

# 50+ Housing Council 2010 IBS Schedule

(Tentative as of 12/28/2009)

**Note: 50+ Housing education sessions are in North 261; 50+ Lifestyle Central (50+ headquarters) is in North 256.**

## SUNDAY, JANUARY 17

**CAASH Course: *Trends and Research Methods to Define the Active Adult Lifestyle***, 9:00 a.m. – 5:00 p.m., Caesar's Palace, Milano IV, 3<sup>rd</sup> Floor. Register at [www.BuildersShow.com/PreShow](http://www.BuildersShow.com/PreShow).

**50+ Housing Council Symposium and Convention Education Committee**, 3:00 – 5:00 p.m., North 256, Level 2

## MONDAY, JANUARY 18

**NEW!!!!!! CAASH Course: *Marketing to the Active Adult***, 9:00 a.m. -5:00 p.m., Caesar's Palace, Verona, 3<sup>rd</sup> Floor. Register at [www.BuildersShow.com/PreShow](http://www.BuildersShow.com/PreShow).

**50+ Housing Council Board of Trustees & General Membership Meeting**, 10:30 a.m. – 1:00 p.m., North 117, Level 1

**NAHB Professional Designation Achievement Reception**, 5:30 – 8:00 p.m., Las Vegas Hilton, Ballroom C

## TUESDAY, JANUARY 19

**50+ Lifestyle Central Headquarters**, 7:00 a.m. – 6:00 p.m., North 256, Level 2

**Whirlpool 50+ Housing Council Meet & Greet Breakfast**, 7:00 – 8:30 a.m., North 256, Level 2

**Education Session: *Beyond the Boomer Hype: Real Facts, Figures and Interpretations About the Boomer Buyer***, 8:00 – 9:30 a.m., North 261, Level 2

**Local 50+ Housing Council Roundtable**, 8:30 – 10:00 a.m., North 256, Level 2

**IBS Grand Opening Ceremonies**, 9:00 a.m. – noon, Hall S3

**Active Adult Architectural Plan and Marketing/Advertising Plan Reviews**, 9:00 – 10:00 a.m., North 256, Level 2

**Education Session: *Bottom-Line Research Keeps You from Leaving Money on the Table and Delivers the Home the Market Wants at a Price They Will Pay***, 10:00 – 11:30 a.m., North 261, Level 2

**Peer-to-Peer Topic Tables**, 10:30 – 11:30 a.m., North 256, Level 2

**Whirlpool 50+ Housing Council Lunch**, noon – 1:00 p.m., North 256, Level 2

**Area Caucus Meetings**, 1:00 – 2:30 p.m. *Check IBS program for room locations.*

**Education Session: *50+ Economic and Market Forecast***, 1:30 – 3:00 p.m., North 256, Level 2

**Book Signing w/ Rich Carlson**, 3:00 – 3:30 p.m., North 256, Level 2

**Education Session: *Exciting New 50+ Designs for Home and Community***, 3:30 – 5:00 p.m., North 261, Level 2

**Meet the Active Adult Experts**, 3:30 – 4:30 p.m., North 256, Level 2

**Whirlpool 50+ Housing Council Reception**, 5:00 – 6:00 p.m., North 256, Level 2

**Build-PAC Capital Club Event**, 7:00 – 10:00 p.m., Aureole, Mandalay Bay

**Build-PAC Gold Key and Platinum Club Reception**, 7:00 – 10:00 p.m., Mix Nightclub, Mandalay Bay

**WEDNESDAY, JANUARY 20**

**50+ Lifestyle Central Headquarters**, 7:00 a.m. – 6:00 p.m., North 256, Level 2

**Whirlpool 50+ Housing Council Meet & Greet Breakfast**, 7:00 – 8:30 a.m., North 256, Level 2

**Education Session: 50+ Housing Segments**, 8:00 – 9:30 a.m., North 261, Level 2

**Boomers on the Edge/How to Get Started in Active Adult Housing – Part I (Feasibility)**, 9:00 – 9:45 a.m., North 256, Level 2

