



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

Thursday, September 18, 2014



PRESENTED BY



Clearly the best.™

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.

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
KTTY 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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