

Emerging Trends



PHOTO COURTESY OF DEL WEBB

Evolving Markets



April 28-30, 2003

**Renaissance Esmeralda Resort & Spa
Palm Springs/Indian Wells, California**

WHO SHOULD ATTEND?

- LOCAL COMMUNITY BUILDERS
- LARGE NATIONAL BUILDERS
- MULTIFAMILY BUILDERS & DEVELOPERS
- ARCHITECTS
- ATTORNEYS
- FINANCIAL REPRESENTATIVES
- INTERIOR DESIGNERS & MERCHANDISERS
- MARKETING AND ADVERTISING EXECUTIVES
- SALES PROFESSIONALS
- AND ANYONE ELSE INTERESTED IN TAPPING INTO THE POTENTIAL OF THE 50+ MARKET.

Did you Know?

In all, 77 percent of the financial assets held in the United States are by people over the age of 55.

—Statistics courtesy of Age Wave LLC and the Impact Presentations Group

The Boomer Factor

Baby boomers changed our country with their sheer numbers and unrivaled individualism. Now, the teens of the 1960s and 1970s — the largest generation in United States history at close to 77 million—are creating a whole set of emerging trends. Discover how and where boomers and their parents want to live and explore the evolving market opportunities they bring to the housing industry.

Join industry leaders for the 2003 Seniors Housing Symposium, *Building for Boomers & Beyond: Emerging Trends, Evolving Markets*, the nation's leading educational and networking event dedicated to the 50+ seniors housing market. The Symposium is jam-packed with information you can use to enhance your bottom line. You can't afford to miss this dynamic event April 28-30, 2003, at the Esmeralda Resort & Spa in Palm Springs/Indian Wells, Calif.

The symposium will explore important **EMERGING TRENDS**, such as:

- *Older adults are looking for "lifestyle."* They are smarter, wealthier and more demanding than previous generations.
- *Universal design is in increasing demand.*
- *More consumers want to "age in place."* What does that mean for industry professionals looking to serve this market?
- *Rental housing has become an attractive lifestyle option* for the 50+ consumer.
- *Smaller infill projects are gaining favor in urban areas as land becomes scarcer.*
- And much more!

Industry experts will paint a picture of **EVOLVING MARKETS**. They will show you:

- *Why the market is not singular.* It really is multiple markets, each with their own preferences, needs and opportunities.
- *Where the market is.* It's grown far beyond the Sun Belt.
- *How markets are more diverse than ever.* Even among the oldest segments, you'll find a world of difference.

Building for Boomers & Beyond: Emerging Trends, Evolving Markets is sponsored by the Seniors Housing Council of the National Association of Home Builders (NAHB). The Symposium was created for NAHB members and other industry professionals to increase their awareness and understanding of the active adult and service-enriched markets.

Emerging Trends



Evolving Markets



What's New in 2003?

We listened to your feedback from symposiums past. That's why this year we're offering all-new programs, a fresh array of speakers and more in-depth coverage of topics important to you.

Exciting, new programs include:

- *Under the Microscope.* Ralph Spargo and his Standard Pacific team will give you an inside look into the development of their Talega project.
- *An exploration of opportunities in rental housing.* Why you should consider this hot new option in market-rate active adult housing.
- *Plan evaluations by design experts.* Get a professional critique of your home, community and land plans.
- *Ad reviews by marketing pros.* What are the strengths and weaknesses of your advertisements? How can you improve them?
- *A display of 2003 "Best of Seniors Housing Design Award Winners."* See why these projects are the country's award-winning senior communities.

WHY YOU SHOULD ATTEND?

- BUILD ON YOUR KNOWLEDGE OF THE 50+ HOME BUYER.
- OR, IF YOU'RE NEW TO THE MARKET, LEARN HOW TO GET STARTED IN THE HOTTEST SECTOR OF THE HOUSING INDUSTRY.
- DISPEL COMMON MYTHS ABOUT THE INDUSTRY.
- GAIN A COMPETITIVE EDGE IN YOUR MARKET.
- MEET INDUSTRY EXPERTS AND PEERS—FIND OUT WHAT'S WORKING FOR THEM.
- PREVIEW THE LATEST PRODUCTS AND SERVICES.
- GET A SNEAK PEEK AT SOME OF THE NATION'S PREMIER COMMUNITIES.
- MAKE KEY CONTACTS AND NETWORK WITH INDUSTRY MOVERS AND SHAKERS.

