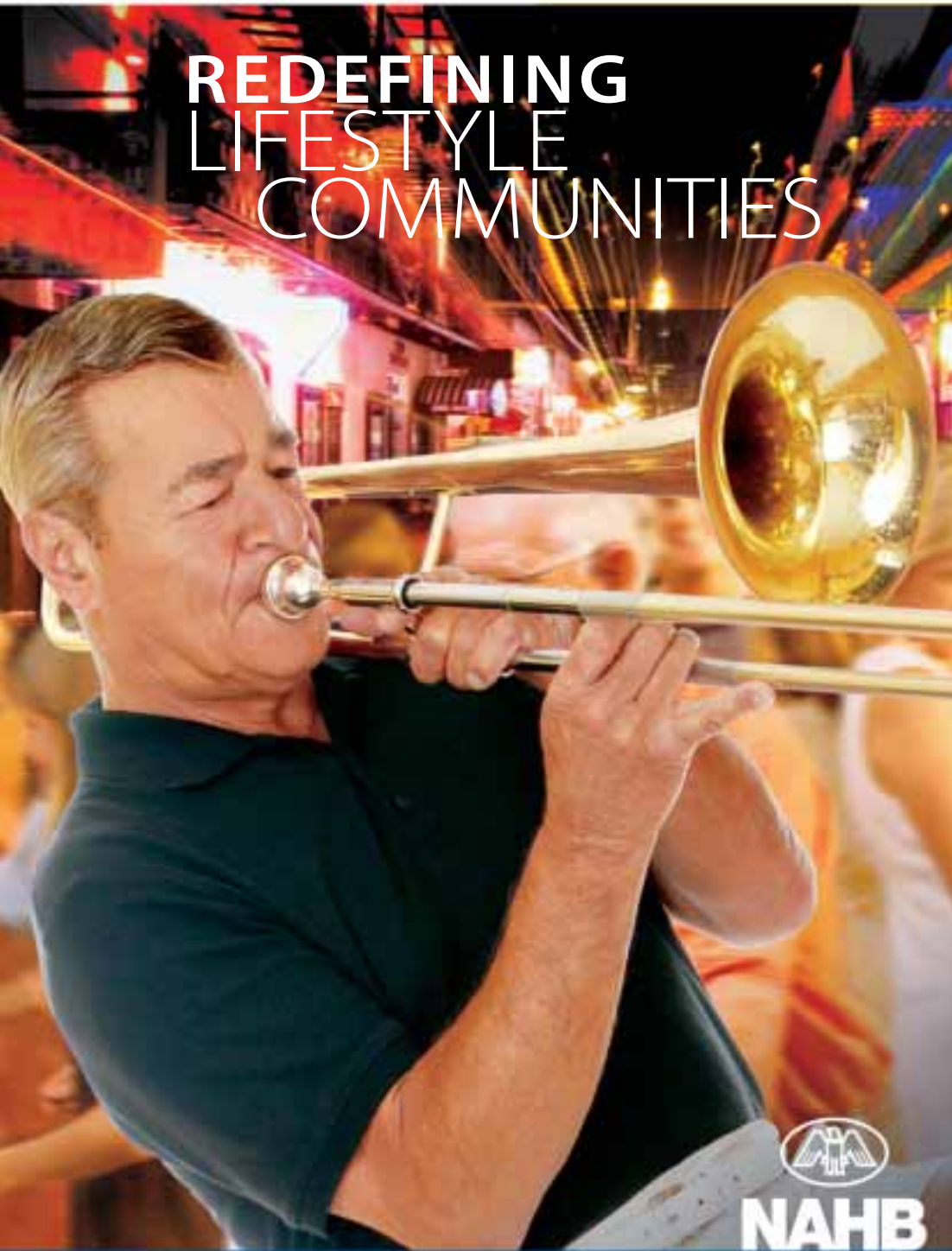


REDEFINING LIFESTYLE COMMUNITIES

May 19-21, 2008

Sheraton
New Orleans Hotel

New Orleans, LA



NAHB

National Association of Home Builders



www.nahb.org/Build4Boomers

Reach Higher. Work Smarter.

ABOUT THE 50+ HOUSING COUNCIL

The NAHB 50+ Housing Council is the “Ultimate Resource in 50+ Housing,” providing valuable education, information and networking opportunities to Council members and offering advocacy support to NAHB on 50+ housing issues.

For more information, visit www.nahb.org/50plus.



REDEFINING LIFESTYLE COMMUNITIES

Building for 50+ buyers means creating homes and communities that cater to a wide spectrum of lifestyles. Boomers—leading edge, trailing edge, and everyone in between—are as diverse as the rest of the population, and their more mature counterparts have their own distinct preferences. Product for these age segments has to appeal to buyers who are:

- **Recreating** what home means. Some “rightsized” into smaller homes; others want room for extended families and the options they’ve always dreamed of.
- **Reinventing** themselves. Passing the “50” threshold is an opportunity for people to change course and redirect their energies.
- **Refocusing** their lives. Long-dormant interests are resurrected; priorities get reshuffled.
- **Re-imagining** their careers. Less work or a new vocation often calls for new living situations.

Households headed by someone age 55 or older account for 21 percent of new home sales and 18 percent of the total new home buying market. And, although the overall housing market is facing challenges, many 50+ builders report little to no change in sales and traffic. It’s a good place to be.

Building for Builders & Beyond: 50+ Housing SymposiumSM provides the most valuable resources for today’s builders and other housing industry professionals through exceptional education sessions, dynamic speakers and unlimited opportunities to network.

