



National Investment Center

For the Seniors Housing & Care Industries

THE 14TH ANNUAL NIC CONFERENCE

**At the Intersection of Wall Street & Main:
Bringing together Opportunity and Capital**

October 6-8, 2004

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GENERAL SESSIONS:

- V1 – 4 Thursday Networking Luncheon & Deal Forum**
2004 Seniors Housing & Care Journal Awards; NIC Market Area Profiles (MAP™) Update – Raymond W. Braun
The Deal Forum – Jerry Doctrow, James J. Pieczynski, Arnold M. Whitman, Phillip M. Anderson, Thilo D. Best, Joseph G. Lin, Marc Thompson
- V2 – 4 Thursday Afternoon Keynote Speaker – Thomas A. Scully**

THURSDAY BREAKOUTS:

- V3 – 4 Seniors Housing 101: The Complete Guide to Underwriting Long Term Care**
Allen A. Lynch II, Sean Huntsman, Peter J. Delmage, Jason Schreiber
- V4 – 4 Operational Benchmarks and Margin Enhancements**
Raymond W. Braun, Tony Mullen, Mark Burnham, Granger Cobb, Eamonn Reilly
- V5 – 4 The Reality of CCRC Development**
Daniel J. Hermann, Randal J. Richardson, Jeff Ferguson, Leonard A. Wychocki
- V6 – 4 The State of the Industry: A Snapshot of the Year Ahead by Sector**
Thilo D. Best, Paul J. Diaz, Dan Madsen, Pat Mulloy
- V7 – 4 How to Use the NIC MAP™ Data and Analysis to Make Better Investment, Development and Marketing Decisions**
Tony Mullen, Beth Burnham Mace, Christopher M. Simon, Rachel M. Watson
- V8 – 4 The Down and Dirty on HUD**
Christopher P. Fenton, John O. Moore, Jr., James L. Hamernick, CPM®, Jack Dwyer, Michael McCullough

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FRIDAY SESSIONS:

- V9 – 4 Marketing for Seniors Housing & Care: Meeting the Lease-Up Challenge**
Sharon Yester, Kelly A. Mason, Warren Naviasky, Wendy A. Nowokunski
- V10 – 4 Financing Options for the Smaller Operator**
Casey N. Moore, Peter J. Kane, Doug Esposito, Gary A. Luboff
- V11 – 4 Best Practices: Three A roaches to Risk Management**
Sarah Sumner Duggan, Dotty J. Bollinger, Robert G. Noonan, Neeraj Uppal
- V12 – 4 Institutional Equity Panel**
James S. Smith, Thomas D. Conway, Raymond J. Lewis, Kathryn A. Sweeney

POPULAR PRESENTATIONS FROM THE 2003 CONFERENCE:

- V2 – 3 Understanding the Present Environment & Maximizing Investor Returns**
- V4 – 3 The Future Direction of Seniors Housing: Stand Alone or Continuum Models?**
- V12 – 3 Equity Investing: How Equity Investors View Opportunities in the Marketplace**
- V13 – 3 CCRC Development Trends that Spell Success**
- V14 – 3 Time-Tested Absorption Strategies**
- V15 – 3 Risk Management Strategies**