Optional Event

Inaugural Seniors Housing Symposium Golf Tournament

Sunday, April 27

1 p.m. – 6 p.m.

Indian Wells Golf Resort

The Palm Springs Desert boasts some of the top courses in the country. To provide conference attendees the opportunity to play in this “golf mecca” and network with their peers, the NAHB Seniors Housing Council is pleased to announce the inaugural Seniors Housing Symposium Golf Tournament.

The tournament will take place at the Indian Wells Golf Resort, conveniently located next door to the Renaissance Esmeralda Resort & Spa. This Ted Robinson-designed, par-72 championship course won Golf magazine’s “Silver Medal Award.”

The registration fee is \$150 per golfer, which includes greens fees, cart rental, light snacks and prizes. (Foursomes and club rental will be arranged after registration and payment are received.) Space is limited, so register early!

Program at-a-glance

SUNDAY, APRIL 27, 2003

NOON – 5:00 P.M.	REGISTRATION OPEN
1:00 P.M. – 6:00 P.M.	GOLF TOURNAMENT, INDIAN WELLS GOLF CLUB

MONDAY, APRIL 28, 2003

7:30 A.M. – 6:00 P.M.	REGISTRATION OPEN
8:30 A.M. – 4:30 P.M.	COMMUNITY BUS TOUR
5:30 P.M. – 7:30 P.M.	KICK-OFF RECEPTION IN EXHIBIT HALL

TUESDAY, APRIL 29, 2003

7:30 A.M. – 5:30 P.M.	REGISTRATION OPEN
7:30 A.M. – 8:30 A.M.	CONTINENTAL BREAKFAST IN EXHIBIT HALL
8:30 A.M. – 10:00 A.M.	KEYNOTE SESSION
10:00 A.M. – 10:30 A.M.	NETWORKING BREAK IN EXHIBIT HALL
10:00 A.M. – 2:00 P.M.	PLAN AND AD REVIEWS IN EXHIBIT HALL
10:30 A.M. – NOON	BREAKOUT SESSIONS
NOON – 2:30 P.M.	LUNCH IN EXHIBIT HALL
2:30 P.M. – 4:00 P.M.	BREAKOUT SESSIONS
4:00 P.M. – 4:30 P.M.	NETWORKING BREAK IN EXHIBIT HALL
4:30 P.M. – 6:00 P.M.	BREAKOUT SESSIONS

WEDNESDAY, APRIL 30, 2003

7:30 A.M. – NOON	REGISTRATION OPEN
7:30 A.M. – 9:00 A.M.	ICONS OF THE INDUSTRY BREAKFAST & GUEST SPEAKER
9:00 A.M. – 9:30 A.M.	NETWORKING BREAK
9:00 A.M. – 11:00 A.M.	PLAN AND AD REVIEWS IN EXHIBIT HALL
9:30 A.M. – 11:00 A.M.	BREAKOUT SESSIONS
11:00 A.M. – NOON	LUNCH IN EXHIBIT HALL
NOON – 1:30 P.M.	CLOSING GENERAL SESSION – UNDER THE MICROSCOPE

*SCHEDULE IS SUBJECT TO CHANGE

Symposium Education Schedule

TUESDAY, APRIL 29, 2003

8:30 A.M. – 10:00 A.M. KEYNOTE SESSION

Staying on Top of an Ever Changing World — Implications for the Building Industry Mark Goldstein, Founder, Age Wave LLC



Currently, the United States is undergoing an unprecedented demographic shift that could mean lucrative opportunities for the building industry. Every day, the 50+ population is growing by 10,000 people, and this trend will continue for the next 20 years. Seventy-seven percent of all the financial assets now held in the U.S. are in the hands of people over the age of 50. It is a time of redefinition for the second half of life, and it includes new ways to live and work. Mark Goldstein, founder of Age Wave LLC and co-founder of Impact Presentations Group, will give a research-based presentation that will position building professionals at the forefront of this “revolution.” Goldstein also will help you to understand the implications for designing and marketing the homes of the future.

10:30 A.M. – NOON CONCURRENT SESSIONS

You've Got a Problem, We Have A Solution Moderator/Speaker — Don Jacobs, Principal, JBZ Architecture + Planning

William Devereaux, Jr., President, Devereaux & Associates
Kay Green, President, Kay Green Design, Inc.