Attend and discover ways to:

- **Refine** marketing concepts. What attracts buyers who aren’t retiring? How do you market to people who won’t be making a decision for another year or more? Learn how to capture the imagination of all kinds of prospects.
- **Refresh** design ideas. Seventy-seven percent of age-qualified buyers chose their new home based on room layout and design of the unit. Find out what they’re looking for.
- **Renew** sales confidence. Learn techniques that work for this completely different buyer.
- **Revolutionize** your knowledge of the latest trends. New technologies and lifestyle choices are transforming the way we live. Find out what’s new, what’s now and what’s coming.

The Symposium’s stellar education tracks—design, development and operations, trends, sales and marketing, service enriched and, new this year, technology—cover every aspect of the 50+ building industry from the big picture down to the tiniest details.

Building for Builders & Beyond: 50+ Housing SymposiumSM gives you the advantage you need to excel in this incredible market.

www.nahb.org/Build4Boomers

SCHEDULE AT-A-GLANCE

SATURDAY, MAY 17, 2008

CAASH Course: Selling to Active Adults*	9:00 AM – 5:00 PM
Community Service Project: Rebuilding Together**	7:30 AM – 4:30 PM

SUNDAY, MAY 18, 2008

CAASH Course: Designing for the Active Adult*	9:00 AM – 5:00 PM
CAASH Course: Trends and Research Methods to Define the Active Adult Lifestyle*	9:00 AM – 5:00 PM
Community Service Project: Rebuilding Together**	7:30 AM – 4:30 PM
Registration	4:00 PM – 7:00 PM

MONDAY, MAY 19, 2008

Registration	7:00 AM – 6:00 PM
Active Adult Community Bus Tour*	7:30 AM – 4:30 PM
New Orleans Recovery Bus Tour*	8:00 AM – 4:00 PM
Kick-Off Reception on Exhibit Floor	5:00 PM – 7:00 PM

TUESDAY, MAY 20, 2008

Continental Breakfast on Exhibit Floor	7:00 AM – 8:00 AM
Registration	7:00 AM – 6:00 PM
Keynote Session	8:00 AM – 10:00 AM
Networking Break on Exhibit Floor	10:00 AM – 10:30 AM
Breakout Sessions	10:30 AM – 12:00 PM
Lunch on Exhibit Floor	12:00 PM – 1:30 PM
Breakout Sessions	1:30 PM – 3:00 PM
Networking Break on Exhibit Floor	3:00 PM – 3:30 PM
Breakout Sessions	3:30 PM – 5:00 PM
Cocktail Reception on Exhibit Floor	5:00 PM – 7:00 PM
Best of 50+ Housing Awards Gala*	6:00 PM – 9:00 PM

WEDNESDAY, MAY 21, 2008

Continental Breakfast on Exhibit Floor	7:00 AM – 8:00 AM
Registration	7:00 AM – 12:30 PM
General Session	8:00 AM – 9:30 AM
Breakout Sessions	9:45 AM – 11:15 AM
Breakout Sessions	11:30 AM – 1:00 PM
Lunch Session	1:00 PM – 2:15 PM
Closing Session	2:30 PM – 4:00 PM

Schedule subject to change.

* Please Note: There are additional fees for the CAASH courses and some special events.

** Registration is required for the Community Service Project; no separate fee.

The NAHB University of Housing serves as a facilitator for all of NAHB's educational offerings, including educational seminars at The International Builders' Show®, all courses and professional designations, conferences and tours. Through NAHB and its state and local affiliates, members and non-members receive the information and preparation that allow them to gain the competitive edge needed in this thriving industry. The NAHB University of Housing and our sponsor, Countrywide Home Loans, National Builder Division, are committed to helping our members and the building industry "Reach Higher. Work Smarter."



REBUILDING HOMES, REBUILDING LIVES

COMMUNITY SERVICE PROJECT:

Rebuilding Together New Orleans: Make a Difference!

May 17 & 18, 2008

7:30 AM – 4:30 PM

Building for Boomers & Beyond: 50+ Housing SymposiumSM is proud to partner with Rebuilding Together New Orleans and the NAHB National Green Building Conference on a special two-day community service project. Join forces with your fellow Symposium attendees to rehabilitate homes in New Orleans severely damaged by Hurricane Katrina. This is an extraordinary opportunity to be a part of the ongoing rebuilding effort in one of America's most beloved cities.

Since Hurricane Katrina made landfall in August 2005, more than 1,700 volunteers have worked with Rebuilding Together New Orleans to bring more than 50 low-income, elderly or disabled residents back to their homes. These volunteers have provided over 40,000 hours of labor worth nearly \$1.3 million in market value.

In order to maximize the impact of our effort, we have teamed with the NAHB National Green Building Conference, whose attendee volunteers will work on the NAHB house on Saturday, May 10. Building for Boomers & Beyond: 50+ Housing SymposiumSM attendee volunteers will pick up the project on Saturday, May 17 and Sunday, May 18. We encourage all attendees to volunteer their time on one or both days.

All skill levels are welcome. Participants must be 18 years of age or older. Participants will be provided with transportation from the Sheraton New Orleans Hotel to the building sites, all tools and building materials, lunch, water and participant t-shirts. While there is no cost to participate, all participants must register in advance.

Join Rebuilding Together New Orleans and Building for Boomers & Beyond: 50+ Housing SymposiumSM and be a part of something you—and the homeowners you help—will never forget.

To make a donation to the NAHB project, go to www.nahb.org/Build4Boomers, click on Special Events and then on the Rebuilding Together link. For more information on Rebuilding Together New Orleans, visit www.rtno.org.



