



DOUBLE VISION: YOUR MISSION, OUR PLANET

24TH ANNUAL
BY DESIGN
CONFERENCE

FEBRUARY 10 – 12, 2009
ROANOKE, VA
THE HOTEL ROANOKE &
CONFERENCE CENTER

SFCSS



ABOUT BY DESIGN 2009

SFCS invites you to join us for By Design!

Renewable...re-useable...sustainable...The senior living industry is evolving and moving in directions unimaginable just a generation ago. CCRCs are now faced with the challenge of maintaining their mission and remaining competitive while also considering energy costs and their impact on the environment. Exploring all of the possible opportunities to create a strong vision through operational, developmental, and environmental changes will allow them to renew and sustain their mission.

At *By Design 2009*, we will explore these accelerating changes in resident expectations, economics, market trends, financing, and architectural and environmental impacts. Building a successful senior living community takes more than bricks and mortar. It takes vision, a dedicated mission of service, savvy management, sustainable and efficient operations, quality care delivery and sound financial practices. We will highlight the experiences of senior living communities that have taken action and learn first-hand how change can bring opportunities and long-term success.



AUDIENCE

This conference has been planned especially for executive directors, CEOs, administrators, board members, planners, marketers, building committee members, trustees of retirement communities, and sponsors of senior housing.

ABOUT SFCS

Founded in 1920, SFCS Inc. is a professional architecture, engineering, planning, and interior design firm with offices in Roanoke, VA, Charlotte, NC, and Philadelphia, PA. With over sixty years of seniors design experience, SFCS is proud to be one of the leading architectural and engineering firms in the country committed to seniors design.

KEYNOTE SPEAKER

Ronald Schaefer | Executive Director,
Valle Verde Retirement Community,
Santa Barbara, CA

Ronald Schaefer is one of the nation's foremost visionaries and original thinkers regarding environmental sustainability in senior living. As a long-term care expert with 17 years experience in executive management of non-profit senior care facilities, he is known as an inspirational leader with a special talent for building healthy work environments that foster excellence, financial responsibility, and genuine concern for residents. In 2004, he successfully led a wide-ranging "green" initiative at Valle Verde that substantially reduced dependence on electricity, decreased waste and improved the surrounding environment. His work with Valle Verde's environmental reform has won *AAHSA's Leading Edge Care & Services Award*, *NAHB 50+ Housing Council's Gold Achievement Award*, *California's EPA WRAP Award*, *Santa Barbara's Green Award* and *Santa Barbara's City Solar Award*.



FEATURED SPEAKER

Matt Thornhill | Founder & President, Boomer Project

Through the Boomer Project, Matt Thornhill has established himself as a leading international authority on today's Baby Boomer consumers. His opinions and insights are sought by media around the world. He has appeared on *NBC Nightly News* with Brian Williams, *CBS Sunday Morning*, *CNBC* and in stories on Boomers in *BusinessWeek*, *TIME*, *Newsweek*, *US News & World Report*, *The New York Times*, *The Washington Post*, *Los Angeles Times*, *Toronto Star* and countless others. He oversees assignments for clients of the Boomer Project, which include Pfizer, UBS, Genworth Financial, Hershey Foods, Samsung and Media General. Prior to starting the Boomer Project, Matt spent over 20 years in the advertising business, working at national agencies Ogilvy & Mather and Ted Bates in New York, and The Martin Agency in Richmond, Virginia.





SPECIAL EVENTS

Breakfast and lunch on Wednesday, February 11 are included in the conference, as well as a full send-off brunch on Thursday, February 12 after the conclusion of the morning sessions. In addition, we invite you to attend and enjoy the following complimentary special events:

STAR CITY WELCOME RECEPTION

Tuesday, February 10, 6:00-8:00pm Hotel Roanoke
SFCS welcomes you to Roanoke, the Star City of the South, and invites you to relax and mingle at this opening reception. Stop by and join us for a drink!

SFCS OPEN HOUSE

Wednesday, February 11, 5:30-6:45pm
305 South Jefferson Street in Downtown Roanoke
Curious about what architects design in their own spaces? Join us for a tour; we'd love to show you around our office and meeting spaces to see the inner workings of our design operations.

BY DESIGN CELEBRATION

Wednesday, February 11, 7:00-10:00pm
Our Wednesday night celebration is a very special reception, with fabulous food and an open bar, in the highly-acclaimed O. Winston Link Museum, located next door to The Hotel Roanoke & Conference Center.