Here's your chance to hear some common problems in designing for the active adult market and how the experts respond with planning, architectural and interior merchandising solutions.

Targeting Residential Products to Diverse Active Adults Moderator — Doris Payne, Senior Consultant, Marketscape Research and Consulting Peter Dennehy, Director, The Meyers Group

The seniors market is increasingly diverse. This session illustrates how to identify and target this market with unique residential products for specific markets. It will highlight actual projects designed to address particular niches within the active adult market.



DESIGN



RESEARCH
& TRENDS



MANAGEMENT



DEVELOPMENT



MARKETING



SALES

Did you Know?

The U.S. population will grow by 18 percent by the year 2020; the 55-64 age group will increase by 75 percent during that time.

The U.S. currently has more seniors than Canada has total population. The number of seniors will double in our country over the next 30 years to 70 million.

Baby boomers will be the benefactors of the largest "Inheritance Wave" in world history estimated at over \$30 trillion.

—Statistics courtesy of Age Wave LLC and the Impact Presentations Group

Optional Event

Community Bus Tour

The Palm Springs area is often referred to as one big seniors housing community. The Seniors Housing Symposium again will feature a tour of several of the country's premier active adult and other senior communities. Board our tour bus and experience first-hand the best in community design, model design and model merchandising. Meet project management staff and learn how they positioned their property, met their site design challenges and reached their target markets. Listen as they share their successes and lessons learned. And, tour the actual models and clubhouses. The registration fee is \$75. Select this option on your registration form to participate (space is limited).

Participating companies include:

- Heritage Palms by Lennar Family of Builders
- Seasons at Mira Flores by LINC Housing
- Sun City Palm Desert by Del Webb
- Trilogy at La Quinta by Shea Homes



Management and Services — Seniors Lifestyle Communities Lessons and Options

Moderator — Mary Jo Peterson, President, Mary Jo Peterson, Inc.
Bonnie Solomon, Vice President, Retirement Living Services, Delmar Gardens Enterprises

Norman Dreyfuss, Executive Vice President, IDI – Leisure World

Tom Skahen, Partner, Senior Ventures, LLC

Joan Owens, Senior Property Manager, IDI – Leisure World

The unique nature of senior buyers requires special arrangements regarding management and service delivery. This interactive seminar will draw on the knowledge of a diverse panel to help you understand these buyers, learn lessons related to management models and step ahead of the pack in service delivery.



Get Beyond the Age Debate: Learn How to Market to Customer Values, Not Age

Robert Snyder, Senior Partner, J. Walter Thompson

Attendees will receive an overview of Value Portraits™ for Boomers, a study focusing on the 45+ market. Values are a key element of boomers' buying decisions; therefore, a marketing plan should extend beyond demographics and focus on the ideals of the buyer. You will discover how to build, sell and market products that reflect and fulfill boomers' needs and values.

2:00 P.M. – 3:30 P.M. CONCURRENT SESSIONS



It's Not Your Granny's Flat

Moderator — Manny Gonzales, Principal, KTG Y Group, Inc.

Joyce Hummel, Project Manager, National Survey Systems

Kimberly Solbakk, President, The Sunhill Group, LLC

Michael Costa, President, Simpson Housing Solutions

See where the active seniors apartment market is headed. Learn the profile of today's senior renter. Explore interesting case studies on newly constructed traditional communities and "on the boards" projects. The presentation will offer innovative and practical solutions for projects of all sizes.



The Maximum and Best Use: Strategic Research to Determine What and Where to Build and What the 55+ Home Buyer Wants

Margaret Wylde, President & CEO, ProMatura Group, LLC

Maureen Ladley, Vice President for Strategic Marketing, Southwest Region — Centex Homes

Case studies from New York to San Diego will teach you how to use strategic research to define what to build, where to build it and how to reach your targeted buyer. Includes crucial benefits of market feasibility studies, consumer research, strategic marketing and their associated costs.



SENIORS! Live On Stage — Which Advertising Works in Our Changing World?

Robert T. Adams,
President, Brooks
Adams Research
Sharon Brooks, President,
Sharon Brooks &
Associates, Inc.

