



Seniors Housing Regional Symposium 2012 • March 25-27,2012 • Boca Raton Resort


Sales and Marketing: Smart Strategies That Drive Real Results

Tuesday, March 27<sup>th</sup> - 10:45 am- 11:45 am

**SPEAKER BIOS**

sponsored by:



	<p><b>Tim Buchanan (Moderator)</b></p> <p>CEO          Legend Senior Living          8415 East 21st Street N Suite 100          Wichita, KS 67206          Email: tim.buchanan@legendseniorliving.com          Phone: (316)616-6211          Assistant: Sue Anderson          Email: sue.anderson@legendseniorliving.com</p>	<p>Legend Senior Living is a privately held company founded in 2001 by Timothy Buchanan dedicated to providing quality housing and services to senior adults. Legend owns and operates Independent Living, Assisted Living and Nursing Home properties in Kansas, Oklahoma and Florida with over 1400 units. Mr. Buchanan co-founded Sterling House Corporation in 1991 and served as Chairman and CEO from 1991 to 1997. Sterling House completed an IPO in 1995. Sterling House Corporation merged with Alterra Healthcare, a publicly traded assisted living provider (ALI), in 1997. Mr. Buchanan subsequently served Alterra Healthcare as President thru 1998 and Board Member thru 2000, operating over 400 assisted living facilities. Mr. Buchanan currently serves as a member of the NIC Operator Advisory Board, the American Seniors Housing Association Executive Board, is a past member of ALFA Board, and serves on local non-profit boards.</p>
	<p><b>Lawrence A. Cohen</b></p> <p>Chief Executive Officer          Capital Senior Living Corp.          590 Madison Avenue Suite 2100          New York, NY 10022          Email: lcohen@capitalsenior.com          Phone: (212)551-1770          Assistant: Biz Marks          Email: bmarks@capitalsenior.com</p>	<p><i>Lawrence A. Cohen</i> is Vice Chairman of the Board and Chief Executive Officer of Capital Senior Living Corporation. From 1991 to 1996, Mr. Cohen served as President and Chief Executive Officer of PaineWebber Properties Incorporated, which controlled a real estate portfolio including senior living communities with a cost of approximately \$3.0 billion. Mr. Cohen serves on the boards of various charitable organizations and was a founding member and is on the executive committee of the Board of Directors of the American Seniors Housing Association, serves on the board of the Assisted Living Federation of America (ALFA), and serves on the Operator Advisory Board of the National Investment Center for the Seniors Housing &amp; Care Industry. Mr. Cohen is a licensed attorney and is also a Certified Public Accountant. He received an LLM in Taxation from New York University School of Law; a JD from St. John's University School of Law; and a BBA in Accounting from The George Washington University. Mr. Cohen has had positions with businesses involved in senior living for 26 years. Capital Senior Living Corporation is one of the nation's largest operators of residential communities for senior adults. The Company's operating philosophy emphasizes a continuum of care, which integrates independent living, assisted living and home care services, to provide residents the opportunity to age in place. The Company currently operates 84 communities in 23 states with an aggregate capacity of approximately 12,000 residents.</p>



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**Margaret Wylde**

President & CEO  
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Margaret Wylde began conducting research with 50+consumers more than 25 years ago. ProMatura Group, LLC, the company founded by Wylde, has played an integral role in understanding what consumers want and are willing to buy. Wylde’s research and experience includes age-qualified housing, consumer products and services, and work for Fortune 100 and start-up corporations, for large companies and single proprietorships, and, for national associations and state agencies. Wylde’s knowledge and expertise of age-qualified housing business issues comes from practical day-to-day experience. During her career Wylde has participated in the design, development and management of age-qualified housing properties. Wylde’s knowledge of the age-qualified housing industry is widely recognized as being among the industry’s best. In 2007 Wylde was recognized as an Icon of the Industry by the 50+ Council of the National Association of Home Builders, the first woman to receive this honor. Her contribution to the industries serving mature consumers has been to conduct both proprietary and publically disseminated research. ProMatura Group provides the data for the NIC MAP™ database, a quarterly updated inventory and analysis of more than 12,600 age-qualified, service-enriched properties in the 100 largest metropolitan areas in the US. ProMatura Group conducts hundreds of proprietary studies for developers, investors, manufacturers, service agencies and other businesses each year. Through this unparalleled experience ProMatura has developed a sound understanding of consumer preferences and expectations; and communities, properties, services and products that have excelled with many market sectors in scores of different geographic locations. ProMatura has expanded internationally and has an office in London and is working on projects in Mexico, Europe, and South Africa. We have also completed work for communities in the UK, Australia, France, China, Japan, and Canada Wylde has authored five books, dozens of technical papers and articles, and is a prolific contributor to trade and business publications and scholarly journals. Wylde’s latest book, “*The Right House, The Right Place, The Right Time: Housing Preferences: Community and Lifestyle Preferences of the 45+ Housing Market*, published by BuilderBooks, 2008.” Her other books include *Boomers on the Horizon: Housing Preferences of the 55+ Home Buyer* published by Builder Books in 2002, *Building for a Lifetime: The Design and Construction of Fully Accessible Homes* published by The Taunton Press. She is also frequently sought after speaker, providing keynote addresses to many different audiences.