CORPORATE SPONSORS:

You can help rebuild too! Sponsor the project at one of three levels:

Party: \$1,500

Carnival: \$2,500

Mardi Gras: \$5,000

You can donate building materials or make a monetary donation. For more information contact Harris Floyd at 800-368-5242 x8208.

www.nahb.org/Build4Boomers

PRE-SYMPOSIUM COURSES

CERTIFIED ACTIVE ADULT SPECIALIST IN HOUSING (CAASH)

The active adult market is the fastest-growing segment of the housing industry today and into the foreseeable future. The Certified Active Adult Specialist in Housing designation gives housing professionals serving this rapidly burgeoning market the essential knowledge, tools, and skills that will help them succeed—from conducting initial research to design considerations and features to servicing the customer. For more information on the CAASH designation, visit www.nahb.org/CAASHinfo.

- ▶ All three courses count towards the CAASH designation.
- ▶ All three courses count towards CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP and MIRM continuing education.
- ▶ Fees for each course: 50+ Housing Council Member: \$170; NAHB Member: \$195; Non-NAHB Member: \$245

Please note: There are additional fees for pre-Symposium courses. Each pre-Symposium course will be capped at attendance of 50 registrants per course. Each registrant will receive an email confirmation from the Office of the Registrar.

Saturday, May 17, 2008

9:00 AM – 5:00 PM

Selling to Active Adults

To improve your sales success with the active adult home buyer, it's critical to have sales strategies specific to this complex customer. This course is designed to give you techniques to more effectively communicate with, handle objections from and close sales with your potential active adult home buyers.

Sunday, May 18, 2008

9:00 AM – 5:00 PM

Designing for the Active Adult

By the year 2014, there will be 85 million active adults ages 55 and older living in the U.S. and more than 40 percent of all households will be headed by someone in the 55+ age group. These market segments are defined by lifestyle, community, and amenities/product design preferences. This one-day course gives you an overview of design considerations to take into account when planning single-family and multifamily housing for active adults. Learn how to meet the needs of this growing market and how to provide them with a variety of housing options.

Sunday, May 18, 2008

9:00 AM – 5:00 PM

Trends and Research Methods to Define the Active Adult Lifestyle

A diverse population with discriminating tastes, the Boomers are influencing everything about planning active adult developments. Learn how to better identify and serve the needs of this unique aging population. This course assists builders, developers, and other housing professionals in gaining a greater and more in-depth understanding of planning for the active adult community and the importance of market research before development.

COMMUNITY TOURS

MONDAY, MAY 19

Active Adult/Lifestyle Bus Tour

7:30 AM – 4:30 PM

\$95 PER PERSON

REGISTRATION FEE INCLUDES TRANSPORTATION AND LUNCH

Louisiana is relatively new to active adult housing. Discover how builders in the Pelican State are tapping into the underserved 55+ housing market.

The Greens at Pelican Point is one of Louisiana's first 55+ lifestyle communities. This community of French country homes was named Best Active Adult Community (under 500 units) by Big Builder Magazine. Visit the models and tour the recently completed clubhouse. The builder's team will provide an overview of the development, marketing and sales processes.

Developed by LM Land, **Maison du Lac** is the newest active adult community to hit the scene. Garden homes, traditional homes and multifamily condominiums surround a 25-acre lake with an island clubhouse. Hear from the development team their story of bringing this age-qualified community from concept to reality.

An active adult community **Case Study** will be presented that will give attendees an opportunity to examine all stages of the community's development, including feasibility, financing, product development, marketing and on-site sales.

Enjoy lunch and a guided tour at **Houmas House Plantation and Gardens**, one of the South's oldest and most beautiful plantation estates. This 23-room mansion and grounds has been mentioned in the novel "North and South" and the film "Hush Hush Sweet Charlotte".

New Orleans Recovery Tour

8:00 AM – 4:00 PM

\$125 PER PERSON*

REGISTRATION FEE INCLUDES TRANSPORTATION AND LUNCH

Find out how residents are battling back from one of the worst natural disasters in U.S. history. Tour areas most devastated by Hurricane Katrina, view the recovery efforts that have been made and discover up-close the many challenges still facing the city. See how groups such as Rebuilding Together, Habitat for Humanity, Preservation Resource Center and others are making a difference. Hear first-hand the stories of residents directly affected by the storm and how they are coping today. Despite the tragedy, you'll find a story of hope for the future of one of America's unique cities.

*\$30 of the registration fee will be donated to Rebuilding Together, a leader in community redevelopment and an advocate for New Orleans' low-income elderly and disabled homeowners. RTNO is currently involved in helping residents rebuild their homes and lives after Hurricane Katrina. For information on the work Rebuilding Together is doing in New Orleans, visit their website at www.rtno.org.



PLAY EVERY DOWN: DEMONSTRATING LEADERSHIP IN TODAY'S MARKET

Keynote Session

Tuesday, May 20— 8:00 AM – 10:00 AM

ARCHIE MANNING

NFL legend Archie Manning will speak on the four main principles he lives by: Leadership; Depend on Others; Be Flexible; and Play the Game. Manning will explain why each principle is crucial in the business world as well as in social and family relationships. Manning believes that in order to succeed, everyone “must develop an attitude of leadership. Every team member must take this attitude on in order for the team to succeed. Each team member should be asking: ‘What can I do? What is my part in this? How can I help the team?’” Manning will also emphasize the importance of always striving to do better. “No matter what the scenario, there is always a better way to do something, to execute it, and this new and better way will always be discovered by someone who is flexible.”

