

50+ Housing Council 2010 IBS Schedule

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, 3rd Floor. Register at 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, 3rd Floor. Register at 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

50+ Housing 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

50+ Housing Architectural Plan and Marketing/Advertising Plan Reviews, 3:30 – 4:30 p.m., North 256, Level 2

Meet the 50+ Housing 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 50+ 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 50+ Housing – Part II (Land Planning), 10:15 – 11:00 a.m., North 256, Level 2

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

Boomers on the Edge/How to Get Started in 50+ 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 50+ Housing – Part IV (Marketing/Sales), 2:15 – 3:00 p.m., North 256, Level 2

50+ Housing Architectural Plan and Marketing/Advertising Plan Reviews, 3:30 – 4:30 p.m., North 256, Level 2

Meet the 50+ Housing 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

50+ Housing Architectural Plan and Marketing/Advertising Plan Reviews, 9:00 – 10:00 a.m., North 256, Level 2

Meet the 50+ Housing 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. *Sponsored by Continuum Crew*

50+ Housing Council Connections 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

50+ Housing Architectural Plan and Marketing/Advertising Plan Reviews, 3:30 – 4:30 p.m., North 256, Level 2

Meet the 50+ Housing Experts, 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 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