

**You've Read About It...  
You've Heard About It...**



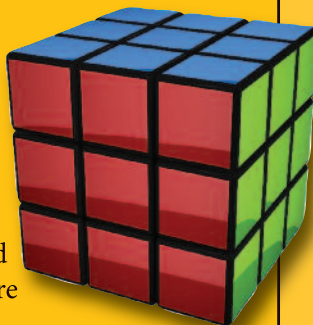
**One of America's  
Top Networking  
and Educational  
Forums of the Year**

**The 9<sup>th</sup> Annual National Active  
Retirement Association (NARA) Business Conference  
Solving the Active Adult Puzzle**

As millions of Empty Nesters, Baby Boomers and Retirees are entering their 50s, 60s, 70s, the business opportunities that are emerging are enormous. In the coming years, every business will have the chance to either be positioned for the age tsunami or lose valuable business and relationships.

Is your business in tune with this market? During the recent housing slow-down, are you looking for new methods, tips and approaches? Do you want to better understand the 50+ market and plan now to take advantage of the coming Age Wave? Here's your chance to attend the Annual Business Summit that your peers have raved about for years! Don't miss your chance to hear from some of America's cutting-edge experts on the 50+ market and network with leading professionals.

Join us at the gorgeous new Hilton Myrtle Beach Conference Center in sunny, beautiful Myrtle Beach for three days of wonderful information and relationship-building. Stay at the adjacent, scenic oceanfront Hilton or the wonderful new Royale Palms Tower Condos at preferred rates while you relax, unwind and plan your market strategy to compete for a bigger share of the boomer market.



**AN ADDED BONUS**

Want to Attract Retirees to Your Community?

Want Increased Spending, Great Volunteers and More Community Investment?

**Come Join Us Wednesday, October 1  
1-4 pm:**

**"Establishing a Retirement Relocation Program for Your Community"**

(Separate Conference Registration)

Sponsors/Hosts:

Thomas, Warren + Associates, Phoenix, AZ and **Retirement Lifestyles™** magazine

Come soak up the ocean air, walk on the white Grand Strand beaches and attend one of America's premier 50+ Conferences. Find out why Myrtle Beach is one of the top tourism destinations. Bring all of your questions and challenge your perceptions at this informative, informal and affordable conference. There is lots in store for you in Myrtle Beach. **Let's solve the Active Adult Puzzle together. You don't want to miss it!**



# TENTATIVE CONFERENCE SCHEDULE

## Wednesday, October 1, 2008

- 1 – 4 p.m. **Special Conference Seminar  
Trends and Tips on Luring Retirees to  
Your Community**  
Sponsors/Hosts: Thomas, Warren + Associates of  
Phoenix, AZ and **Retirement Lifestyles™** magazine  
(Separate Conference Event)
- 6 – 8 p.m. Welcoming Reception/Networking  
(Dinner on your own).

## Thursday, October 2, 2008

- 7:45 – 8:15 a.m. Continental Breakfast
- 8:15 – 8:30 a.m. Welcome & Introductions
- 8:30 – 9:30 a.m. **Capitalizing on the Demographics/  
Winning Strategies**  
Dick Ambrosius, VP Praxeis, Jacksonville, FL
- 9:30 – 9:40 a.m. Break
- 9:40 – 10:30 a.m. **Positioning Your Community For Success**  
Ken Plonski, Partner, Master Planned  
Communications, Fort Myers, FL
- 10:30 – 10:40 a.m. Break
- 10:40 – 11:45 a.m. **Building for Baby Boomers,  
Empty Nesters and Retirees**  
Dan Owens, Director, NARA, Moderator  
• Building • Financing • Marketing Issues  
Bob Kosco, Raleigh, NC (Formerly with Del Webb)  
Kirby LaForce, Charlotte, NC (Formerly with Del Webb)  
Larry Jackson, Gardner Michael Capital, Mobile, AL
- 11:45 – 12:45 p.m. Lunch at Hilton Conference Center

- 1 – 2:15 p.m. **Taking a Crack at the Rubik's Cube  
A Look at Lifestyle Marketing**  
Geoff Meredith, Lifestage Matrix Marketing  
Lafayette, CA
- 2:15 – 2:25 p.m. Break
- 2:25 – 3:15 p.m. **The Micro and the Macro:  
Trends in the 50+ Industry**  
Robert Blatz, COO/Pres., American Land Lease  
Clearwater, FL
- 3:15 – 4:00 p.m. **Looking Beyond the Bust,  
On to Boomtown**  
Rebecca Stahr, Lifespring Environs, Inc., Atlanta, GA
- 3:45 – 4:00 p.m. Break
- 4:00 – 4:30 p.m. **Pay-Per-Click Internet Advertising**  
Lauren Cobb, Interactive Marketing,  
LHWH Advertising, Myrtle Beach, SC
- 6 – 8 p.m. Reception/NARA Awards, Myrtle Beach Hilton  
(Dinner on your own)

## Friday, October 3, 2008

- 8:30 – 9:30 a.m. **Incorporating Wellness for Profit**  
Robert Snyder, Stonetrust Partners, Canton, CT  
Aaron Conley, Banyan Senior Living, Greenville, SC  
Robert Coleman, Enwright Corporation, Greenville, SC
- 9:30 – 9:40 a.m. Break
- 9:40 – 10:40 a.m. **Attracting Retirees to Your Community**  
Ramay Winchester, Director, Retire Tennessee  
Diana O'Toole, Director, Hometown Mississippi
- 10:40 – 10:50 a.m. Break
- 10:50 – 11:50 a.m. Speaker Roundtable
- 11:50 a.m. Adjournment of Conference



# Sponsorship Opportunities



The National Active Retirement Association brings together various business people and professionals involved in aging, active retirement, development and real estate targeted to the 55+ age group. NARA (previously known as CARA) has held eight conferences and hosted speakers from around the United States.

