SENIORS HOUSING SYMPOSIUM 2003
Audio Recordings Order Form

April 28 - 30, 2003 • Indian Wells, CA

Audio tapes are $11.00 ea. Audio CDs are $13.00 ea. • Each ❑ / ❍ counts as one Tape/CD

Tuesday Sessions

Tape	CD	
❑	❍	**03NAHB/SHS-1 Design:** You've Got a Problem, We Have a Solution
❑	❍	**03NAHB/SHS-2 Management:** Management and Services - Seniors Lifestyle Communities Lessons and Options
❑	❍	**03NAHB/SHS-3 Marketing:** Get Beyond the Age Debate: Learn How to Market to Customer Values, Not Age
❑	❍	**03NAHB/SHS-4 Research and Trends:** Targeting Residential Products
❑	❍	**03NAHB/SHS-5 Design**: It's Not Your Granny's Flat
❑	❍	**03NAHB/SHS-6 Development:** Density Yield Per Acre: Routes to Project Feasibility
❑	❍	**03NAHB/SHS-7 Marketing:** Seniors! Live On Stage- Which Advertising Works in Our Changing World
❑	❍	**03NAHB/SHS-8 Research and Trends:** The Maximum and Best Use: Strategic Research to Determine What and Where to Build and What the 55+ Home Buyer Wants
❑	❍	**03NAHB/SHS-9 Development:** Affordable Seniors Apartments from A to Z
❑	❍	**03NAHB/SHS-10 Development:** Designing for the Food Court Generation - Creating A Lifestyle Community Integrating Wellness as A Core Building Block
❑	❍	**03NAHB/SHS-11 Marketing:** Truth or Dare? Is Your Marketing Plan as Successful as You Want It?
❑	❍	**03NAHB/SHS-12 Marketing:** 55+ Ways to Zoom Past the Competition

Wednesday Sessions

❑	❍	**03NAHB/SHS-13 General Sessions/Keynote:** An Industry Giant Looks to the Future
❑	❍	**03NAHB/SHS-14 General Sessions/Keynote:** Under the Microscope, A Case Study: Creating an Infill Active Adult Neighborhood
❑	❍	**03NAHB/SHS-15 Design:** Universal Design Features Yield Benefits
❑	❍	**03NAHB/SHS-16 Development:** Targeting Urban Infill for Active Adults
❑	❍	**03NAHB/SHS-17 Marketing:** Prime Time Marketing
❑	❍	**03NAHB/SHS-18 Research and Trends:** Narrow the Gap, Delight the Boomer
❑	❍	**03NAHB/SHS-19 Sales:** Successful Sales Strategies for Small Active Adult Communities

Order Information

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