When people think of Archie Manning, they think football. But Manning's appeal transcends his athletic achievements. People far and wide have been inspired by his warm personality, his drive and sense of humor. Manning was named one of 10 outstanding New Orleanians by The Family Service of Greater New Orleans. He currently serves in public relations and consulting capacities for several companies and is active in a wide variety of charitable and civic causes. He is the father of current Indianapolis Colts starting quarterback Peyton Manning, current New York Giants starting quarterback Eli Manning, and former Ole Miss receiver, Cooper Manning.



THE NEW BOOMERLAND: TRENDS AND OPPORTUNITIES FOR THE INDUSTRY TODAY

General Session

Wednesday, May 21— 8:00 AM – 9:30 AM

VICKIE ABRAHAMSON

In her forward-looking presentation, Abrahamson will explore five macro trends affecting aging Boomers. She will address the differences and similarities among the varied boomer lifestyles and life stages, and highlight key trends and observations that point out the values that drive consumer behavior. From green building practices to an appreciation for chic living, Abrahamson will deliver a new level of understanding of the “new” 50+ consumer and explain how their buying trends impact housing choices across all regions of the country. You’ll walk away with a new appreciation for boomers and how this provocative lens on the industry can help you deal with future changes in the marketplace.

Vickie Abrahamson, Executive Vice President and co-founder of Iconoculture, has spent more than 20 years in the fields of marketing, product development and brand building. Vickie's entrepreneurial spirit and vision has garnered national attention for Iconoculture, including being listed on the 2007 Inc. 500 list of Fastest Growing Private Companies in America. She has been a frequent contributor to national publications including *Fast Company*, *Entrepreneur*, *The Washington Post* and *Wired*. Iconoculture's clients are some of the most prestigious and well recognized in the country.



LUNCH SESSION WEDNESDAY, MAY 21

1:00 PM - 2:15 PM

Post Katrina: Opportunities and Challenges in New Orleans

After Hurricane Katrina made landfall in New Orleans with all its fury in August 2005, 80 percent of New Orleans was under water. Ninety percent of its residents were evacuated, and those who stayed behind had to fight for their lives. Entire neighborhoods were severely damaged or destroyed. Almost three years later, two-thirds of former New Orleans residents have failed to return and recovery efforts have been very slow. Hear from non-profit organizations actively involved in rebuilding the city and local government officials about the ongoing efforts to rebuild New Orleans, the progress being made, and the many challenges and obstacles that continue to hamper redevelopment.

CLOSING SESSION WEDNESDAY, MAY 21

2:30 PM - 4:00 PM

Downturn or U-Turn? Solutions for a Challenging Market

If you can “keep your head while all about you are losing theirs,” maybe it’s because you’ve got a plan. Get the ideas and insights you need to forge your own success strategy from our forum of industry leaders who’ve met and mastered the most challenging circumstances—from tight money to overbuilt markets to rebounding from the ravages of Katrina. Our experts have been there, done that—and their on-target assessments and suggestions will help you do it, too.

We saved the best for last! This session has it all: smart thinking, best practices and real solutions for changing a downturn into a turnaround. If you want to weather the storm and not just cope, but conquer, this is one session you must not miss.



BREAKOUT SESSIONS TUESDAY, MAY 20

10:30 AM - 12:00 PM

DESIGN

50 WAYS TO PLEASE 50 PLUSER'S

Today's 50+ buyers are looking for more than rest and relaxation. Learn from experts involved in high-profile urban and suburban multi-generational projects about community design and placemaking techniques that foster connectivity while preserving exclusivity and security. This session will provide lessons learned from concept inception to project approval.

SERVICE ENRICHED

ACTIVE ADULT AND SERVICE ENRICHED COMMUNITIES: OPPORTUNITIES AND ALLIANCES

It's a win-win situation. Builders can increase their marketplace... and increase profits. Many opportunities lie in the connections between developers of active adult and service enriched communities. Learn what makes these partnerships work. This session will present examples that create enhanced opportunities for all involved.

DESIGN

REALITY VS. RESEARCH: TOP KITCHEN AND BATH DESIGN TRENDS

This session presents aging-in-place kitchen design recommendations based on award-winning research. The presentation will include photographic and statistical findings from a research study of 60 homes in 24 retirement communities in four states. Attendees will learn how to design kitchens that are not only appropriate for those aging in place, but also attractive and non-stigmatizing.

DEVELOPMENT/OPERATIONS

MANAGING THE ENEMY FROM WITHIN: MULTIFAMILY HOA MANAGEMENT

How you manage expectations and the community HOA dictates whether you have a community of friends or enemies. Learn how to create a workable HOA governance structure, a clear and strong management program, an active amenity package and a realistic budget—key components that create satisfied residents.

SALES & MARKETING: TRENDS

REVITALIZING A STALLED DEVELOPMENT: USING CONSUMER RESEARCH TO DEFINE CONSUMER PREFERENCES

A developer, researcher and marketer will present, describe and critique the research program used to jump start their stalled development. Learn what was done, who participated, what the results revealed and how the research results are being used.

TECHNOLOGY

ONLINE, OFFLINE AND BOTTOM LINE: MAKING ONLINE AND OFFLINE MARKETING WORK TOGETHER—TO WORK FOR YOU

Learn tips and techniques for getting your online and offline marketing in sync, to create a cohesive marketing experience that will motivate boomer-plus prospects and generate results. Our panel of integrated marketing experts will give you ideas and insights you can put into play now for outstanding results.

SALES & MARKETING

TRENDS IN ARCHITECTURE AND INTERIORS WITH THE BRUNCH BUNCH

Three very caffeinated industry experts will present ways to make your community the latest coffee shop buzz! Choose from: 1) the triple shot espresso: urban and edgy small space design; 2) Half-caf skinny soy latte, no foam: flavor, function and options to attract the 50+ buyer; 3) organic tea with honey in a recycled cup: are you 'green' enough?; and 4) today's special brew: the latest in details, finishes and must-haves.