This interactive educational session features active adults who will test national advertising campaigns via dial group and discussion methods. National advertising trends will be revealed. The presentation will analyze the strengths and weaknesses of advertising campaigns, list ways to improve cost-per-lead ratio and generate sales.

Emerging Trends



Evolving Markets



Measuring Yield in Profit Per Acre

Randall T. Richter, Director of Land Planning,
Feinberg & Associates, PC
William Slenker, President, Slenker Land Corporation
Robert Karen, President, Symphony Development Group

As density and sprawl become the battle cry of planning boards everywhere, builders must look for other benchmarks by which to measure their project's success. Learn from case studies how builders are measuring success in yield per acre.

4:30 P.M. — 6:00 P.M. CONCURRENT SESSIONS



Affordable Seniors Apartments from A to Z

Moderator — Kenneth Rohde, AIA, Principal, KTG Y Group, Inc.
Annie Gerard, VP Research - Seniors Housing, National Survey Systems
Jim Silverwood, President, Affirmed Housing Group
Johrita Solari, President, Solari Enterprises

This program will take an in-depth look at the processes required for successful affordable seniors apartment projects. This program will provide examples of apartments from market research and design, to financing and management.

Certified Aging-in-Place Specialist Designation Courses

“CAPS” Program Is Back
Sunday, April 27 —
Tuesday, April 29, 2003

The Symposium marks the second year of the Certified Aging-in-Place Specialist (CAPS) designation program. The CAPS courses teach technical, business management and customer service skills essential to compete in the fastest growing segment of the residential remodeling industry — home modifications for aging-in-place. The NAHB Remodelers™ Council and the NAHB Research Center — in collaboration with AARP and the NAHB Seniors Housing Council — have developed this program to provide comprehensive, technical and market-specific information about working with older and maturing adults to remodel their homes for aging-in-place.

The training program will provide information tailored to aging-in-place home modifications, including background on the aging-in-place market, technical skills, codes and standards, product ideas and much more. Remodelers who successfully complete the course work are awarded Certified Aging-in-Place Specialist credentials.

The schedule is as follows:

- April 27 —** Working With & Marketing to Older Adults
- April 28 —** Home Modifications
- April 29 —** Introduction to Business Management

A separate fee of \$175 per course is required. To register or for more information, contact NAHB's University of Housing at 800-368-5242, ext. 8338, or registrar@nahb.com.

Kick-Off Reception

Monday,
April 28, 2003
5:30 – 7:30 p.m.

Your Symposium experience begins on the exhibit floor with the 2003 *Building for Boomers & Beyond* Kick-Off Reception. This is an opportunity to network with others who serve the 50+ housing market. You also will have opportunities to meet with vendors from across the country and see some of the hottest products and services in the industry.

Icons of the Industry Awards Breakfast

Wednesday,
April 30, 2003
7:30 – 9:00 a.m.

The NAHB Seniors Housing Council recognizes industry innovators and trendsetters at the 2003 Icons of the Industry Awards Breakfast. Awards recognize individuals or companies that have made significant contributions to seniors housing in four categories: builder/developer of active adult communities; builder/developer of service-enriched communities; product manufacturer serving the mature market; and an educator or educational institution with programs in seniors housing.

*included in registration fee.



Truth or Dare? Is Your Marketing Plan As Successful As You Want It?

Jane Meagher, President, Successful Strategies
John Migliaccio, President, Maturity Mark Services
Tracy Lux, President, Trace Marketing

Ever wonder how your marketing plan stacks up against universal truths for successfully marketing to today's active adults? This marketing program will reveal proven concepts and successful application strategies. Learn how to create a framework for selling more homes and enhancing your profitability.



Designing for the Food Court Generation — Creating A Lifestyle Community Integrating Wellness as A Core Building Block

Cornelia C. Hodgson, AIA, Senior Partner, Dorsky, Hodgson & Partners
John Rude, President/CEO, John Rude & Associates

Boomers demand options, have high design expectations and require a holistic vision of wellness that goes beyond the walls of a fitness room. Using wellness as a design principle in creating your entire community, not to mention focusing on programs and services that bolster longer, healthier lives, can determine whether you successfully attract boomers and beyond.



