



# Dream Teams – No Rules No Holds Barred Senior Housing R & D

Thursday, September 18, 2014

Don't miss this unique joint program of the 55+ Housing Council and BIA/OC.

You're invited to build on the wealth of research and insights from this year's 55+ Housing Council events. Our Dream Teams have developed 55+ programs, products and amenities with fresh design solutions to meet the needs of the new 55+ consumer. Two teams...two different R&D concepts will push the boundaries of traditional 55+ housing options, while staying grounded in consumer insights and focused on boosting ROIs.



PRESENTED BY



*Clearly. the best.™*

Benefits



Education

## DREAM TEAMS

### Green Team

**Keith Labus**.....Principal, KTGY Group  
**Nick Lehnert**.....Executive Director, KTGY Group  
**Pat Murphy**.....President & CEO,  
Summers Murphy & Partners

### Blue Team

**Katja Axmann**...Principal, JZMK Partners  
**Andy Bowden**...Principal, Land Concern,  
Landscape Architecture  
**Ralph Spargo**....President,  
50+5 Planning and Development  
**Eric Zuziak**.....President, JZMK Partners

**Moderator: JP Ackerman**, Area Vice President,  
Strategic Marketing, PulteGroup

### What You Will Learn:

- Connection...Convenience...Customization. Baby Boomers are redefining popular culture
- Keys to the active-adult castle: no steps, no mowers, no wasted space
- Plans, amenities and strategies – inside and outside – that will attract 55+ Consumers
- Concepts and details of how R&D is changing livability standards to meet 55+ Consumers' needs and wants
- Ideas, big and small, that are easily implemented and can make an immediate impact

### When:

**Thursday, September 18, 2014**  
Registration & Networking 5:00 pm  
Dinner & Program 6:00 pm

### Where:

**Irvine Marriott**  
1800 Von Karman Avenue  
Irvine, CA 92612

**Register Online Today!**



Building Industry Association of Southern California  
24 Executive Park, Suite 100, Irvine, CA 92614

The largest chapter in the country!

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**EVENT  
UNDERWRITERS**  
JZMK Partners  
KTGY Group, Inc.

## Reservation Deadlines:

**Reservations by 5:00 pm September 15, 2014**

55+ Member \$70 BIASC Member \$70 Non-Member \$90

**Reservations after 5:00 pm September 15, 2014**

Additional \$10 per person

- The cost of admission includes dinner.
- No-shows will be billed full price.
- Cancellations must be made by September 13.

**NO REFUNDS after September 13.**

## Register Online Today!

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Networking



## SAVE THE DATE

October 30, 2014  
2014 SAGE Awards  
Celebrations by Turnip Rose  
Costa Mesa

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