



YOU
WANT
A PIECE
OF ME?

On April 14th to 16th, get a piece of 77 million potential customers.



SENIORS HOUSING SYMPOSIUM 2004

Join us at the premier educational and networking event
on the 50+ housing market at the Hyatt Regency Chicago.





YOU WANT TO GET TO KNOW ME?

Here are a few things you need to know about me.

I'm not like most consumers. If you want me as your customer, you're going to have to understand what makes me tick, and you're going to have to speak my language.

I'm not afraid to spend money. We boomers control 70 percent of the nation's wealth. I don't need the biggest house on the block, but I still want high-quality finishes and plenty of options – and I'm willing to pay for it.

What I'm looking for is lifestyle. I want a low-maintenance home and a community that offers concierge service and amenities. I don't have time to fix that leaky faucet or prune the rose bushes – I'd rather socialize with friends or play 18 holes of golf.

I'm right here ... in your own backyard. Unlike my parents, I'd rather remain in my home state or community to be near the kids, grandkids, and my circle of friends.

I won't rule out an apartment or condo. Many of us are attracted to the excitement of living in a multifamily community.

I'm one of 77 million boomers and part of the largest generation in U.S. history. Collectively, we're the future of the housing market over the next few decades – and we're changing the industry as you know it.

So get ready!

Program At-a-Glance

Certified Aging-in-Place Specialist [CAPS] Schedule

(Separate registration fee required)

Monday, April 12

9:00am – 5:00pm Introduction to Business Management

Tuesday, April 13

9:00am – 5:00pm Working With and Marketing to Older Adults

Wednesday, April 14

9:00am – 5:00pm Home Modifications

Building for Boomers & Beyond Schedule

Tuesday, April 13

3:00pm – 5:30pm Registration Open

Wednesday, April 14

7:00am – 7:30pm Registration Open

7:15am - 5:30pm Community Bus Tour

5:30pm – 7:30pm Symposium Kickoff Reception

Thursday, April 15

7:30am – 5:00pm Registration Open

7:30am – 8:30am Continental Breakfast in Exhibit Hall

8:30am – 10:30am Keynote Session

10:30am – 11:00am Networking Break in Exhibit Hall

11:00am – 12:30pm Breakout Sessions

12:30pm – 1:30pm Lunch in Exhibit Hall

1:30pm – 3:00pm Breakout Sessions

3:00pm – 3:30pm Networking Break in Exhibit Hall

3:30pm – 5:00pm Breakout Sessions

Friday, April 16

7:30am – noon Registration Open

8:00am – 10:00am Icons Awards Breakfast

10:00am – 11:30am Breakout Sessions

11:30am – 1:00pm Lunch in Exhibit Hall

1:00pm – 2:30pm General Session & Wrap Up

Kickoff Reception

Wednesday, April 14

5:30pm – 7:30pm

Join us in the Exhibit Hall for the Kickoff Reception for some networking and refreshments. Meet and mingle with fellow Symposium attendees and visit with exhibitors while you peruse the hottest products tailored to 50+ consumers. This is your first opportunity to make valuable business contacts that could translate into bigger profits for your company.



2004 Icons of the Industry Awards Breakfast

Friday, April 16

8am – 10am

Join the NAHB Seniors Housing Council and Symposium attendees at this annual event to pay homage to individuals and companies for their leadership in developing communities, products, and educational services targeted specifically to the 50+ housing market. Each year, four Icons of the Industry winners are recognized in the active adult builder/developer, service-enriched builder/developer, product manufacturer, and educator categories.



Find Out More About Boomers

Do you want a piece of the fastest-growing segment of the housing market? Your answer should be a definitive yes. If you aren't building for boomers and beyond today, you are missing a prime opportunity to increase your business. In fact, the home building industry is already feeling the impact of boomers with an exploding demand for age-targeted and age-qualified communities. These active adult and seniors communities are as diverse as the boomers themselves.

If you want to know more about these consumers, make your plans to attend **Building for Boomers & Beyond: Seniors Housing Symposium 2004**, the premier educational and networking event for industry professionals who serve the burgeoning 50+ market.

An Unparalleled Learning Experience

Join more than 500 builders, developers, architects, interior designers and merchandisers, land planners, sales and marketing professionals, and others at this year's conference to be held April 14-16, 2004, at the Hyatt Regency Chicago, located downtown along Chicago's world-famous Magnificent Mile.