BREAKOUT SESSIONS TUESDAY, MAY 20

1:30 PM - 3:00 PM

SALES & MARKETING

CREATING THE MINDSET TO MOVE: TURNING PROSPECTS INTO SALES

A builder's biggest competitor isn't other builders; it's the buyer's current home. Other obstacles include the fear of change and the stress of moving. Removing these obstacles can differentiate your product and increase sales. Learn how to overcome objections that simmer below the surface and turn reluctant rightsizers into buyers.

DESIGN

GOD IS IN THE DETAILS

Understand the guiding principles (and secrets) behind successful floor plan design for the 50+ market. More than just the basics, we will show what it takes to make your plans stand out from the competition. Learn the nuances that make for successful home design today.

DESIGN

HOW TO SUCCESSFULLY DESIGN AND OPERATE AN ACTIVE ADULT RECREATIONAL CLUBHOUSE

Learn about critical factors to take into consideration when developing and designing an active adult clubhouse. Design issues, sound attenuation concerns, aesthetic appeal, functionality and construction costs will be discussed. The session also covers operational issues such as financial management, proper staffing and fitness and recreational programming.

TRENDS

BOOMER SURGE CHANGES THE RULES: THE NEW MARKET DYNAMICS

Experts plot a five-year trend of changing market dynamics to see what's in demand today! This look at crucial design elements focuses on shifts in design, interior features/options, land planning and amenities. The panel provides an updated blueprint, based on demographics and real world experience, to fit the needs of an increasingly younger, more dynamic buyer.

BREAKOUT SESSIONS TUESDAY, MAY 20

1:30 PM - 3:00 PM

SALES & MARKETING

MANAGING THE PIPELINE: A TOOL TO INCREASED SALES

It's a different sales world out there—every sale is the culmination of rigorous follow up, relationship building with clients and a reliable system to support the sales process. This presentation shows how to use your computer-based follow-up system effectively, pointers on creating and building rapport with prospective buyers, and new ways to maintain and continue the dialogue with prospects.

DEVELOPMENT/OPERATIONS

PODIUMS AND WRAPPERS—MODELS FOR HIGHER DENSITY MIXED-USE SITES

This session will look into two building models that offer developers the most economical means to achieve increased densities and mixed use—podiums and wrapper buildings. The presenters will present the code and construction challenges and east and west coast case studies that addressed those challenges.

SERVICE ENRICHED

LIVING BOOMER STYLE

Design changes everything. Consider the iPhone. Now consider housing with services, which today offers to supportive living environments what the iPhone offers to communication. We'll discuss how lifestyle centers, brand loyalty and wellness are pushing conventional thinking, and show how service-enriched design can be sexy and still meet the changing needs of residents as they age.

BREAKOUT SESSIONS TUESDAY, MAY 20

3:30 PM - 5:00 PM

TRENDS

50+ REASONS TO PAY ATTENTION TO GENERATIONAL IDENTITY

Whether your 50+ purchaser's earliest memory is VJ Day, JFK's assassination, or the Challenger explosion can make all the difference in what's important to them, what they value and what they need. Generational identity markers are critical. Grasp how to decode generational threads and predict behavior among the broad 50+ market. With multiple generations as active prospects, generational sensitivity is the master key, allowing sales success by working smarter, not harder.

SERVICE ENRICHED

ADAPTING ACTIVE ADULT COMMUNITIES FOR THE NEXT GENERATION

Merging service enriched with active adult condominiums is the future as senior consumers desire the security of care later in their lives. Marketing challenges exist because consumers don't want their future health care needs to be a focus of their move decisions. This session presents 2 examples—a high-rise condominium resort community and an active condominium community developing an adjoining assisted living community. Marketing solutions will be a component of the case studies.

DESIGN

BOOMERIZING ACTIVE ADULT LIVING: A NEW FACE ON PLACE

Boomers have revolutionized the American landscape. Their parents were frugal savers, but the Boomers became the world champions of consumerism. How are Boomers changing active adult living? This presentation will provide design and marketing strategies and community concepts being created just for Boomers.

TECHNOLOGY

BUILDING YOUR COMMUNITY FROM THE OUTSIDE IN

New web-based and traditional community-based attention grabbers can make your marketing a destination as much as your community. From a "Virtual Village" where homeowners can meet and interact with prospective neighbors and sales staff, to online pre-marketing tours of models and amenities, to innovative community programs which bring prospects to your gates, the possibilities are endless and available right now.

DESIGN

CREATIVE UNIVERSAL DESIGN: INSIDE & OUT

Expanding universal design concepts to include both exteriors and interiors can make 50+ communities even more attractive to active adult buyers. Speakers will share cost-effective, how-to universal design ideas for interiors, amenities, hardscapes, landscapes and lighting, geared to provide extra marketing ammunition and increase buyer satisfaction and referrals.

DEVELOPMENT/OPERATIONS

COMMUNITY GOVERNANCE AND DOCUMENTATION FOR AGE-RESTRICTED COMMUNITIES

This discussion of legal and operational issues relating to community governance and documentation will have practical application to attorneys, developers, managers, and others involved with the establishment and operation of age-restricted communities. Attendees will gain insight into some of the unique aspects of community covenants: applying the Housing for Older Persons Act, governance in an age-restricted community where residents are especially engaged and active in association matters and turnover to a resident board in communities with significant common facilities.

SALES & MARKETING

OLDER, WISER AND "COOLER" THAN EVER!

