

Jim Moore's Keynote Address:

■ What are the national providers planning and what competitive strategies can YOU develop?

■ Seniors' changing perceptions of value and how they will affect you.

■ Dealing with overlapping options.

Some of the specific questions tackled:

SESSION #1

- Why and when you need a development consultant
- How to Educate your Board and Management about prudent ways to undertake and finance a project
- Ways to stress-test the project to ensure long-term financial viability

SESSION #2

- The dilemma of long-term care
- Medicaid as a viable business partner
- Family Care: a strategic opportunity?

SESSION #3

- Decisions about expanding or repositioning with the anticipated economy
- When to get a contractor involved
- The facts about the viability of Household Models
- The cost versus value of sustainable construction
- Pluses and minuses of a construction manager or a bid-build approach

SESSION #4

- What the crystal ball says about the next generation of Senior facilities

Critical Planning Issues for Your Next Senior Housing Project

- Availability of capital and financing
- Impact of Healthcare Reform
- New Design and Construction issues impacting profitability

RSVP

BY MARCH 22, 2010
FOR THE EARLY BIRD RATE

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2010-20

Senior Living at a Crossroad: A Bold Look into the Next Decade

Where is it Headed?
How do You Keep Pace?
What Will Drive Your Profitability?

A seminar for senior management offering answers to these and other looming questions



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APRIL 13 2010

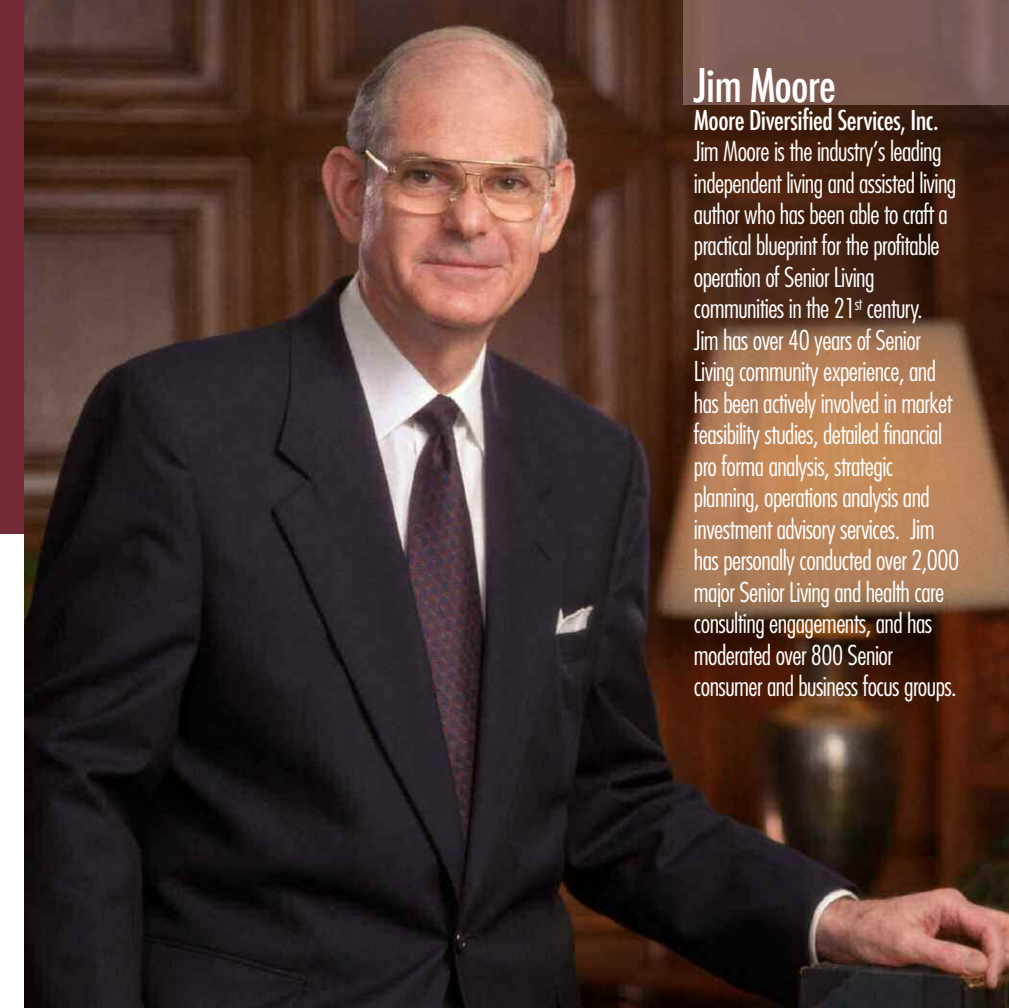
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Details

One day that can change your next ten years.