This year's symposium will focus on the lifestyle component of 50+ seniors housing. Explore the mindset of boomers and older seniors, their quest to live life to the fullest, and their demand for homes and communities that meet their unique needs. Also, find out how to size up local market demand, drive referrals through customer satisfaction, plan effective public relations and special events, devise the ultimate options program, and much more.

A total of 19 education sessions will be offered, with separate tracks for design and development, finance, marketing and sales, and research and trends. New this year is an entire multifamily track for multifamily builders and developers in the rapidly expanding seniors rental market.

Who Should Attend?

- Local community builders and developers
- Large national builders and developers
- Multifamily builders and developers
- Architects
- Attorneys
- Consultants
- Financial representatives
- Interior designers and merchandisers
- Land planners
- Marketing and advertising executives
- Market researchers
- Remodelers
- Sales professionals
- Anyone who wants a piece of the fastest-growing segment of the housing market today

8:30am – 10:30am



How to Create Legendary Customer Service

Keynote Speaker: Rob George, Ritz-Carlton Leadership Center

Customer service is the cornerstone of any business – and this couldn't be truer for the seniors housing industry. Rob George, corporate director of training and development for the famed Ritz-Carlton Leadership Center, will show you how to establish a "legendary service" trademark for your own community. It's the key to wooing these discriminating consumers and keeping them happy long after the sale.

11:00am – 12:30pm



Amenities: Maximizing R.O.E. (Return on Enjoyment)

Moderator: Lita Dirks, MIRM, President, Lita Dirks & Company, LLC

Nanette Overly, Director of Sales & Marketing Services, EPMARK, Inc.

Pat Tanis, Lifestyle Director, K. Hovnanian Companies

Charles V. Welden III, President, Southeastern Property Development

Today's older buyers – and the boomers behind them – place a premium on their return on enjoyment. This program will highlight the top amenities provided by today's builders. It also will show you how to hire and leverage your activities director as well as develop a resident-driven activities program that will help you sell more homes and increase your profit margins. You'll leave this program knowing what lifestyle means, how to create it, and how to ensure it lives on after the builder moves on.



The Perfect Plan

Moderator: Barbara Kleger, MIRM, President, Senior Living Consultants

Barb Sorget, Senior Vice President, The Martz Agency

David Wolff, MIRM, President, Real Estate Diagnostics, Inc.

Skilled professionals reveal secrets that will result in increased traffic and sales ... and maximized profits. Learn how to determine the best plan for each specific project, product, and buyer as well as how to implement the plan into your marketing program. See and hear what the pros have done ... and marvel at the outcome. Come away with tips and programs that you can do, too.



It's All About Them

Moderator: Rich Carlson, MIRM, President, Carlson Communications

Lloyd Geisinger, President, Thorndike Development Company

Michael Rich, Joint Venture Partner, Harbor Hills

Eric Snider, Vice President of Sales and Marketing, Shea Homes for Active Adults

Learn the secrets of selling and marketing to active adult buyers from successful builders and sales and marketing pros who will share their insights and successes in building for, and selling to, this unique niche market.



The Local Market: Your Active Adult Opportunity

Moderator: Maureen Ladley, Vice President for Strategic Marketing, Southwest Region – Centex Homes

Evelyn Howard, President, Howard & Associates

Gary C. Hill, President, AML Development Corporation

The "destination" community for the active adult market may be in your own backyard. More than 80 percent of today's active adults want to remain close to friends, family, and familiar surroundings. This session will show you how to assess your local market and match changing demographics and consumer preferences to specific site developments. Panelists will discuss the outcome of market studies they did and how they shaped the communities they built.



New Directions in For-Sale Active Adult Multifamily Design

Moderator: Mike Kephart, AIA, Principal, Kephart

David Minno, Principal, Minno & Wasko Architects

Walter Richardson, Chairman, RNM Architecture Planning

Peter Studl, President/CEO, Villas of America

Two architects and a builder will review design fundamentals for successful active adult homes and communities in an interactive presentation. The builder will demonstrate how these concepts were applied in one of his company's communities.

1:30pm - 3:00pm



Creating "Not So Big" Homes with Huge Marketing Advantages – Design Details That Matter

Moderator: Margaret Wylde, President/CEO, ProMatura Group, LLC

Doug Diez, Owner/General Manager, Acadian Builders of Gonzales

Cornelia Hodgson, AIA, Senior Partner, Dorsky, Hodgson & Partners

Builders, designers, and marketers will learn how boomers redefine active retirement living – and how to translate this into marketable, yet "not so big" homes. Details, not bigger homes, create the ambiance that discriminating boomers want.



