

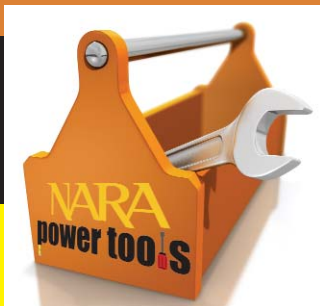


YOU ARE INVITED!

COME AND GET THE 55+ TOOLS YOU NEED TO SUCCEED!



**Wednesday,
October 20 –
Friday, October 22**



“America’s most comprehensive business network-
ing conference for those who market to, build hous-
ing for, serve or seek to do more business with the
fast-growing “Boomers and Beyond” age segment”

C O L U M B I A
Metropolitan Convention Center
Downtown Columbia, SC
In the “Vista” Entertainment District

11th Annual National Active Retirement Association Conference



Wednesday, October 20, 2010

(Open to the General Public)

- 8:15 – 8:45 a.m. Coffee/Juice/Networking
- 8:45 – 9 a.m. Convene/Welcome/Recognition of Guests
- 9-10:15 a.m. Opening Speaker (To Be Announced)
- 10:15-10:30 a.m. Break
- 10:30-12 a.m. *Taking a Sharp Eye at Social Security and Medicare*
 - Dr. Joe Gribbin, College Park, MD, Dean, Masters’ Program Erickson School of Aging, University of Maryland

Special Conference Seminars:

- 1-4 p.m. Retirement Relocation Seminar (Separate Conference Event) *Trends and Tips on Luring Retirees to Your Community*
Sponsors/Hosts: Thomas, Warren + Associates of Phoenix, AZ, *Retirement Lifestyles™* magazine and NARA.
Facilitators: Gene Warren and Alan Church

- 1-4 p.m. Selling to Boomers and Retirees (Separate Conference Event) *“A Boot Camp on Getting to ‘Yes’ in a Challenging Market”*
Sponsors/Hosts: TR Mann & Associates, *Retirement Lifestyles™* magazine and NARA.
Facilitator: Tom Mann

- 6 – 8 p.m. Welcoming Reception/Networking - Location TBA (Dinner on your own with recommendations provided).

Thursday, October 21, 2010

- 8:15 – 8:30 a.m. Coffee/Juice/Networking 8:30 a.m.
- 8:30 – 8:40 a.m. Convene/Welcome/Recognition of Guests and Introductions
- 8:40-9:30 a.m. *A Look at Our Aging Future*
 - Colin Milner, Vancouver, British Columbia, Canada CEO, International Council on Active Aging (ICAA)
- 9:30-10:30 a.m. *Trends in Boomer Services, Retiree Marketing and 55+ Building?*
PANELISTS:
 - Dick Ambrosius, Sioux Falls, SD, NeoCorta
 - Dave Segmiller, Charlotte, NC, Freeman White
- 10:30-10:40 a.m. Break
- 10:40-11:45 a.m. *Serving A Growing and Powerful Market: 55+ Active Adults*
 - David Reitz, Chicago, Ill, 55+ Active Adult Expert
- 11:45-12:45 p.m. Lunch at Columbia Convention Center
Preparing for an Aging State (And World!)
 - The Honorable Andre Bauer, Lt. Governor, State of South Carolina

BREAKOUT SESSIONS:

- 1-2:30 p.m. BUILDER SESSION: *A Study of the 55+ Housing Market: Designing, Building and Selling Active Adult Housing*
PANELISTS:
 - Nancy Borum, Greensboro, NC, ID Collaborative
 - Dan Horner, Charlotte, NC, Tribute/True Homes
 - Jim Chapman, Atlanta, GA, Jim Chapman Communities
- 1-2:30 p.m. GENERAL SESSION: *Tourism & Retiree Recruitment for Towns, Cities, States: Recruiting Retirees through Tourism & Special Programs*
PANELISTS:
 - Dr. Simon Hudson, Columbia, SC, Endowed Chair, Center of Economic Excellence, Tourism and Economic Development, University of South Carolina (USC)
 - Sherri Gothart-Barron, Austin, TX, Director, GO TEXAN retiree recruitment program, State of Texas
 - Miriam Atria, Irmo, SC, Director, Capital City/Lake Murray Country Regional Tourism Board
- Moderator: Break
- 2:30 – 2:45 p.m. BUILDER SESSION: *Getting New Projects Financed*
 - John Randolph, Atlanta, GA, Lancaster Pollard
- 2:45-4 p.m. GENERAL SESSION: *Internet Strategies to the 55+ Consumer*
 - Speaker TBA
- 6 – 8 p.m. **Reception/NARA Awards** (Offsite: Directions and transportation options to be provided; dinner on your own)

Friday, October 22, 2010

- 8:30-9:30 a.m. Opening Speaker TBA
- 9:30-10:45 a.m. *Economic Development through Rural Retire Attraction*
John Cromartie, Washington, D.C., Senior Demographer, USDA
- 10:45-11:45 a.m. *Speaker Roundtable/Final Thoughts on Marketing to “Boomers and Beyond”*
- 11:45 a.m. Door Prizes/ADJOURNMENT

(Friday Scheduled: Pre-Arranged Self Guided Tours of Columbia Regional Active Adult and Senior Housing Communities. Also, Tours of Columbia Regional Tourism Highlights).



WHO SHOULD ATTEND?

Development, Marketing and Management professionals engaged in the following businesses or organizations:

- Consumer Products • Building Contractors • State, City & Town Leaders Interested in Retiree Attraction • 55+ Active Adult Housing • Continuing Care Retirement Communities • Empty Nester Communities/Low Maintenance Housing • Financial Planning/Insurance • Travel/Tourism • Economic Development • Architects, Interior Designers, Planners • Ad/Public Relations Agencies • Lifelong Learning/Universities • Government Agencies • Lifestyle Directors/Health/Fitness • Aging Organizations • Healthcare/Wellness • Media • Webmasters/Internet Professionals • Realtors

\$250 “EARLYBIRD RATE” – AFTER Sept. 15, RATE RISES TO \$375:

Register Before Sept. 15 and receive this special rate. Includes refreshments, Thursday lunch, Wed. hospitality suite, Thursday Awards Reception and continental breakfast Wed., Thurs. and Friday. JOIN NARA AND 100% OF YOUR DUES WILL GO TO YOUR REGISTRATION OR SPONSORSHIP. It’s like getting a free year’s membership to NARA!

See www.retirementlivingnews.com for more details.