O. Winston Link / Courtesy
O. Winston Link Museum

AGENDA WEDNESDAY, FEBRUARY 11

7:45AM WELCOME

8:00-9:00AM KEYNOTE

The condition of the environment is a high profile issue and awareness of environmental responsibility is ever increasing in the senior living industry. However, some providers are hesitant about going green because of costs, codes and regulations. Exactly how "green" can you go given your current situation? Why should residents, staff and the surrounding community be involved? How can environmental reform efforts provide a source of income for your community? This session will take a comprehensive look at how retirement communities are ideally suited for conservation efforts. Take home ideas of how the Green Initiative of Alternative Energy and Conservation Efforts can improve your overall operating practices and your surrounding environment.

Ronald Schaefer | Executive Director, Valle Verde

9:00-10:15AM GRAY AND GREEN: OUR RESPONSIBILITY, OUR OPPORTUNITY

Our planet...our society...our health...our prosperity are fundamentally impacted by the buildings we create. Half of what will be the built environment on our planet doesn't even exist yet. As awareness of and demand for more sustainable design in senior living projects increases, it is critical to understand we have a vital opportunity to reshape future development. Using real life examples, this session will provide strategies on how you can reduce the impacts of natural resource consumption, improve the bottom line and competitive first costs, optimize life-cycle economic performance, minimize strain on local infrastructures and improve quality of life for residents and staff.

Mark McConnell, AIA, LEED AP | Vice President, SFCS Inc.
Joe Scanlon, AIA | Vice President, SFCS Inc.



10:30-12:00PM FINANCIAL SUSTAINABILITY: INTEGRATING SUSTAINABILITY THROUGH CAPITAL PLANNING, OPERATIONAL TRANSPARENCY, AND GREEN DESIGN

As CCRCs and senior living communities grow more complex due to regulatory requirements, financing issues, operational practices, marketing demands, consumer demands and the emerging green design initiative, you must have a clear vision of your mission and recognize trends/issues that may affect your community's long-term growth and success. This session will look at the subtle and dramatic changes our industry is experiencing, while providing ideas and strategies on how to prepare for long-term growth, plan for critical capital improvements and maintenance, implement elements of sustainable design, initiate operational transparency, and meet consumer demands.

John Franklin | Managing Director, BB&T Capital Markets
Richard Mazza | VP of Business Development & Planning, Pacific Retirement Services, Inc.
Kevin McLeod | President & CEO, Carolina Meadows

1:00-2:00PM AN ECONOMIC LOOK AT SUSTAINABLE SYSTEMS DESIGN: REDUCING YOUR IMPACT ON THE ENVIRONMENT, WHILE IMPROVING YOUR BOTTOM LINE

This session will explore national and international energy consumption trends and the energy problems we are facing across the U.S. Discover how the sun, wind and earth can help you be more energy independent while saving energy costs in the long term. This session will specifically focus on engineering design practices that use solar photo voltaic energy, wind turbine energy systems and geothermal/exchange systems. You will learn how they work, how you can integrate them into your retirement community and their associated cost paybacks.

Tim Mueller, AIA | Vice President, SFCS Inc.
Howard Alderson, PE | President, Alderson Engineering, Inc.

2:00-3:15PM TRIPLE VISION – CULTURE, FINANCING, AND OPERATIONS: SUSTAINING YOUR CULTURE CHANGE MISSION

The Household Model is gaining a solid foothold as the preferred alternative to the institutionalized nursing home. Its culture of home, autonomy, and personal relationships sets the Household Model apart; however, it is the physical component (the self-contained household) that is the most costly to achieve. It is no surprise then, as interest in the model grows, that care providers' first question usually is, "can we afford it?" This session will help you determine whether or not you can afford this model and understand the need of an integrated approach when evaluating what is going to work culturally, financially, and operationally for your organization.

David Slack | Principal, Aging Research Institute
Stephen Shields | President, Meadowlark Household Services, LLC

3:30-4:30PM DOUBLE TROUBLE...DOUBLE IMPACT

The housing crisis and the capital market collapse have squeezed sponsors of senior housing and care providers between sluggish sales and the inability to secure favorable financing for growth and expansion. In this session, economic and banking experts will discuss the current financing environment, what to expect in 2009, and how these factors may affect the senior living industry. The presenters will provide you with specific ideas and action items for proactive management techniques to position your community for stability and success in turbulent times.

