

26TH ANNUAL BY DESIGN CONFERENCE

Repositioning for Relevance

Redefining Community, Enhancing *Life*

FEBRUARY 15-17, 2011 ROANOKE, VA

A National Educational Conference for Leaders in Senior Living



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ABOUT BY DESIGN 2011

SFCS invites you to join us for our 26th annual By Design Conference for Senior Living. This year, we will be exploring and learning about innovative programs and strategies to position your community as a unique and relevant provider of services in your market.

Successfully repositioning a senior living community takes unique vision, creative marketing strategies, quality care delivery and sound financial practices. At By Design 2011, we will explore the accelerating changes in resident expectations, economics, financing, and market trends – and introduce new ideas and opportunities to redefine community and enhance residents' lives. We will highlight the experiences of senior living communities and industry professionals who have taken action in order to learn firsthand how change can bring opportunities and long-term success.

This program has been submitted (approval pending) for 10 total clock hours of continuing education from the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners for Nursing Home Administrators (NAB).

SPREAD THE WORD

Refer a senior housing provider who is new to By Design and earn a discounted conference rate or a free night at Hotel Roanoke. Contact Jennifer Jacobs (jjacobs@sfcs.com) or Christina Sawyer (csawyer@sfcs.com) for more details at 1.800.873.2788.

Do you want apps for this? Become eligible to win an iPad if you attend our bonus session, "Senior Living 103-D: Continuation of SFCS's Series on Design for Seniors" on Thursday.

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, and Charlotte, NC. 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.

SFCS SPONSORED STUDIO FOR SENIOR LIVING AT VIRGINIA TECH, “IN HONOR OF CURTIS R. JENNINGS, JR. AIA”

SFCS continues its dedication to research and design for seniors through collaboration with the School of Architecture and Design at Virginia Tech. The SFCS Sponsored Studio for Senior Living is dedicated to improving the lives of seniors. SFCS and Virginia Tech are collaboratively exploring designs, products, and systems to enhance the quality of lives for seniors and their caregivers at home and in retirement community settings.

KEYNOTE SPEAKER

Gwen Burch Crowder | Managing Partner
Human Architecture Inc.

Founder and Managing Partner of Human Architecture, Gwen Burch Crowder is an internationally acclaimed speaker and trainer. She has built a reputation energizing audiences and creating superior customer and employee experiences using highly interactive, entertaining methods to engage teams. Her experience comes from a solid legacy of excellence -- fifteen years as a leader and executive trainer at the Walt Disney World Co.® Her experiences with Disney’s theme parks, resorts and “backstage” areas provide her with unique insights towards the impact leaders have upon the front line and, ultimately, the customer. Gwen also headed up the world-famous Disney Traditions, the orientation program that introduces new employees to Disney’s standards of world-class service. Gwen was honored by the President of Walt Disney Attractions with Disney’s Excellence Award for “outstanding contribution” to the Leader’s Pathway leadership training and was nominated for the “Partners in Excellence” award, Disney’s highest accolade. She is currently one of the few performance consultants selected to facilitate the Pritchett change management programs.





SPECIAL EVENTS

Breakfast and lunch on Wednesday, February 16 are included in the conference, as well as a full send-off brunch on Thursday, February 17 at 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 15, 6:00-8:00pm at the 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 drinks and hors d'oeuvres!

SFCS OPEN HOUSE

*Wednesday, February 16, 5:30-6:45pm at the SFCS Office
305 South Jefferson Street in Downtown Roanoke*

Curious about how architects design and how they work? Join us for a tour; we'd love to show you around our office to meet our staff and see the inner workings of our firm.

BY DESIGN CELEBRATION

*Wednesday, February 16, 7:00-10:00pm at the Taubman Museum of Art
110 Salem Avenue SE in Downtown Roanoke*

Celebrate By Design at our Wednesday night reception with fabulous food and an open bar in the highly-acclaimed Taubman Museum of Art, located in the heart of downtown Roanoke.

SFCS RESEARCH

Wednesday, February 16 & Thursday, February 17 at the Hotel Roanoke

Students from the SFCS Sponsored Senior Living Studio at Virginia Tech will be showcasing progress on their research projects. Don't miss out on all the new and innovative ideas!