55+ Ways to Zoom Past the Competition

Moderator — Peter Studl, Executive Vice President, Villas of America
Barbara Kleger, President, KD Partners, LLC
Janis Ehlers, President, The Ehlers Group, Inc.
Wendy Pieper, Vice President, Builder's Design & Leasing, Inc.
Lolita Dirks, President, Lita Dirks & Company

What's hot...what's new...what's tried and true? Discover 55 top ideas for the best marketing and public relations techniques, alternatives for clubhouses in small communities, the coolest invented landmarks and much more.

WEDNESDAY, APRIL 30, 2003

7:30 A.M. – 9:00 A.M. BREAKFAST SPEAKER

An Industry Giant Looks to the Future

Anne Mariucci, Senior Vice President of Strategy, Pulte Homes, Inc.

Pulte Homes and Del Webb communities have combined their 90-plus years of experience, and executives are focused on providing customers at any stage of their lives a home buying, building and living experience second to none. Now as one company with two strong names, Pulte is ready for the future. Pulte's Anne Mariucci will share her insights and experiences as a leader for the nation's top developer of active adult communities. Join this candid discussion as Ms. Mariucci examines emerging industry trends, sizes up the market and looks at what boomers buy.

9:30 A.M. – 11:00 A.M.

CONCURRENT SESSIONS



Prime Time Marketing

William Becker, President, William E. Becker Organization
Chris Shaxted, Executive Vice President, Lakewood Homes

Successful active adult marketing is a product of focused market analysis, branding, budgeting and implementation. Be part of an interactive session that takes a hard look at the necessary ingredients of a successful marketing plan. You will benefit from the experience and information of a marketing icon and successful active adult builder.



Targeting Urban Infill for Active Adults — Bigger is Not Always Better

Moderator — Todd Harff, President, Creating Results
Howard Katz, Maryland Operations Manager, Centex Homes
Michael Kivov, Director Feasibility & Strategic Services, PMD Advisory Services

Successful active adult communities come in all shapes and sizes. One niche is smaller infill projects that minimize the typical asset-intense, amenity-rich active adult communities that require large up-front investment. This session will explore the opportunities and advantages available with smaller infill projects. Listen to actual case studies and learn how you can profit from a smaller, not bigger, active adult strategy.



Narrow the Gap, Delight the Boomer

Paul A. Cardis, President/CEO, NRS Corporation
Deborah Blake, Director of Marketing, Del Webb

Seniors are savvy home shoppers, and most prefer referrals to other forms of marketing. However, referral generation depends on a builder's ability to satisfy buyers, and if the gap between buyers' expectations and perceptions is too wide, satisfaction is at risk. You will learn the psychology of home buyer satisfaction, how satisfaction impacts the builder, how to ensure financial performance, common myths associated with customer satisfaction measurement and how builders can improve their organizations by narrowing the satisfaction gap.



Universal Design Features Yield Benefits

Mary Jo Peterson, President, Mary Jo Peterson, Inc.
Louis Tenenbaum, Independent Living Strategist, Access Remodeling
Diane Sprague, Policy Analyst, MN Housing Finance Agency

Universal design is a buzzword in the building industry. How can it benefit your business? In this session, industry leaders will show how universal products and design concepts respond to consumer preferences, creating features ripe for great marketing and fast sales.

“THE SENIORS HOUSING SYMPOSIUM HAS IT ALL – EXCITING SPEAKERS, INTERESTING TOPICS AND GREAT TOURS OF ACTIVE ADULT COMMUNITIES. THIS IS ONE SHOW YOU CAN'T AFFORD TO MISS! THE PROGRAMS WERE THOUGHT PROVOKING, AND THE NETWORKING OPPORTUNITIES WERE COUNTLESS. WHETHER YOU'RE AN INDUSTRY VETERAN OR NEW TO THE 50+ MARKET, THERE'S SOMETHING FOR EVERYONE!”

—HAROLD COHEN,
EXECUTIVE VICE
PRESIDENT
AVATAR RETIREMENT
COMMUNITIES,
ORLANDO, FLORIDA

Travel

Palm Springs

The Palm Springs Desert is a relaxing and recreational oasis in the premier desert region of Southern California's Coachella Valley, surrounded by snow-capped mountains, manicured golf courses and warm, beautiful skies. It is a scenic destination comprised of eight distinctively charming desert resort cities – Cathedral City, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs and Rancho Mirage. Year-round sunshine and world-class hotel and resort amenities entertain 3 million visitors every year, including meeting and convention guests, families, newlyweds, seniors and singles.