Speakers to be named



THURSDAY, FEBRUARY 12

8:00-9:00AM THE MISSION CONTINUES: PENNYBYRN RE-INVENTED, A CASE STUDY

Since 1947 Pennybyrn at Maryfield's mission of providing compassionate, heartfelt and professional care made them one of the premier nursing homes in North Carolina. However, like many long established quality organizations, they were faced with reduced reimbursements, increased costs and an aging infrastructure. Hear from the President of Pennybyrn, consultants, and the architects on how preparation, planning, renovation and new construction re-invented this 58-year old nursing home into a successful CCRC. Learn invaluable strategies for repositioning existing communities through an in-depth review of Pennybyrn's planning process.

Richard Newman | President, Pennybyrn at Maryfield
Bruce Cannon | Executive VP/CFO, CRSA Management, LLC
Tye Campbell, PE | President, SFCS Inc.
Vernon Feather, AIA | Vice President, SFCS Inc.

9:00-10:30AM GREEN MATTERS: NEW RULES FOR MARKETING ACROSS GENERATIONS

The emerging green economy is forcing rapid and unprecedented change on business. Some companies and industries have committed to sustainability as an important business strategy while others are hoping it is just a passing fad. Where does your organization fit in? How important is it to be "green"? What are the most relevant and meaningful ways to be "green"? What does your consumer or customer expect from you? Matt Thornhill, America's most recognized expert on generational marketing, puts the environmental movement into perspective and introduces ten new rules for marketing "green" across generations in a highly engaging, interactive presentation.

Matt Thornhill | Founder & President, Boomer Project

12:00-1:30PM SENIOR LIVING 101 – BONUS SESSION

The SFCS By Design conference began as in-house training for our staff on sensitivities for designing for seniors. Join our staff in this optional session as we get back to basics and evaluate design sensitivities and trends that promote independence, enhance community, and offer more choices to our ultimate client... the senior. SFCS senior staff will share lessons learned in designing for seniors over the last 30 years and will highlight the latest trends in programming and design.

SFCS staff

For more information about sessions and speakers, visit www.SFCS.com and click on By Design Conference.



RESERVE YOUR PLACE TODAY

By Design is a sell-out every year because of its reputation for delivering quality sessions and high value to attendees, so please register early! The deadline to register is Monday, January 26, 2009, as space permits.

To best accommodate all parties interested in attending the conference, we respectfully request senior housing providers to limit their registrations to three representatives and industry consultants limit registration to one per organization.

Please indicate in the comments section of the registration form if you prefer to enjoy the conference from the Wilson Room rather than the main conference room. The presentations and speakers will be shown on two large screens in the Wilson Room. Availability is on a first-come, first-served basis and may be used to accommodate those on the wait list.

Total Conference - \$500 per person. The total conference fee includes access to all sessions; the By Design 2009 conference materials; breakfast and lunch on Wednesday; and brunch on Thursday.

Wednesday Only - \$400 per person. The Wednesday only fee includes access to Wednesday's sessions; the By Design 2009 conference materials; and breakfast and lunch on Wednesday.

Thursday Only - \$350 per person. The Thursday only fee includes access to Thursday's sessions; the By Design 2009 conference materials; and brunch on Thursday.

Note: All special events are complimentary.

We accept conference registrations on-line at www.SFCS.com. SFCS cannot accept credit cards, so please mail your check with a copy of your on-line confirmation to:

By Design Registration
SFCS Inc.
305 South Jefferson Street
Roanoke, VA 24011

Full refunds can be given on or before February 1, 2009. After that date, only one half of the registration fee can be refunded.

Questions? Contact Jennifer Jacobs (jjacobs@sfcs.com) or Erin Hurt (ehurt@sfcs.com) at 1-800-873-2788.

HOTEL INFORMATION

By Design returns to the historic Hotel Roanoke & Conference Center, a member of the Doubletree Hotel family located in the heart of downtown Roanoke. Only a limited number of rooms are available. To make reservations, call The Hotel Roanoke & Conference Center toll free at 1-866-594-4722, or reserve your room on-line through www.SFCS.com. Be sure to mention you are a SFCS By Design attendee.



The Hotel Roanoke &
Conference Center



SFC S

Architecture
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