Eight prominent authorities in Senior Living address the most significant issues confronting providers. A power-packed day with significant takeaway.

Theme/Title:	Senior Living at a Crossroad: A Bold Look into the Next Decade
Date/Time:	Tuesday, April 13, 2010, 8:00A.M. - 3:30 P.M.
Location:	Country Springs Hotel, Waukesha, WI.
Format:	Panel of Experts – Eight authorities addressing specific issues
8:00 – 9:00 A.M.	Registration, continental breakfast
9:00 – 9:30	Introductions, panelists' remarks
9:30 – 10:45	Session #1: "Development, Master Planning and Financing Challenges for the New Decade"
11:00 – 12:00	Session #2: "Learning to Live with the Realities of Medicaid"
12:00 – 1:15 P.M.	Lunch, Keynote Address: "High Cost-Benefit Growth Strategies in 2010 and Beyond" Jim Moore
1:15 – 2:15	Session #3: "If We Build It, Will They Come?"
2:30 – 3:00	Session #4: "Thinking Outside the Box for the Next Generation of Senior Care": Jim Moore
3:00 – 3:30	Wrap-up, closing remarks: panelists



Jim Moore

Moore Diversified Services, Inc.

Jim Moore is the industry's leading author who has been able to craft a practical blueprint for the profitable operation of Senior Living communities in the 21st century.

Jim has over 40 years of Senior Living community experience, and has been actively involved in market feasibility studies, detailed financial pro forma analysis, strategic planning, operations analysis and investment advisory services. Jim has personally conducted over 2,000 major Senior Living and health care consulting engagements, and has moderated over 800 Senior consumer and business focus groups.

SESSION 1

David Slack

Principal, Aging Research Institute (ARI)

David Slack has managed, developed, consulted and financed Senior Living and health care organizations across the United States, including nursing facilities, assisted living facilities, CCRCs and critical access hospitals. He has been involved in the financing, development and/or operation of over 50 retirement communities across the United States. David is a frequent speaker at state and national events.



Tanya Hahn

Senior VP, Lancaster Pollard & Company

Tanya Hahn has more than 25 years experience in auditing, accounting, investment management, investment banking and information technology. At Lancaster Pollard, Tanya is primarily responsible for all hospital, Senior Living, education and housing transactions and relationships in Wisconsin. She is an expert on financing projects and accessing an effective cost of capital for renovation and expansion projects.



Craig Witz

Principal, Witz Company

Craig Witz is the principal of Witz Company, a Madison based firm providing development consulting to non-profit Senior Living providers. Prior to forming Witz Company, Craig was a development project manager with large national and regional Senior Living developers, and worked on both new CCRC developments as well as expansions to existing CCRCs around the country. His experience spans more than twenty-five years.



Kevin Hayden

President, State Sponsored Business, Wellpoint, Inc.

Kevin Hayden's responsibilities include the development and management of health coverage for the underserved through government programs such as Medicaid, State Children's Health Insurance Programs, and other publicly funded programs. Kevin has over 23 years of experience in health care administration including former service as Wisconsin's Secretary of Health & Family Services. Kevin's understanding of publicly funded programs is widely recognized.



Pat Kaldor

President/CEO Felician Village

Pat has overseen the ongoing \$20 million expansion of existing Senior Living facilities on its 22-acre St. Mary's Felician Village campus. When completed, approximately 225,000 square feet of the existing structures will be removed and will be replaced with 120,000 square feet of new construction that will include new Community Based Residential Facilities (CBRF), Residential Care Apartment Complexes (RCAC) and long-term care households. Pat was formerly CEO of St. Joseph's Hospital in Milwaukee.



Dale Streitenberger

AIA, Eppstein Uhen Architects

Dale is a Senior Design Architect and Partner with EUA. His wealth of Senior Living experience, ability to work closely with his clients and to analyze and establish functional yet innovative design criteria, have made Dale a respected authority and speaker at seminars dealing with architectural issues for Senior Living. His Senior Living experience includes over thirty projects in the state of Wisconsin alone.



George Minnich

Senior VP, Berghammer Construction Corporation

As Senior VP and Principal of Berghammer Construction Corporation, George manages client expectations, oversees the project management personnel, and is involved in subcontractor management, selection, value engineering, cost control and project administration. George's Senior Living project experience ranges from complex new construction to multi-phased renovations and expansions.