Today's homebuyers are hyper-aware of what they want in their new home. Learn how to think like today's design-savvy, tech-savvy, highly individualized buyers, and how to increase revenue from that knowledge. What included or optional products can make or break the sale, and significantly increase your bottom line? Three seasoned professionals share strategies to keep buyers emotionally engaged through their model home and design studio experience.

SALES & MARKETING

DEFINING THE ACTIVE ADULT HOMEOWNER

Learn how residents of an award-winning master planned community have redefined the active adult lifestyle. Observe and participate in a Q&A with a panel of home owners from Providence at Heritage Shores—NAHB's Best Active Adult Community in 2005. Eight residents will discuss why they chose to live in an active adult community and what their lifestyle preferences are.

DESIGN

EXTREME DESIGN: COMMUNITY EDITION ...THE ULTIMATE 50+ COMMUNITY DESIGN CHALLENGE

Two development teams led by team leaders compete to build and design the ultimate 50+ active adult community. With site models, 3-D building blocks, amenities and landscaping, the challenge is to be the most creative and innovative. Bring your creative minds and have fun! Participants are limited, but the audience will vote for the best design!

SALES & MARKETING AND DEVELOPMENT/OPERATIONS

FAIR HOUSING FOR THE ACTIVE ADULT BUILDER

Fair Housing is the cornerstone of the active adult business, but it's often misunderstood. Find out what the Fair Housing Act says—especially as it relates to marketing. Learn how to market the right way without running afoul of the law. Learn what words to avoid, how to portray your customers in your advertising and marketing campaigns and much more. Also, find out why age-targeting is risky.

SERVICE ENRICHED

"HEY, I'M NOT OLD!" SUBTLE AGE-IN-PLACE DESIGN FOR SENIOR BOOMERS

Residents who seek a service-enriched lifestyle recognize they have special needs but don't want a community that looks and feels like an "old folks' home." Get specifics on how to artfully integrate aging-in-place elements to produce upbeat, upscale environments while subtly meeting the health and mobility needs of aging adults.

DESIGN

INTEGRATING 50+ COMMUNITIES IN THE URBAN CORE

As more Boomers approach retirement age, homebuilders must respond to their desire for unique living choices. A relatively untapped market is one that accommodates well-heeled 50+ buyers. They want the convenience of an urban setting, but still require the same high-quality finishes to which they're accustomed.

TRENDS

MAKE GREENBACKS BY GOING GREEN

Going Green is not just politically correct and trendy—it's a way to differentiate your community in a very competitive marketplace. This program will give attendees real examples of green elements, including how much they cost. The presenters will illustrate through case studies how to incorporate affordable and marketable elements that conserve energy and use fewer community resources and show how to do it on a tight budget.

TECHNOLOGY

WEBSITE LABORATORY - LIVE!

In this live and uncensored review of websites submitted by the audience, content, ease of navigation, technical features and sales effectiveness will be reviewed. Come early and sign up to have your website reviewed. Last year's seminar was standing room only!



DESIGN

3-D'S OF THE NEW BOOMER COMMUNITY: DIVERSITY, DENSITY, DESIGN

Leading edge Boomers are redefining the product mix that appeals to them. Density is not the issue it once was and can be an advantage in attracting specific niches of buyers. Lifestyle choice, affordability and location all drive the development of new product types. This program explores successful designs, density alternatives and product mixes.

DEVELOPMENT/OPERATIONS

DESIGNING BOOMER HOUSING IN AN URBANIZED SETTING WHILE UTILIZING TND PRINCIPLES

Active adults want smaller scale communities with interesting spaces and lifestyle amenities, often within an urban setting or one that contributes to a specific lifestyle. Finding suitable urban expressions related to housing type and amenities are important. This session teaches how to incorporate elements of traditional neighborhood design (TND) when designing boomer housing.

DEVELOPMENT/OPERATIONS

DOING WELL BY DOING GOOD: CAPTURE THE AGE WAVE BY REDEFINING YOUR COMMUNITY, COMPANY AND CAPITAL

Successfully mastering social capital creates livable communities for people of all ages. With aging populations doubling by 2030, engaging collaborative assets with coalition partnering will better solve living challenges for all ages. Only 46 % of American communities are addressing aging-readiness. What is your strategy for this mega market without housing slumps awakening us to what livable communities "must have?" Leverage your future power now!

SERVICE ENRICHED

PLACEMAKING

The creation of a successful 50+ community begins with a clear, organized and achievable vision. Seamless integration of the disciplines of planning, architecture and landscape are critical to developing a concise, responsive and adaptive "place" that will continue to grow positively over time. Explore the key components of timeless placemaking for successful 50+ communities.

TRENDS

PREFERENCES ARE NOT PRIORITIES

This session will outline the innovations and future trends being designed and implemented in 50+ housing. Speakers will discuss issues being faced by owners and operators in the industry. Through case studies, presenters will illustrate how problems were solved to the benefit of residents and staff. The session will be an enlightening discussion for architects, facilities managers and owners. There's plenty of research on what 50+ homebuyers say they would "prefer" to buy, but what they are REALLY buying? Should we design local active adult communities for Boomers based on national surveys of their parent's priorities, or on what Boomers say they would "prefer" to buy? Two 50+ housing experts will debate the issue.

SALES & MARKETING

SALES TECHNIQUES BEYOND THE CONVENTIONAL: HOW TO RETAIN BUYERS, BUILD REFERRALS AND CREATE COMMUNITY DURING ALL PHASES OF DEVELOPMENT

The success of any new community is dependent on driving initial inquiries and sales, but the real measure of success lies in creating a sense of community while the development process is underway. This session outlines programs that engage customers and retain them from development to closing.