How Dollars Drive Affordable Senior Deals

Moderator: Hunter Johnson, President/CEO, LINC Housing

Mark Kruse, Vice President of Development, Hispanic Housing Development Corporation

John Varones, Senior Vice President, Apollo Housing Capital

De-mystify affordable rental financing and see how the product reflects funding sources through a case study of the Gateway Centre, a 10-story mixed-use, transit-oriented development in Chicago's Rogers Park area.



Increase Referrals Through Customer Satisfaction

Moderator: Charles Covell, President, Bozutto Homes, Inc.

Paul Cardis, CEO, NRS Corporation

Julie Knepp, Vice President of Marketing, Siena by Sunrise Colony

Success in the 50+ housing market requires more than effective advertising. Establishing your company's name and brand identity is critically important. This session will explore how to monitor, benchmark, and bolster your customer satisfaction rating.



Planning Events and Generating PR for Referrals, Sales, and Success

Moderator: Janis Ehlers, President, The Ehlers Group

Bill Becker, MIRM, President, The William E. Becker Organization

Ron Bonvie, President, DJG Construction Corp.

This program explores the mystery of special events and their potential for positive public relations that generate referrals and sales. Experienced professionals will share how PR opportunities are available at the planning and development stages and beyond. Gain insights on how to capitalize before, during, and after the grand opening to drive referrals and sales. Learn how to identify target audiences, plan, and budget to maximize your event and PR efforts.



3:30pm – 5:00pm



Active Adult Communities: '50s Power and Beyond

Moderator: Tracy Lux, President, Trace Marketing

David Jensen, President, David Jensen Associates, Inc.

Quincy Johnson, MIRM, Principal, Quincy Johnson Architects

Dick Willhoit, President, Estrella & Associates, Inc.

Attendees will learn about future trends in this lively, interactive session. Pick up hot, new design and marketing ideas that will take you into the next decade.



Branding

Moderator: Jeff Smedley, National Sales and Operations Manager, Network Communications

Dee Minich, Southeast Regional Vice President, K. Hovnanian Companies

Tom Neumaier, Director of Sales & Marketing, Robertson Douglas Group

Rick Nulman, MIRM, President, Pace Communications

Jack Shoptaw, President, Hammer Communications

Capitalize on your unique "brand" and find your niche in the active adult market. Hear from leaders in other industries who have taken their brands and reinvented themselves to compete successfully. Learn about a large and small community and how the builders used their experiences in the conventional market to attract active adults in a memorable and profitable way.



Design Trends in Multifamily Rental Active Adult Communities: Regional Differences and Similarities

Moderator: Susan Brecht, President, Brecht Associates, Inc.

Mitchell K. Brown, Executive Vice President, Kisco Senior Living

Manny Gonzalez, Principal, KTG Group

Ed Hord, Principal, Hord Caplan Macht, LLC

Learn more about emerging multifamily active adult rental communities. Two nationally recognized architects will discuss multifamily design trends and how they differ from more traditional for-sale active adult communities. Beyond exteriors and site planning, the speakers will discuss special design features within units and building amenities that are designed specifically for this market segment.



Winning Product and Marketing Strategies for Entrepreneurial Builders

Moderator: John Schleimer, MIRM, President, Market Perspectives

Bob Tippets, President, Village Communities, LLC

Cheryl Schuette, Senior Vice President, Village Homes of Colorado

Understand how to strategically position your community for success. Learn how to assemble a winning combination of the right market and consumer research, a market-accepted product, an appropriate amenities package, and a well-executed marketing program. This session will illustrate effective strategies utilized by two respected entrepreneurial builders to position their communities for success. Attendees will benefit from lessons learned and common mistakes to avoid.

Friday, April 16

10:00am – 11:30am



Building for the Nexers: Research Trends, Marketing, and Sales

Moderator: Bill Feinberg, President, Feinberg & Associates, P.C.

John Burns, President, John Burns Real Estate Consulting

Richard Dubrow, President, RJD Consulting Services

Tom Troy, Senior Vice President, Sharbell Development Company

Understand the next generation of active adults based on extensive demographic and focus group research. Explore this group's preferences and what will motivate them to move. Hear the retirement housing sales forecast for your market.



Multifamily Zoning: The New Freedom to Create Tomorrow's Seniors Housing

Moderator: Don Jacobs, AIA, President, JBZ Architecture + Planning

Robert Kaye, President, The PRC Group

Bill Slenker, President, Slenker Land Corporation

Mixed uses and product types, integrated amenities, and traditional zoning constraints have created new challenges for seniors housing professionals. This session will explore ways experienced developers and builders have used the greater flexibility in multifamily zoning to deliver cutting-edge products that seniors want.