AGENDA: WEDNESDAY, FEBRUARY 16

7:00-7:45AM

Continental Breakfast

8:00-8:30AM

Welcome

Tye Campbell, PE | SFCS Inc.

8:30-9:30AM

Keynote

Gwen Burch Crowder | Human Architecture Inc.

9:30-10:30AM

**Don't Settle for Survival – Change & Thrive:
A Case Study of The Deupree Community**

The Deupree House, owned by Episcopal Retirement Homes (ERH), went from a stand-alone Independent Living apartment building with modest amenities to a state-of-the-art campus offering contemporary amenities, services, and nursing care. Presenters will highlight the unique process for developing a cost-effective solution that provided a new brand, culture, and revenue to allow for the expanded services and amenity upgrades.

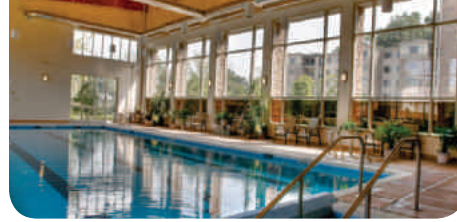
Tye Campbell, PE | SFCS Inc.

Laura Lamb | Episcopal Retirement Homes, Inc.

AGENDA: WEDNESDAY, FEBRUARY 16

10:30-10:45AM

BREAK



10:45-12:00PM

The New Norm: Strategies for Repositioning in Challenging Times

In the midst of the “Great Recession,” forward-thinking organizations are planning, strategizing and changing for the future. Those that adjust will be ahead of their competition as the economy finds its “new norm.” This session will explore the challenges and opportunities senior living organizations face in this new economy. Presenters will examine a variety of assessment, planning, and strategic activities that not-for-profit senior living providers should consider during these challenging times.

Vernon Feather, AIA | SFCS Inc.

Frank Mandy | ParenteBeard LLC

Brian Schiff | Greystone Communities, Inc.

Jim Pieffer | Presbyterian SeniorCare

12:00-1:00PM

LUNCH

1:00-2:00PM

Redefining the Wheel: Exploring the SHIFT Idea

Aging services in the United States over the last 50 years have grown from essentially nonexistent to a myriad of services. A number of intriguing new approaches are being developed; however, very few of them address both funding and service delivery. Learn how Wesley Enhanced Living’s Senior Healthcare and Housing Initiative for Transformation (SHIFT) is redefining the wheel to improve access and deliver better outcomes at a lower overall cost through the combination of existing care models.

Jeff Petty | Wesley Enhanced Living

2:00-3:30PM

Trends, Brands, & Strategies: Marketing for a New Direction

The new economic reality and consumer demands are forcing rapid and unprecedented change in the services and housing options offered by CCRCs. This thought-provoking session, by a group of the nation’s leading marketing professionals, takes a comprehensive look at the trends that will affect how we market and design communities.

Meredith Boyle | The Asbury Group

Sharon Brooks | SB&A Integrated Marketing

David Ratchford | Spectrum Consultants

Bobby Sumner | Retirement DYNAMICS Inc.

3:30-3:45PM

BREAK

3:45-4:45PM

Senior Ideas: Widgets & Gadgets to Support Independence

Groundbreaking products, technologies, and designs will have a major impact on the delivery of services and care provided to seniors, as well as staff and operational efficiency. The session will explore examples of these innovative products and systems and provide real-time demonstrations of how they can support independence for seniors. This session will also identify guiding principles when considering these products.

Tim Mueller, AIA, LEED®AP | SFCS Inc.





AGENDA: THURSDAY, FEBRUARY 17

8:00-9:30AM

Going Up, In a Down Market – Repositioning for Success: Whitney Center Case Study

In an environment with rising construction costs, a depressed market, and more housing and service options than ever – how does an established CCRC continue its heritage of exceptional senior living? Learn how Whitney Center, an urban CCRC in Connecticut, combined innovative planning and a dedicated mission of service to reposition, rebrand, and redefine their 31-year-old community. Learn invaluable strategies for repositioning existing communities through an in-depth review of Whitney Center’s planning process.

Sharon Brooks | SB&A Integrated Marketing
Michael Rambarose | Whitney Center
Jim Price | Eventus Strategic Partners

David McGill, AIA | SFCS Inc.
Rod Rolette | Herbert J. Sims & Co.

