

AARC CONFERENCE PROGRAM: CHATTANOOGA 2009

WEDNESDAY, NOVEMBER 4

10:00 am to 5:00 pm *Registration*

1:00 pm to 1:15 pm *Welcome, Opening Remarks And AARC Update*
Mr. Wade Adler, Chairman
AARC Board of Directors



1:15 pm to 2:00 pm *Housing for the 55+ Market: Trends and Insights on the Boomers and Beyond: The September 2009 Report*
Dr. David Crowe
Chief Economist
National Home Builders Association



2:00 pm to 2:45 pm *Sustainable Planning Strategies: What Can Be Learned From Greensburg, KS*
Ms. Rachel Stroer
Berkebile, Nelson, Immenschuh and McDowell



2:45 pm to 3:45 pm Break

3:00 pm to 3:45 pm *Winning In A Turbulent Economy*
Mr. Dave Robertson
President, RPI Media



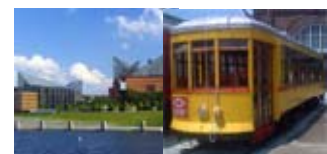
3:45 pm to 4:30 pm *Track 1
(Developer Track)
Developers Forum*
Mr. Wade Adler
Ms. Linda Mayhood



*Track 2
(Community Track)
Measuring In-Out Migration*
Mr. Tilden J. Fleming
Asst. City Manager
For Development
Kingsport, TN



5:00 pm to 7:00 pm Reception At King Design Group: *Living and Working In Downtown*, then take a Trolley Ride for a Free Tour of the Chattanooga Aquarium



Thursday, November 5

- 7:30 am to 11:00 am** Registration Continues
- 7:30 am to 8:30 am** Breakfast on Your Own
- 8:45 am to 9:45 am** *Making Downtown A Living Option*
Ms. Kimberly Nyberg
TN Main Street Director
- 9:45 am to 10:00 am** Break
- 10:00 am to 11:00 am** *Upgrading Your Marketing Plan In The Age of Social Media*
Mr. Berkely Young
President, Young Strategies
- 11:00 am to 11:45 am** *What Today's 50+ Family Is Looking For In a Community*
Panel Moderator Mr. Joe Verdoorn,
Principle SEC Planning
Panelists Mr. David Scheiner and Mr. Bob Eck
- 11:45 am to 1:30 pm** Luncheon
Changing Trends Affecting the Mature Travel Market
Mr. Berkely Young
President, Young Strategies
- 2:00 pm to 2:45 pm** *Health Care And Retiree Migration: The Benefits Run Both Ways*
Winner of the 2009 Academic Research Award
Dr. Michael D. Wilcox
Assistant Professor
University of Tennessee, Knoxville



Thursday, November 5: Continued

3:00 pm to 3:45 pm

*Track 1
(Developer Track)
Designing for the
Affluent, Active and
Mature Market*
Mr. Dave Schreiner,
Mature Market
Strategies



*Track 2
(Community Track)
Why Retiree
Attraction And Why
the Seal of Approval*
Dr. Phyllis W. Isley



4:00 pm to 5:30 pm

Show And Tell: Seal of Approval Communities
Seal of Approval Communities Will Showcase Their
Accomplishment And Share Their Insights About
Succeeding In The Turbulent Market of 2009



6:30 pm

Delta Queen: Dinner, Show



Friday, November 6

4:00 pm to 5:30 pm Continental Breakfast

8:30 am to 9:15 am *Economists Town Meeting: The Economics of Retiree Migration*

Dr. William Park
Undergrad Program
Director
Dept of Ag. Economics
University of
Tennessee, Knoxville



Dr. E.H.(Gene)
Warren
President,
TW + A Research



9:15 am to 10:45 am *Putting It All Together: 60 Ideas in 30 Minutes*
Bring Your Best Ideas, There Will Be Prizes!

10:45 am to 11:00 am *Closing Remarks*
Mr. Wade Adler, Chairman
AARC Board of Directors



11:30 am Board Meeting

SEE YOU IN CHARLESTON, WV 2010