Out of the Mouths of Builders...“Universal Design Pays Off!”

Moderator: Susan Mack, President, Homes for Easy Living Universal Design Consultants

Kathy Ford-Montgomery, Director of Development, education-works, Inc.

Mac Kennedy, Vice President, The Jerry McClain Company, Inc.

Hear from builders who are reaping the rewards for their willingness to think outside the box and incorporate the cutting-edge design principles of universal design. See first-hand specific examples of universal design features and products.



Seniors Housing Development: Strategic Analysis for Product and Land Planning

Moderator: Norman Dreyfuss, Executive Vice President, IDI-MD, Inc.

Charles Covell, President, Bozutto Homes, Inc.

Howard Katz, Vice President Strategic Land Acquisitions, Centex Homes

The financial and market assumptions that underlie the seniors housing market can be vastly different from traditional market-rate housing. This session will explore methodologies that experienced builders and developers use in planning new seniors housing products and communities.



25 Strategies for Creating a Profitable Design Center for Active Adults

Moderator: Wendy Pieper, Director of Marketing-Seniors Housing Division, Builders Design

Deborah Blake, Director of Marketing and Strategic Planning, Arizona Active Adult Communities,

Pulte Homes/Del Webb

Jane Meagher, MIRM, CSP, President, Success Strategies

John Rod, President, Twin Visions, Inc.

This panel of experts will unveil proven strategies for design center operations. Find out how to identify the hottest-selling active adult options, properly display them, streamline design center procedures, and improve customer satisfaction.

1:00pm – 2:30pm



Two Success Stories

Moderator: Tim Sullivan, MIRM, Principal, The Meyers Group

Sheryl Palmer, Area President, Nevada, Pulte Homes

David Smith, Vice President, Cambridge Homes/DR Horton

A national destination resort builder and a regional active adult community builder will compare costs, marketing ideas, and successes as well as share the unique development challenges they faced and how they overcame them.



The Ultimate Networking Experience

Building for Boomers & Beyond offers a wealth of opportunities to meet others in the seniors housing industry. Listen to seasoned pros share their expertise – benefit from their personal experiences. Make valuable contacts by attending various networking and special events and visiting the exhibit hall. Get to know the industry's movers and shakers at **Building for Boomers & Beyond**, the pre-eminent event of its kind.

Exhibit Hall

The essentials of business success come together in the **Building for Boomers & Beyond** Exhibit Hall. During our extensive exhibit hours, you will have ample opportunities to make connections, learn about exciting new products, find out how to brand and promote your own product, and establish valuable relationships with decision-makers in the seniors housing industry. Check out the latest high-tech products geared toward older consumers. Exhibitors range from advertising/public relations firms and architects/engineers to security systems and universally designed bath and kitchen products. Contact Cheri Culp at 800-368-5242, ext. 8471, or cculp@nahb.com for a **Building for Boomers & Beyond** Exhibitor Prospectus or to inquire about exhibit/sponsorship opportunities. For an updated list of exhibitors, visit www.nahb.org/build4boomers.



Certified Aging-In-Place Specialist
Houses For Living. Homes For Life.

Certified Aging-in-Place Specialist (CAPS) Courses Return to Symposium For Third Year

April 12-14

For the third straight year, the Certified Aging-in-Place Specialist (CAPS) designation courses will run immediately prior to **Building for Boomers & Beyond**. 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 popular 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 courses offer information tailored to aging-in-place home modifications, including background on the market, technical skills, codes and standards, product ideas, and much more. Remodelers and industry professionals who successfully complete the course work are awarded the CAPS designation.

The course schedule is as follows:

- April 12** – Introduction to Business Management
- April 13** – Working With and Marketing to Older Adults
- April 14** – Home Modifications

A separate fee of \$150 for NAHB council members, \$175 for NAHB members, and \$225 for non-NAHB members per course is required. For a detailed description of each course or to register online, go to www.nahb.org and click on Education. Or you can register by filling out the attached **Building for Boomers & Beyond** registration form. For more information about the CAPS courses or the CAPS designation, call NAHB's University of Housing at **800-368-5242, ext. 8EDU (8338)**, or e-mail registrar@nahb.com.