9:30-10:30AM

Coffee Talk: A Conversation With Our Residents

What do seniors really want? Understanding older adults’ mind-sets, lifestyles, and culture is the best way to meet the demands and expectations of our ultimate client – our residents. This revealing panel discussion features a candid conversation between residents and providers that will answer that question and many more.

Meredith Boyle | The Asbury Group
Ken Noreen | The Asbury Group
Resident Panel

10:30-11:30AM BRUNCH

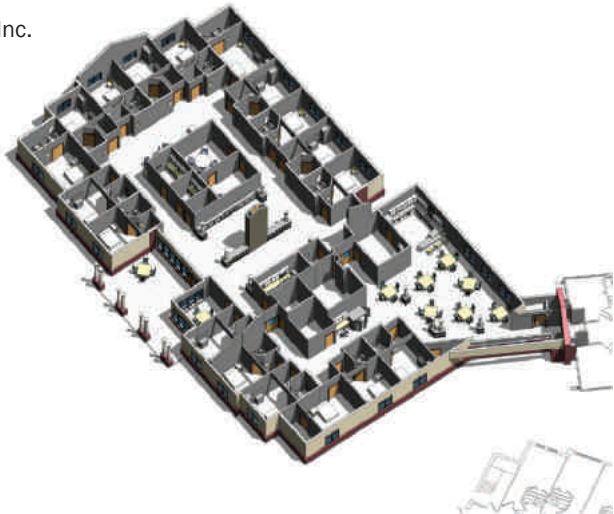
11:30-1:00PM

Senior Living 103-D: Continuation of SFCS’s Series on Design for Seniors

iPhone, iPad...iSeniorsDesign? This session is part of our ongoing series dedicated to Design for Seniors and will lay the “e-foundation” for achieving the right design to support seniors and promote independence. In this session, SFCS staff will demonstrate how three-dimensional design and modeling tools can benefit the design process.

**Do you want apps for this? Become eligible to win an iPad if you attend this session.*

Melissa Pritchard, AIA, LEED®AP | SFCS Inc.
Curtis R. Jennings, III | SFCS Inc.



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 Friday, February 4, 2011, as space permits.

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

Refer a senior housing provider who is new to By Design and earn a discounted conference rate or a free night at Hotel Roanoke. Contact Jennifer Jacobs (jjacobs@sfcs.com) or Christina Sawyer (csawyer@sfcs.com) for more details at 1.800.873.2788.

Total Conference - \$400 per person. The total conference fee includes access to all sessions; By Design 2011 conference materials; breakfast and lunch on Wednesday; and brunch on Thursday.

Wednesday Only - \$350 per person. The Wednesday-only fee includes access to Wednesday's sessions; By Design 2011 conference materials; and breakfast and lunch on Wednesday.

Thursday Only - \$250 per person. The Thursday-only fee includes access to Thursday's sessions; By Design 2011 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:

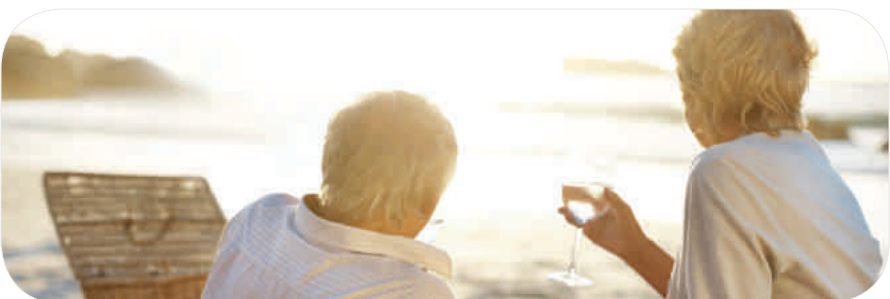
By Design Registration
SFCS Inc.
305 South Jefferson Street
Roanoke, VA 24011

Full refunds can be given on or before February 8, 2011. After that date, only half of the registration fee can be refunded.

Questions? Contact Jennifer Jacobs (jjacobs@sfcs.com) or Christina Sawyer (csawyer@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 an SFCS By Design attendee.





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