TECHNOLOGY

THE HIGH TECH ADVANTAGE IN ACTIVE ADULT LIVING

This session will increase builder understanding of high tech features and show how to design with these trends as well as market them to boomers. Presenters will provide examples of how a high tech home can make buyers' lives more enjoyable and convenient. Learn why this is the future of the industry.



CONNECT AT SPECIAL EVENTS

KICK-OFF RECEPTION ON EXHIBIT FLOOR

Monday, May 19 5:00 PM – 7:00 PM

Be our special guest at Building for Boomers & Beyond: 50+ Housing SymposiumSM Kick-Off Reception in the Exhibit Hall. One of the keys to success is networking... and this is the first of many opportunities to meet and mingle with your fellow attendees. Visit with exhibitors and check out the hottest products around for the 50+ market. Make valuable business contacts that could translate into bigger profits for your company.

COCKTAIL RECEPTION ON EXHIBIT FLOOR

Tuesday, May 20 5:00 PM – 7:00 PM

Network and visit with exhibitors and see the latest product innovations for the 50+ housing market.



BEST OF 50+ HOUSING AWARDS GALA

Tuesday, May 20 6:00 PM – 9:00 PM

Join the spirited celebration of the finest work in 50+ housing! See the "best of the best" active adult communities, apartments, CCRCs and assisted living communities, as well as the most innovative marketing materials produced promoting the communities—selected from entries from across the country! A special presentation will honor the ICONs of the Industry, 50+ Housing Council members who have made a lasting impact on the industry.

The awards gala is a tribute to the 50+ housing industry and is open to all, but advance reservations are recommended for this sure-to-sell-out event. Take your place among the winners; attend the Best of 50+ Housing Awards!

- ▶ **COST:**
\$80 for NAHB Members
\$95 for Non-Members
(exclusive pricing for Symposium full registrants)
- ▶ **Non-Symposium registrants:**
\$130 for NAHB Members
\$145 for Non-Members

EXHIBIT HALL

The essentials of business success can be found in the 50+ Housing Symposium: Building for Boomers & BeyondSM Exhibit Hall. Visit our exhibitors often to make connections, learn about new products, find out how to brand and promote your own product and establish valuable relationships with key decision makers in the 50+ housing industry. You'll find products and services for every aspect of your business: software and web resources; advertising and architecture services; construction and security firms; publishing and print opportunities; and universal design products. These are the companies best-suited to partner with you to create standout communities. Visit the Symposium's web page for a current list of exhibitors.

Exhibit space and sponsorship opportunities are available.

If you have a product or service tailored to the 50+ market, contact Harris Floyd at hfloyd@nahb.com or 800-368-5242 x8208 for more information or to receive an Exhibitor Prospectus.



HOTEL & TRAVEL

HOTEL

Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130
504-525-2500
www.sheraton.com/NewOrleans

The Sheraton New Orleans Hotel is at the footsteps of the French Quarter, close to unforgettable dining, music and entertainment and all that the Crescent City has to offer. The hotel features a fitness center, outdoor swimming pool, restaurant and lounge among many other amenities.

Rates: \$189 per night, single/double occupancy + taxes
Cut-Off Date: Tuesday, April 15, 2008 (Room rate will not apply after this date)

Reservations: All reservations must be made individually through the hotel's Reservations Department by calling 888-627-7033 or at <http://www.starwoodmeeting.com/book/nahb2>. Please reference the National Association of Home Builders' (NAHB) 2nd Meeting to receive the discounted rate.



TRAVEL

Airport:

Louis Armstrong New Orleans International Airport

American Airline Discounts:

For reservations and ticketing information, call American Airlines Meeting Services Desk or have your travel professional call 800-433-1790 from anywhere in the United States or Canada, seven days a week from 5:00 am to 12:00 am Central Time, and refer to authorization number A1438SS. Reservations for the hearing and speech impaired are available at 800-543-1586.

Taxis:

Cabs from the airport are approximately \$30 one-way for one or two passengers or \$12 per person for three or more passengers. Shared-ride shuttle options are available for \$13 per person one-way, \$26 per person round-trip. Go to www.flymysy.com and click on "Ground Transportation" for details.

Hertz Discount:

Save \$5 a day and up to \$25 on your NAHB meeting rental with Hertz. Plus, you receive your NAHB member discount as well as all other Hertz benefits. This special offer is valid one week before through one week after the designated NAHB event dates. You can make reservations by calling 800-654-2240 in the U.S. or in Canada call 800-263-0600 (in Toronto 416-620-9620) or go online to www.hertz.com. Be sure to include the NAHB CDP #51046 and meeting PC #113260 to take advantage of this special offer.

For questions or more information, e-mail registrar@nahb.com or call 800-368-5242, x8338

SPECIAL CONSIDERATIONS

If you have special dietary requirements for any food function or require any special assistance to fully participate, please email NAHB's Office of the Registrar at registrar@nahb.com or call 800-368-5242 x8338.

CANCELLATION/REFUND POLICY

All cancellation/refund requests must be received in writing to The NAHB University of Housing Office of the Registrar no later than 5:00 PM EST, Friday, May 9, 2008. An administrative fee of \$100 will apply to each

cancelled registration. Cancellation of an education course will be charged an administrative fee of \$25.00. Cancellation of a tour or gala registration is completely refundable through 5:00 PM EST Friday, May 9, 2008. No refunds will be issued after 5:00 PM EST Friday, May 9, 2008. Substitutions are permitted at any time and must be in writing.