Things to Do and See in Chicago

The Hyatt Regency Chicago is located in the heart of downtown, just off Michigan Avenue, along Chicago's Riverwalk overlooking the river and Lake Michigan. Hyatt's newly renovated flagship hotel offers an ideal location to experience everything Chicago has to offer – near Chicago's Loop, shopping, entertainment, theater and business districts, parks, museums, and numerous other cultural attractions.

While you're in Chicago, check out the following sights:

Art Institute of Chicago
Chicago Historical Society
Frank Lloyd Wright Home
Museum of Contemporary Art
Museum of Science & Industry
Navy Pier
Shedd Aquarium
Sears Tower Skydeck

Stop by the Hyatt Regency Chicago's concierge desk to find out more about interesting diversions. Or visit the Chicago tourism Web site at www.chicago.il.org.

Also, a number of special events will be planned during **Building for Boomers & Beyond**. Keep posted by visiting www.nahb.org/build4boomers. Or drop by the registration desk during the Symposium for more details.



Hotel

The Hyatt Regency Chicago, just off Michigan Avenue, is the official hotel for **Building for Boomers & Beyond**. Rooms are available for \$165.00 per night for single/double occupancy, plus applicable state and local taxes, service, and/or hotel-specific fees. The special guest room rate will apply three days before and after the official dates of the Symposium. All reservations must be made individually through the hotel's Reservation Department by calling 312-565-1234 or 800-233-1234 by March 24, 2004. NAHB cannot guarantee the room rate after this date. For additional hotel information, visit www.chicagoregency.hyatt.com.

Travel

Air Travel

Delta Airlines is the preferred airline for **Building for Boomers & Beyond**. Attendees can enjoy a 10 percent discount on Delta's domestic system, based on the published unrestricted round-trip coach (Y06) fare. No advance reservations or ticketing is required, but attendees who book their tickets in advance can receive an additional 5 percent bonus discount. For reservations, call Delta Meeting Network Reservations at 800-241-6760, Monday-Sunday 8:00 a.m. - 11:00 p.m. EST. Or, have your travel agent call Delta's toll-free number to obtain these same advantages. Refer to File Number 190627A.

Ground Transportation

The Hyatt Regency Chicago is approximately 25 minutes from Chicago O'Hare Airport and 20 minutes from Chicago Midway Airport. Taxi fares are approximately \$40 from O'Hare and \$30 from Midway.

You also can ride the "El" (train) to the Hyatt Regency Chicago. From O'Hare Airport, take the blue line to the Clark and Lake Street stop. From Midway Airport, take the orange line to the State and Lake Street stop. Fare is \$1.50 either way. It's about a 15-minute walk or a short cab ride from either stop to the hotel.

Or, take Continental Express Airport Service from O'Hare and Midway. One-way and round-trip service is available, with discounts for pairs or groups. Call 312-565-1234 for details. Shuttles run every 15 minutes, with pick-up on the ground level by baggage claim.

Community Bus Tour

Wednesday, April 14, 7:15am – 5:30pm

What kind of homes and communities do today's senior consumers want? Find out firsthand by attending the annual **Building for Boomers & Beyond** community bus tour. Chicago is the perfect setting for the tour, with dozens of active adult and seniors communities in the metropolitan area. The first two stops will be Carillon Lakes, the largest of the Cambridge Homes family of active adult communities, and Lakewood Homes' Grand Haven, a multiple winner in the 2003 Best of Seniors Housing Design Awards competition. Following lunch, the day will conclude with a look at Sun City Huntley, Del Webb's first active adult venture in the Midwest. Check out what some of the country's premier builder/developers are doing at these "must-see" communities. The registration fee is \$95. Select this option on your registration form to sign up for the tour. Reserve your space today – this popular event sells out every year.

2004 Seniors Housing Symposium

Building for Boomers & Beyond

Sponsored by the NAHB
Seniors Housing Council

April 14th-16th • Chicago, IL

3 Easy Ways to Register

BY MAIL

The NAHB University of Housing
Office of the Registrar
1201 15th Street, NW
Washington, DC 20005

BY FAX

202-266-8501

OR ONLINE!

www.nahb.org/build4boomers

For questions: Call 800-368-5242, ext.8338 or email registrar@nahb.com

REGISTRATION FORM

(one attendee per form)

Full Name: _____ Name on Badge: _____

Title: _____ Organization: _____

Address: _____ City _____ State _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____ E-mail Address: _____

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 Architect Advertising/PR
 Interior Designer/Merchandiser Land Planner Sales/Marketing Market Researcher Other: _____
(please specify)

SYMPOSIUM REGISTRATION FEES:

Registration fee includes admission to any education or keynote session, Kickoff reception, exhibit access, lunch on the exhibit floor and Friday's Icons of the Industry Awards breakfast.

