

2008 Northeast Active Adult Symposium SUCCEEDING IN TODAY'S MARKET

January 23-24, 2008 – Sheraton Harbor Hotel – Portsmouth, NH

Evening Cocktail Reception: Hilton Garden Inn

DAY 1 – JANUARY 23rd		
8:30 – 9:30	Registration and Breakfast	Terrace Room
9:30 – 10:00	Welcome Kick off morning program, review agenda	<i>Dave Fulton</i> , COO, SSG Development, LLC <i>Art Currier</i> , CEO, Currier & Associates
10:00 – 11:30 (includes 10 minute Q&A)	New England Housing and 50 + Trends An overview of the current housing environment and projections in each New England state <ul style="list-style-type: none"> ➤ What is changing in the market and the attitude of prospects ➤ Key statistics on each state compared to past performance, to the region, and to the nation ➤ Prevalence of age-targeted and age-restricted communities in each state ➤ Projected trends for 50+ demographics – supply and demand 	<u>Moderator:</u> <i>John Pavan</i> , Developer of Senior Housing <u>Panelists:</u> NH: <i>Kendall Buck</i> , Executive Vice President, Home Builders and Remodelers Association of New Hampshire ME: <i>Valarie Lamont</i> , PhD, Director, Center for Real Estate Education and Center for Entrepreneurship, University of Southern Maine VT: <i>Joe Sinagra</i> , Executive Vice President, Home Builders and Remodelers Association of New Hampshire CT: <i>Barry Rosa</i> , CAASH, Vice President, Director New Homes & Land Division, Prudential Connecticut Realty MA: TBD RI: <i>Colin Kane</i> , Principal, The Peregrine Group
11:30 – 12:30	LUNCH (Wells Fargo Economist Presentation TBD)	
12:30 – 2:00 (includes 10 minute Q&A)	Creative Financing Strategies Restructuring debt and equity to carry projects through the challenging times. <ul style="list-style-type: none"> ➤ Panelist respond to a round of questions re: strategies and options for funding existing and new projects ➤ Projections for 2008-2009 (interest rates, financing terms, housing industry, etc.) 	<u>Moderator:</u> <i>Ron Bonvie</i> , President, DJG Construction <u>Panelists:</u> <i>George Fantini, Jr.</i> Chairman and Principal, Fantini & Gorga <i>Chuck Withee</i> , Executive Vice President and Senior Loan Officer, The Provident Bank <i>Jason Vickery</i> , Project Manager, New Boston Fund <i>Dwayne Coneeny</i> , AVP Regional Builder Sales Manager, Wells Fargo
2:00 – 2:15	BREAK	
2:15 -3:45 (includes 15 minute Q&A)	Green Design Build Green Massachusetts – a model program to define and certify “green” homes – for designers, builders and consumers <ul style="list-style-type: none"> ➤ Seven key categories of green home design ➤ Cost-effective green innovations 	<u>Moderator:</u> <i>David O’Sullivan</i> AIA, CSI, Architect, O’Sullivan Architects <u>Panelists:</u> <i>Dan Green</i> , President and Principal, The Green Company / President, Builders Association of Greater Boston <i>Clayton Shuler</i> , Director Business Development, F. D. Sterritt Lumber Company / Chair, Sustainable Building Committee, Builders Association of Greater Boston
3:45 -4:30	Sponsor Booth Bingo	
4:30 – 5:30	Boston Society of Architects’ Design For Aging Committee Meeting	Terrace Room <i>All Symposium attendees welcome to participate!</i>
5:30 – 7:30	Evening Networking Reception	Hilton Garden Inn (Introduced by Cathartes Investments)

DAY 2 – JANUARY 24th		
7:30 – 8:15	Registration and Networking Breakfast	Terrace Room
8:15 – 8:30	Welcome	Embassy Room
8:30 – 9:30 (includes 10 minute Q&A)	<p>Pragmatic Solutions for Challenging Times Active Adults are looking for stability and quality, but many builders are reacting to the market with changes that actually undermine their efforts.</p> <ul style="list-style-type: none"> ➤ Understanding the active adult target ➤ Evaluating the positioning, pricing and promotion of your community ➤ Why and how discipline allows builders to focus on finding the right solutions, stick to strategy or make needed changes in tough times 	<p><u>Moderator:</u> <i>Art Currier</i>, MBA, CEO, Currier & Associates</p> <p><u>Panelists:</u> <i>Susie Nolan</i>, Susie Nolan & Associates, Sr. Executive National Builders, Consultant <i>Erin Read Ruddick</i>, Client Services Director, Northeast Office of Creating Results</p>
9:30 – 9:45	BREAK	
9:45 – 12:15 (includes 10 minute Q&A)	<p>“BUILD A BETTER COMMUNITY” Group Challenge Brainstorm with industry leaders and colleagues to build a better community!</p> <ul style="list-style-type: none"> ➤ Small teams will solve key components to create a dynamic community positioned to succeed in today’s market. ➤ The challenge encompasses position, product type, place, and price of your proposed community. ➤ Collaborate with peers, then present to our panel of judges – recognized experts in the industry. ➤ Compete for a coveted prize for the best strategy and solution to the challenge! 	<p><u>Moderator:</u> <i>Jane O’Connor</i>, CAASH, MIRM, CMP, Principal, 55+ Marketing, LLC / Publisher, Mature Living Choices</p> <p><u>Panel of Judges:</u> <i>Bill Becker</i>, CAASH, MIRM, President, The William E. Becker Organization <i>David O’Sullivan</i>, AIA, CSI, Architect, O’Sullivan Architects <i>Gary Snider</i>, AIA, Partner-in-Charge, Northeast Office of BSB Design</p>
12:15 – 1:30	LUNCH	
1:30 – 3:00 (includes 30 minute Q&A)	<p>Sales, Marketing & Niche Marketing</p> <ul style="list-style-type: none"> ➤ Sales and marketing experts share their proven techniques and advice for surviving – and thriving – in challenging conditions. ➤ Designs for Easy Living and Aging in Place ➤ Designing and marketing your unique selling proposition ➤ Geothermal options in home design ➤ Lifestyle communities tailored to the environment and the market 	<p><u>Moderator:</u> <i>Bill Becker</i>, CAASH, MIRM, President, The William E. Becker Organization</p> <p><u>Panelists:</u> <i>Tony Green</i>, Managing Partner, The Pinehills <i>Ed Scannapieco</i>, Senior Vice President Sales and Marketing, Abbott Homes <i>Carol Stamatakis</i>, Esq., Director of Planning and Policy, NH Council on Developmental Disabilities <i>Jim Pendry</i>, Principal, Summit Development</p>
3:00 – 3:30	Program Close	<i>Dave Fulton</i> , COO, SSG Development, LLC <i>Art Currier</i> , CEO, Currier & Associates