PRE-SYMPOSIUM EDUCATION COURSE CANCELLATION POLICY

Please note that advance registration for the pre-Symposium education courses will be held for

30 minutes after the start time of the class. After 30 minutes, advance registrations will be considered "no-shows" and seats assigned will be made available for on-site registrants. No refunds will be given. This section of the policy only applies to the pre-Symposium educational courses where a separate fee is required.

NAHB reserves the right to cancel a pre-Symposium course due to insufficient enrollment. You will be notified at least seven days prior to the course.

REGISTRATION

2008 BUILDING FOR BOOMERS & BEYOND: 50+ HOUSING SYMPOSIUMSM

Advance Registration Closes Wednesday, April 30

3 WAYS TO REGISTER

ONLINE

www.nahb.org/Build4Boomers

FAX

202-266-8501

MAIL

The NAHB University of Housing, Office of the Registrar

1201 15th Street, NW

Washington, DC 20005

FULL NAME

NAME ON BADGE

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL (It is NAHB's policy not to share or sell its email addresses.)

MKT CODE (Located above address on mailing panel)

NAHB MEMBER #

Select One

- Developer
- Owner
- Equity Investor
- Dept Lender
- Interior Designer
- Accountant
- Attorney
- Marketing Professional
- Property Manager
- Other

Primary Business Type

- Builder-Builder/Developer
- General Contractor-Remodeler
- Architect-Engineer-Designer
- Product Manufacturer
- Subcontractor
- Sales and Marketing
- Other (Please specify)

Interest Areas

- 50+ Housing
- Sales and Marketing
- Multifamily
- Green Building and Energy
- Land Development
- Design/Architecture/Planning
- Advocacy/Political
- Building Systems
- Business Management
- Compliance/Safety
- Economic Trends
- Production Management
- Home Technology
- Codes and Standards
- None

Is this your first time attending this conference?

Yes No

NAHB 50+ Housing Council Member?

Yes No

Building Products Buying Responsibility

- Specify
- Recommend
- Approve
- None

BUILDING FOR BOOMERS & BEYOND: 50+ HOUSING SYMPOSIUMSM REGISTRATION

689-3403-4212

FULL REGISTRATION

Your full registration fee includes:

- Access to all breakout education sessions, the keynote session, the general session and the closing session
 - Exhibit hall
 - Kick-off reception
 - Breakfast and lunch on the exhibit floor on Tuesday
 - Breakfast on the exhibit floor on Wednesday
 - Special luncheon session on Wednesday
 - Cocktail reception on Tuesday evening
- A separate fee is required for the pre-conference courses, community tours and the Best of 50+ Housing Awards Gala.

Early Bird Registration (until COB, Friday, February 22)

- 50+ Housing Council Member \$695
- NAHB Member \$745
- Non-Member \$845

Registration (after Friday, February 22)

- 50+ Housing Council Member \$795
- NAHB Member \$845
- Non-Member \$945

On-Site Registration (after Wednesday, April 30)

- 50+ Housing Council Member \$845
- NAHB Member \$945
- Non-Member \$1,045

SPOUSE REGISTRATION

Spouse registration includes admission to the exhibit hall, the kick-off reception, breakfast and lunch on the exhibit floor on Tuesday, breakfast on the exhibit floor on Wednesday, and the cocktail reception on Tuesday evening.

- Early Bird (until COB, Friday, February 22) \$250
- After Friday, February 22 \$350

PRE-SYMPOSIUM COURSES

688-3403-8116

- Selling to Active Adults May 17
- 50+ Housing Council Member \$170
- NAHB Member \$195
- Non-Member \$245

Designing for the Active Adult

- May 18
- 50+ Housing Council Member \$170
- NAHB Member \$195
- Non-Member \$245

Trends and Research Methods to

- Define the Active Adult Lifestyle May 18
- 50+ Housing Council Member \$170
- NAHB Member \$195
- Non-Member \$245

REBUILDING TOGETHER

COMMUNITY SERVICE PROJECT

Sign up for one day or both days

- Saturday, May 17
- Sunday, May 18
- T-Shirt Size (Adult)
- Small Medium Large
- X-Large XX-Large XXX-Large

COMMUNITY TOURS

689-3420-4212

- Monday, May 17
- Active Adult Community Tour \$95
- New Orleans Recovery Tour \$125

BEST OF 50+ HOUSING AWARDS GALA

531-3403-4401

(Full Symposium Registrants)

- NAHB Members:
- # of Tickets () x \$80 per ticket = \$ _____

Non-NAHB Members:

of Tickets () x \$95 per ticket = \$ _____

(Non-Full Symposium Registrants)

NAHB Members:

of Tickets () x \$130 per ticket = \$ _____

Non-NAHB Members:

of Tickets () x \$145 per ticket = \$ _____

REGISTRATION FEES

	Cost
Symposium	\$ _____
Spouse	\$ _____
Pre-Symposium Courses	\$ _____
Community Tour	\$ _____
Awards Gala	\$ _____
Total:	\$ _____

PAYMENT (Check one)

Registration must include payment.

- Check (made payable to The NAHB University of Housing)
- VISA MasterCard American Express

PRINT NAME AS IT APPEARS ON CARD

CREDIT CARD NUMBER

EXP. DATE

CARDHOLDER'S SIGNATURE

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(As of December 2007)



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Register today at www.nahb.org/Build4Boomers

THE 2008 50+ HOUSING SYMPOSIUM

- A not-to-be-missed event for:
- Builders
 - Sales and Marketing Professionals
 - Land Developers/Planners
 - Architects and Designers
 - Remodelers
 - Independent and Assisted Living Professionals

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Washington, DC 20005



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