**Education Session: 50+ State of the Housing Industry/Builder Forum**, 10:00 – 11:30 a.m., North 261, Level 2

**Boomers on the Edge/How to Get Started in Active Adult Housing – Part II (Land Planning)**, 10:15 – 11:00 a.m., North 256, Level 2

**Whirlpool 50+ Housing Council Lunch**, noon – 1:00 p.m., North 256, Level 2

**Boomers on the Edge/How to Get Started in Active Adult Housing – Part III (Design)**, 1:00 – 1:45 p.m., North 256, Level 2

**Education Session: 55+ Housing by the Numbers**, 1:30 – 2:30 p.m., North 261, Level 2

**Boomers on the Edge/How to Get Started in Active Adult Housing – Part IV (Marketing/Sales)**, 2:15 – 3:00 p.m., North 256, Level 2

**Active Adult Architectural Plan and Marketing/Advertising Plan Reviews**, 3:30 – 4:30 p.m., North 256, Level 2

**Meet the Active Adult Experts**, 3:30 – 4:30 p.m., North 256, Level 2

**Education Session: How PR Can Bring You Sales and Strengthen Your Brand with the 50+ Market**, 3:30 – 5:00 p.m., North 261, Level 2

**50+ Housing Council Reception**, 5:00 – 6:00 p.m., North 256, Level 2

**THURSDAY, JANUARY 21**

**50+ Lifestyle Central Headquarters**, 7:00 a.m. – 6:00 p.m., North 256, Level 2

**50+ Housing Council Meet & Greet Breakfast**, 7:00 – 8:30 a.m., North 256, Level 2

**Education Session: From Woodstock to Wii: These Generations Are Closer Than You Think!**, 8:00 – 9:30 a.m., North 261, Level 2

**NAHB Board of Directors Meeting**, 8:00 a.m. – 2:00 p.m., South Hall 3, Level 2

**Active Adult Architectural Plan and Marketing/Advertising Plan Reviews**, 9:00 – 10:00 a.m., North 256, Level 2

**Meet the Active Adult Experts**, 9:00 – 10:00 a.m., North 256, Level 2

**Education Session: Universal Design Meets Green, Have It Three Ways: New Homes, Remodeled Homes and Congregate Retirement Apartments**, 10:00 – 11:30 a.m., North 261, Level 2

**Special Presentation: Social Networking Using Facebook, Blogs and New Media to Market Your 50+ Communities**, 10:30 – 11:30 a.m., North 256, Level 2

**50+ Housing Council Lunch**, noon – 1:00 p.m., North 256, Level 2

**Education Session: Selling Lifestyle Amenities**, 1:30 – 3:00 p.m., North 261, Level 2

**Special Presentation: Delta Faucets Universal Design Power Hour – Innovations, Technologies and Trends for the Future**, 2:00 – 3:00 p.m., North 256, Level 2

**Education Session: *Boomers in the City - Designing for an Urban Lifestyle***, 3:30 – 5:00 p.m., North 261, Level 2

**Active Adult Architectural Plan and Marketing/Advertising Plan Reviews**, 3:30 – 4:30 p.m., North 256, Level 2

**Special Presentation: *Reverse Mortgage for Home Purchase – A Win-Win Scenario for Senior Buyers and Builders***, 3:30 – 4:30 p.m., North 256, Level 2. *Sponsored by Wells Fargo Home Mortgage*

**Wells Fargo Home Mortgage 50+ Housing Council Reception**, 5:00 – 6:00 p.m., North 256, Level 2

#### **FRIDAY, JANUARY 22**

**50+ Lifestyle Central Headquarters**, 7:00 a.m. – noon, North 256, Level 2

**Education Session: *The “New Deal” for Selling in the New Decade***, 8:00 – 9:30 a.m., North 261, Level 2

**Education Session: *Designing for Multi-Generation Households***, 10:00 – 11:30 a.m., North 261, Level 2