



# 2007 Awards CALL for ENTRIES

RECOGNIZING OUTSTANDING ACHIEVEMENT IN THE NATIONAL RETIREMENT HOUSING INDUSTRY

## PURPOSE

The 2007 NARA Awards will recognize those projects focused on meeting the demands of active, mature adults across the country. Projects will be reviewed and judged on their ability to meet basic project parameters of age-qualified housing, such as market demand, aging-in-place design, budget and services. Promotional materials will be judged on originality, design flair, creativity and ability to meet targeted objectives. (Age-qualified means that a community is designed at least partly with a 50+ person in mind and has features that appeal to an older consumer. Included, of course, are all communities restricted to people 50 and over).

## ELIGIBLE ENTRIES

To be eligible for the 2007 NARA Award, the age qualified community must have completed construction and be operational after January 1, 2007. Awards for the "Proposed Project" communities shall have completed the design phase of the construction documents or shall currently be under construction. Project owners, developers, architects, design professionals, operators, marketing consultants and contractors are welcome to submit awards applications. Award winners will be announced in October, 2007 at the 2007 NARA Conference to be held in Atlanta, GA.

## DEADLINE

All entry applications, fees and photographs must be received not later than 12 noon on Friday, September 21, 2007. The deadline is final. The entry form (appears at the end of this Call for Entries) and appropriate entry fees must be mailed in advance to NARA Awards, P.O. Box 11968, Charlotte, NC 28220. Please make entry fees payable to NARA. If you have any questions, call the NARA offices at (888)742-7362 or fax your inquiries to (704)544-6250. All entry materials will become the property of NARA and will not be returned.

## ENTRY FEES

\$230 per category per entry.

A separate entry form must accompany each submission.

## JUDGING

Each entry will be judged by a panel of distinguished and experienced members of the active adult housing, homebuilding and and/or retirement housing industry. Judges will consist of NARA participants and speakers who have been engaged in the industry. Gold, Silver and Honorable Mention Award winners will be announced and recognized at the 2007 NARA Conference at a reception. All winners will be notified in advance and are encouraged to be present at the awards presentation.

*\*Note: Gold, Silver and Honorable Mention Awards may or may not be awarded to every category, at the discretion of the Judging Committee and NARA Officials and based on the number of submittals.*

## SUBMISSION MATERIAL

Below, please find the required materials to include with each submission. All fees for each entry must be received before the final deadline.

## ENTRY CATEGORIES

*(PLEASE CIRCLE THE NUMBERS OF ALL THAT YOU WILL BE ENTERING)*

1. Best Overall Active Adult/Retirement Community
2. Small Active Adult/Retirement Community  
(200 units or less)
3. Best Large Active Adult/Retirement Community  
(more than 200 units)
4. Best Proposed Active Adult/Retirement Community
5. Best Clubhouse/Community Center
6. Best Remodeling and/or expansion of an existing community
7. Best Active Adult/Retirement Property advertisement
8. Best Active Adult/Retirement Sales and Marketing Professional

**All entries must include the following:**

1. *Completed Entry Form and Entry Fees.*
2. *Description of your project.* This must include a location plan, showing the site in relation to its surroundings. Also include a layout plan, with north point and scale clearly marked and showing the relationship of the project buildings to all other buildings and landscaping on the site. The extent of the project should be outlined in red.
3. *Photographs* of the existing project (if available) to the extent that judges get a good feel for all phases of the development and the scope of the development.
4. *A 300-word summary of the development,* including aesthetics, building process, amenities and any other thought process that was considered in producing a superior project.

**Advertising entries must include the following:**

1. *Completed Entry Form and Entry Fees.*
2. *Three samples of the advertisement, including video, tape or print advertisement.*
3. *A 250-300 word description of how the advertisement was used, what objectives were sought and what results were achieved.*

**Best Active Adult/Retirement Sales and Marketing Professional in the Carolinas award entries must include the following:**

1. *Completed Entry Form and Entry Fees.*
2. *A 350-400 description of the objectives met, results achieved and accomplishments gained while this person has worked for his/her organization.* Any anecdotal evidence supporting this person, including obstacles overcome, growth in his/her position and exceptional effort committed to being successful are encouraged. This award will be given based on achievement that is deemed exceptional for the industry, company and the development.



**Come join us at the 2007 NARA Conference –  
“Taking Aim at Boomers and Beyond” –  
at the Doubletree Hotel in Atlanta, GA,  
October 17, 18 and 19th.**

**Come hear the experts and participate in panel  
discussions about how we can all be more successful in  
doing business and serving the enormous  
50+ “Age Wave.”**

**Don't miss your chance to learn and network!**

NARA Awards  
P.O. Box 11968 • Charlotte, NC 28220  
(888)742-7362 • Fax your inquiries to: (704)631-4629



ACTIVE RETIREMENT  
ASSOCIATION

**2007 Awards**

# ENTRY FORM

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

E-mail \_\_\_\_\_

**Method of Payment:**

CREDIT CARD

I authorize payment by credit card:

VISA    Mastercard    American Express

Credit Card # \_\_\_\_\_

Expiration Date: Month/Year \_\_\_\_\_

\_\_\_\_\_  
*Print name as it appears on card*

**Billing Address (if different than above)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
*Signature*

My check for \$ \_\_\_\_\_ for \_\_\_\_\_ entries into the  
NARA AWARDS contest is enclosed.

Please mail check and entry to: NARA Awards

P.O. Box 11968

Charlotte, NC 28220