

# CONFERENCE SCHEDULE

GET SOME BOOMER POWER TOOLS IN COLUMBIA, SC!

## OCTOBER 20-22, 2010

### 11th Annual

NATIONAL



### 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 a.m. *Capitalizing on the Exploding 55+ Retirement Market*
  - Helen Foster, New Orleans, LA, Foster Strategy
- 10:15-11:45 a.m. *Can Social Security Survive an Aging America?*
  - Dr. Joe Gribbin, College Park, MD, Dean, Masters' Program Erickson School of Aging, University of Maryland

#### Special Conference Seminars:

- 12-2:30 p.m. **Retirement Relocation Seminar** (Box Lunch Will Be Served)  
*Attracting an Economic Engine - 55+ Retirees - To Your Community*
- Sponsors/Hosts: TW+A Research of Phoenix, AZ, *Retirement Lifestyles™* magazine and NARA.  
Facilitator: Gene Warren
- 2:30-2:45 p.m. Break
  - 2:45-5 p.m. **55+/Retirement Sales Boot Camp**  
*Understanding the Mature Market to Better Serve and Sell to the "Boomer and Beyond" Market*
- Sponsors/Hosts: TR Mann & Associates, *Retirement Lifestyles™* magazine and NARA.  
Facilitator: Tom Mann
- 6-8 p.m. Welcoming Hospitality Event  
Presidential Suite - Hilton® Columbia Center  
(Across the street from the Convention Center)

### Thursday, October 21, 2010

- 8:00-8:30 a.m. *Casual Coffee Roundtable: Universal Design Ideas*
  - Adriane Berg, Mature Market Consultant, Lebanon, NJ
- 8:30-8:40 a.m. Convene/Welcome/Recognition of Guests and Introductions
- 8:40-9:45 a.m. *The Aging Market - A Visionary Approach*
  - Colin Milner, Vancouver, British Columbia, Canada CEO, International Council on Active Aging (ICAA)
- 9:45-10:45 a.m. *What's Next in Boomer Services, Retiree Marketing and 55+ Building*  
PANELISTS:
  - Dick Ambrosius, South Dakota, NeoCorta
  - Dave Segmiller, Charlotte, NC, Freeman White
- 10:45-11:45 a.m. *Design Considerations for Active Adult Communities: Serving A Unique, Growing Market*
  - David Reitz, Chicago, Ill, RLA, Director of Community Development, Howard R. Green Company
- 11:45-12:45 p.m. Lunch at Columbia Convention Center

#### BREAKOUT SESSIONS:

- 1-2:30 p.m. **BUILDER SESSION: *Designing, Building and Selling 55+ Housing***  
PANELISTS:
  - Dan Horner, Charlotte, NC, Tribute/True Homes
  - Jim Chapman, Atlanta, GA, Jim Chapman Communities
  - Terrence Llewellyn, Charlotte, NC, Llewellyn Development
- 1-2:30 p.m. **GENERAL SESSION: *Recruiting Retirees through Tourism & Special Programs***  
PANELISTS:
  - Dr. Simon Hudson, Endowed Chair, Center of Economic Excellence, Tourism and Economic Development, University of South Carolina, Columbia, SC
  - Sherri Gothart-Barron, Director, GO TEXAN retiree recruitment program, State of Texas
  - Keith Tunnell, Lancaster County Economic Development Director, Lancaster, SC
- 2:30 - 2:45 p.m. Break
- 2:45-4 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***
  - Andrew Evans, Direxction Internet Marketing, Birmingham, AL
- 4 - 6 p.m. **Reception/NARA Awards**  
(In Exhibit Hall Adjacent to Ballrooms; dinner on your own)

### Friday, October 22, 2010

- 8:30-9:30 a.m. *How Technology is Changing the Retirement Industry*  
Tom Mann, Baltimore, MD, TR Mann & Associates
- 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*
- 11:45 a.m. ADJOURNMENT



### COLUMBIA, SC CONVENTION CENTER

2010 Power Tools Conference Sponsors:



The Capital City/Lake Murray Country Regional Tourism Board is the host organization and a Diamond Level sponsor