Business people have learned that a NARA conference is professionally managed and provides a wealth of information for attendees. The key element of these conferences is networking and education.

Depending on your level of participation, your sponsorship can offer you a major acknowledgement and recognition before and during the October 1-3 annual NARA conference. Sponsorship offers you the opportunity to be associated with an excellent cutting edge organization, promote yourself and your company to a great group of prospects in the boomer, empty-nester and retirement business sector by helping sponsoring this event.

**DEADLINE  
For Sponsorship  
Opportunities:  
September 15, 2008**

## Gold Sponsor: \$2,500

This level includes:

- Independent "Headliner" logo on Banner behind Speaker Podium during conference.
- "Headliner" sponsorship with logo on all conference material.
- Prominent recognition in all pre-conference emails and materials.
- Three complimentary registrations to the Annual Conference.
- Complimentary Exhibit Table at Annual Conference.
- Insert of your organization brochure or material in conference package.
- Sponsorship recognition from the podium during conference.
- Prominent signage with logo at conference.
- Logo on Conference Tote Bags

## Other Sponsorships:

- **Lunch Sponsorship: \$1,200**  
Recognition in materials and from podium during lunch.
- **Reception Sponsorship: \$750**  
Signage and recognition.
- **Conference Tote Bags: \$650**  
Your company logo on exclusively on one side of conference tote bags. Additional recognition.
- **Breakfast Sponsorship (2): \$400**  
Either day available. Signage and Recognition.

## Silver Sponsor: \$1,000

This level includes:

- Secondary logo on Banner behind Speaker Podium during conference.
- Recognition on a secondary level on all conference material.
- Secondary recognition in all pre-conference emails and materials.
- One complimentary registrations to the Annual Conference. Discounts on Additional Registrations.
- Complimentary Exhibit Table at Annual Conference.
- Insert of your organization brochure or material in conference package.

Hundreds of business professionals, executives and officials have raved about NARA's Annual Business Summit. Some of the comments include:

*"Best Conference I've Attended This Year"*

*"Full of Information and Fun!"*

*"Speakers are Focused and Helpful"*

*"I've made Lots of Contacts and Learned More Than I Dreamed"*

*"NARA Conferences Are Relaxed and Friendly, But Very Professional."*

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**Solving the Active Adult Puzzle**

To sign up for a sponsorship, please call Dan Owens at (704) 641-1469

**REGISTRATION FORM**

- I would like to register \_\_\_\_\_ people to the 2008 NARA Conference, "Solving the Active Adult Puzzle," on October 2-3, at the Hilton Myrtle Beach Conference Center, Myrtle Beach, SC
- I would also like to register \_\_\_\_\_ people to the **Retiree Relocation Summit**, "Establishing a Retirement Relocation Program for Your Community," on October 1, at the Hilton Myrtle Beach Conference Center

I agree to pay for the **CONFERENCE ONLY:**

- \$250 per person "Earlybird Special" on or before September 15, 2008
- \$375 per person after September 15 or onsite

I agree to pay for the **CONFERENCE AND SUMMIT:**

- \$350 per person "Earlybird Special" on or before September 15, 2008
- \$475 per person after September 15 or onsite

A total of \$ \_\_\_\_\_ will be charged to my  Visa  Mastercard  American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Three Digit Code on Back of Card \_\_\_\_\_ Name on Card \_\_\_\_\_

- Check for \$ \_\_\_\_\_ is enclosed.

**Registration Information (to be used for nametags and conference directory)**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Online or Fax/Mail Form**

Fax to: (704) 631-4629 • Email to: isalema@carolina.rr.com or mail to NARA Conference Registration  
P.O. Box 11968, Charlotte, NC 28220

**HOTEL ARRANGEMENTS**

A limited number of discounted rooms have been reserved for NARA attendees on a "First Come, First Served" basis. Mention "NARA" when you reserve your room. Blocked room rates at the Myrtle Beach Hilton (oceanfront) are:

**Oceanview Rooms: \$139 per night**

A new luxury condo development called Royale Palms Tower has been completed adjacent to the Myrtle Beach Hilton and across the street from the Conference Center. The room rates in the NARA block are:

**Oceanview Rooms: \$119 per night**

**2BR Oceanview Condo: \$204 per night**

**2BR Oceanfront Condo: \$244 per night**

Hilton Myrtle Beach  
10000 Beach Club Drive  
Myrtle Beach, SC 29572  
843-449-5000

If you have any problem with your room reservation, please contact:  
Sales Manager: Shafran Fields  
Direct Phone: 843-497-3218  
Sales Fax: 843-497-4488  
E-Mail:  
shafran.fields@hilton.com