Renaissance Esmeralda Resort & Spa, Indian Wells, California

The Renaissance Esmeralda Resort & Spa is nestled at the base of the Santa Rosa Mountains in the beautiful community of Indian Wells, just a short desert breeze from the Palm Springs International Airport. Its lush desert foliage will take you back to a more refined era. NAHB has reserved a block of rooms at the rate of \$180 per night. To make your reservation call 800-552-4386 by March 24, 2003. NAHB cannot guarantee this rate after March 24.

Ground Transportation

The Palm Springs International Airport is 18 miles from the hotel. Cab or towncar will range from \$25 to \$40 one way for the 30-minute ride between the airport and the hotel. The per-person rate in a shared vehicle is \$30 one way. Sedan transfers are \$140 one way.

The Ontario Airport is 90 miles from the hotel. Sedan transfers are \$300 one way for the 90-minute ride to the hotel.

Car Rental



We want to help you enjoy this event more than ever with great rates and services. Your special discounts are available on a wide selection of vehicles from one week before to one week after your event. So take in the sights at your own pace.

To reserve a car, contact Avis Meeting Services at 800-331-1600 and use Worldwide Discount (AWD) number A931298.



Successful Sales Strategies for Small Active Adult Communities

Moderator — Rich Carlson, Principal, Carlson Communications
Donna Johnson, Sales Director, Wayside at Chelmsford
Janice Dumont, Sales Director, Carriage Hill
Marilyn Jackson Adams, GRI, Director of Sales & Marketing, Thorndike Development, LLC

A panel of award-winning on-site sales directors share practical ideas on how builders and their on-site sales teams can work creatively and cost-effectively with active adult buyers. They will show how to “read” prospective buyers, convert traffic into sales and create rapport with buyers.

11:00 – NOON

LUNCH ON EXHIBIT FLOOR

NOON – 1:30 P.M.

Under the Microscope, A Case Study:

Creating An Infill Active Adult Neighborhood

Moderator — Tim Sullivan, Principal, The Meyers Group
Ralph Spargo, General Manager, Standard Pacific Gallery Communities
Sean Doyle, Project Manager, Standard Pacific Homes
Barbara Trachy, Director of Sales, Standard Pacific Homes
Stephanie Ayres, Marketing Manager, Standard Pacific Homes
Jeffrey LaFetra, Principal, Bassenian/Lagoni Architects
Don Jacobs, Principal, JBZ Architecture + Planning

This program is designed to maximize take-home value with a full team of professionals from Standard Pacific sharing their experiences in the brainstorming, construction and marketing of Talega, a 283-unit active adult community in San Clemente, Calif. Discussions will address what went right, what went wrong and how the product ultimately was developed. Audience participation is encouraged.

Building for Boomers & Beyond

Exhibit Hall

Branding, networking and closing ...the essentials of business success come together in the *Building for Boomers & Beyond* Exhibit Hall. During our extensive exhibit hours, you will have the opportunity to make connections, learn about exciting products and how to brand your own, and establish valuable relationships with decision-makers in the 50+ seniors housing industry!

Current exhibitors include:

- Fidelity TeleAlarm
- Life Fitness
- Martin Architectural Group
- Mature Living Choices
- Perlman Architects
- Professional Warranty
- ProMatura
- Trace Marketing
- Villas of America
- Whirlpool Corporation

For an updated list of exhibitors, visit the NAHB Seniors Housing Council Web site at www.build4boomers.com.

ONE ATTENDEE PER REGISTRATION FORM

**Building for Boomers & Beyond:
Emerging Trends, Evolving Markets**
Sponsored by the NAHB Seniors Housing Council
April 28-30, 2003
Renaissance Esmeralda Resort & Spa
Palm Springs/Indian Wells, California

NAME _____
 NAME TO APPEAR ON BADGE _____
 TITLE _____
 ORGANIZATION _____
 ADDRESS _____
 CITY STATE ZIP _____
 PHONE: _____
 FAX _____
 E-MAIL _____

NAHB member # _____

 NAHB Seniors Housing Council Member

Please select the category which best describes your position:

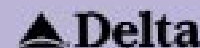
Single-Family Builder/Developer
 Multifamily Builder/Developer
 Manufacturer/Supplier
 Interior Designer/Merchandiser
 Architect
 Advertising/Public Relations
 Land Planner
 Sales/Marketing
 Market Researcher
 Other: please specify _____

2 WAYS TO REGISTER

FAX: Office of the Registrar at (202) 266-8501.