- Seniors Housing Council Member
Spouse/Additional Attendee Same Company
 NAHB Member
Spouse/Additional Attendee Same Company
 Non-Member
Spouse/Additional Attendee Same Company

| | Early Bird By February 27 | Pre Registration By March 29 | On-Site After March 29 |
|---|------------------------------|---------------------------------|---------------------------|
| <input type="checkbox"/> Seniors Housing Council Member | \$495 | \$545 | \$645 |
| Spouse/Additional Attendee Same Company | \$395 | \$445 | \$545 |
| <input type="checkbox"/> NAHB Member | \$545 | \$595 | \$695 |
| Spouse/Additional Attendee Same Company | \$445 | \$495 | \$595 |
| <input type="checkbox"/> Non-Member | \$645 | \$695 | \$795 |
| Spouse/Additional Attendee Same Company | \$545 | \$595 | \$695 |

PRE-SYMPOSIUM EVENTS/COURSES:

Separate fees apply

- Active Adult Bus Tour Ticket
 Introduction to Business Management – NAHB Council Member
 Introduction to Business Management – NAHB Member
 Introduction to Business Management – Non-Member
 Working With and Marketing to Older Adults – NAHB Council Member
 Working With and Marketing to Older Adults – NAHB Member
 Working With and Marketing to Older Adults – Non-Member
 Home Modifications – NAHB Council Member
 Home Modifications – NAHB Member
 Home Modifications – Non-Member

| | Early Bird By February 27 | Pre Registration By March 29 | On-Site After March 29 |
|---|------------------------------|---------------------------------|---------------------------|
| <input type="checkbox"/> Active Adult Bus Tour Ticket | \$95 | \$95 | \$95 |
| <input type="checkbox"/> Introduction to Business Management – NAHB Council Member | \$150 | \$150 | \$200 |
| <input type="checkbox"/> Introduction to Business Management – NAHB Member | \$175 | \$175 | \$225 |
| <input type="checkbox"/> Introduction to Business Management – Non-Member | \$225 | \$225 | \$275 |
| <input type="checkbox"/> Working With and Marketing to Older Adults – NAHB Council Member | \$150 | \$150 | \$200 |
| <input type="checkbox"/> Working With and Marketing to Older Adults – NAHB Member | \$175 | \$175 | \$225 |
| <input type="checkbox"/> Working With and Marketing to Older Adults – Non-Member | \$225 | \$225 | \$275 |
| <input type="checkbox"/> Home Modifications – NAHB Council Member | \$150 | \$150 | \$200 |
| <input type="checkbox"/> Home Modifications – NAHB Member | \$175 | \$175 | \$225 |
| <input type="checkbox"/> Home Modifications – Non-Member | \$225 | \$225 | \$275 |

REGISTRATION

Conference Registration Fees _____ X _____ \$ _____
685-3403-4212 Fee
 Active Adult Bus Tour _____ X **\$95.00** \$ _____
685-3403-4212 # of Tickets Fee
 Course Registration Fees _____ X _____ \$ _____
685-3403-8128 # of Courses
 Total Due \$ _____

(Check One)

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

American Express MasterCard VISA

Credit Card # _____ Exp. _____

Name as it appears on card _____
(Please Print)

Cardholder's Signature _____

CANCELLATIONS/REFUNDS: All cancellations must be made in writing to NAHB University of Housing, Office of the Registrar. Cancellations made by April 5, 2004 will be subject to an administrative charge of \$100. If cancellations are made after April 5, 2004, there will be no refunds whatsoever. Refunds will be issued six to eight weeks after the conference date.

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

REGISTER NOW! • WWW.NAHB.ORG/BUILD4BOOMERS

About NAHB and the NAHB Seniors Housing Council

Founded in 1942, the National Association of Home Builders is a Washington, D.C.-based trade association representing more than 211,000 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.

The NAHB Seniors Housing Council is the “Ultimate Resource in 50+ Seniors Housing,” providing valuable information and networking opportunities to Council members and representing NAHB within the seniors housing industry. For more information, call **800-368-5242, ext. 8220**, or visit our Web site at www.nahb.org/seniors.



Materials prepared by  hammer communications

NAHB Seniors Housing Council
1201 15th St. NW, Washington, DC 20005-2800