MAIL: NAHB University of Housing
1201 15th ST. NW,
Washington, DC 20005

Air Transportation Delta Air Lines



A 10 percent discount will be offered on Delta's domestic system for travel to the meeting based on the published unrestricted round-trip coach (Y06) rates. No advance reservations or ticketing is required, but if you purchase your ticket 60 days or more prior to your departure date, you can receive an additional 5 percent bonus discount.

Call Delta Meeting Network Reservations at 800-241-6760, Monday-Sunday, 8 a.m. to 11 p.m. EST. Or, have your travel agent call Delta's toll-free number to obtain these same advantages for you. Refer to File Number 190627A.



When traveling to Palm Springs, the one sure bet is America West. America West offers CAM Saver fares that can save you 5 percent off the lowest applicable published fare at time of ticket purchase. Also, 10 percent is off Y6, YUP6 or First Class tickets. Advanced purchase is required (blackout dates and restrictions may apply).

For reservations and information on CAMSaver fares, call the group and specialty travel desk at 800-548-7575 and provide the agent with CAMS Code 7263. When booking fares on America West.com, enter the full CAMS Code of AP7263.

Registration fee includes admission to any educational or keynote session, kickoff reception, exhibit access, lunch on exhibit floor and Wednesday's Awards Breakfast.

REGISTRATION FEES

	Early Bird By March 12	Pre Registration By April 12	On-Site After April 12
<input type="checkbox"/> Seniors Housing Council Member	\$445	\$495	\$545
<input type="checkbox"/> Spouse/Additional Attendee Same Co.	\$345	\$395	\$445
<input type="checkbox"/> NAHB Member	\$495	\$545	\$595
<input type="checkbox"/> Spouse/Additional Attendee Same Co.	\$395	\$445	\$495
<input type="checkbox"/> Non-Member	\$645	\$695	\$745
<input type="checkbox"/> Spouse/Additional Attendee Same Co.	\$545	\$595	\$645

Symposium Registration Fees (3404-4212)

(bring total down from above) Fee \$ _____

Optional Activities (3422-4212)	Ticket Quantity	X	Fee	=	
Golf Tournament	_____	X	\$150	=	\$ _____
Community Bus Tour	_____	X	\$75	=	\$ _____
Total Due					\$ _____

(Check One) Enclosed is a check (All checks should be made payable to: NAHB University of Housing)

American Express MasterCard VISA

Credit Card Number _____ Exp. Date _____

Print name as it appears on card _____

Cardholder's Signature _____

CANCELLATIONS/ REFUNDS

All cancellations must be made in writing to NAHB University of Housing, Office of the Registrar. Cancellations made prior to April 13, 2003 will be subject to an administrative charge of \$100. If cancellations are made after April 13, 2003, there will be no refunds whatsoever. Refunds will be issued six to eight weeks after the conference date.

SUBSTITUTIONS are permitted if registrant(s) cannot attend. Please notify NAHB University of Housing, Office of the Registrar, in writing or e-mail of substitutions by faxing to 202-266-8501 or e-mail registrar@nahb.com.

About NAHB and the NAHB Seniors Housing Council

Founded in 1942, the National Association of Home Builders is a Washington-based trade association representing more than 205,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as “the voice of the housing industry,” NAHB is affiliated with more than 800 state and local home builders associations around the country.

The NAHB Seniors Housing Council provides seniors housing resources and networking opportunities to Council members and represents NAHB within the seniors housing industry. Members receive a subscription to *Seniors’ Housing News*, an award-winning quarterly magazine, as well as access and discounts to the latest industry research, educational seminars, networking events and more. Members also receive timely updates on legislative issues and trends affecting the industry. For more information, call 800-368-5242, ext. 8220, e-mail seniorscouncil@nahb.com or visit our Web site, www.build4boomers.org.



NAHB SENIORS HOUSING COUNCIL
 1201 15TH ST., NW
 WASHINGTON, DC 20005-2800

Emerging Trends



Evolving Markets



PHOTO COURTESY OF GE APPLIANCES / MARY JO PETERSON, DESIGNER, CKD, CBD