

# NIC Announces Speakers for 13th Annual Conference October 15-17

## *Industry Leaders to Address 'Maximizing Investor Returns In A Challenging Operating Environment'*

ANNAPOLIS, Md. – The National Investment Center for the Seniors Housing & Care Industries, a nonprofit, educational forum that provides information about capital formation and business strategy for the seniors housing and care industry, will hold its 13th annual NIC Conference at the Marriott Wardman Park Hotel in Washington, D.C., October 15-17.

Speakers will include CEOs from some of the industry's top companies, as well as Thomas Scully, administrator of the Centers for Medicare & Medicaid Services, and Dr. Charles H. Roadman II, president & CEO of the American Health Care Association. The annual conference is expected to generate attendance of more than 1,000 industry executives.

"In today's environment, investors and operators must have access to the latest trends and information if they are to survive in the seniors housing and care industry, particularly in the long term sector," said Robert G. Kramer, NIC president. "As the largest gathering of its kind, the NIC Conference will once again be the must-attend event of the year for all lenders, investors, owners, operators and developers in our field."

The opening plenary session on Oct. 16 will feature two key presentations: **Understanding The Present Environment** by Thilo D. Best, NIC board & conference chair, and president & CEO, Horizon Bay Senior Communities, who will profile the current financial environment and operating performance of the seniors housing and care industry as revealed by NIC's most recent research and Key Financial Indicators; and **Strategies to Maximize Investor Returns**, by two of the largest operators in seniors housing, Bill Colson, president & CEO, Holiday Retirement Corp., and Paul Klaassen, chairman & CEO, Sunrise Senior Living, who will share strategies for successfully maximizing returns throughout the business cycle.

Other highlights include a keynote address, **Funding Long Term Care: The Role of Government Reimbursement**, to be presented at a networking luncheon on Oct. 16 by two invited speakers, Thomas Scully, administrator, Centers for Medicare & Medicaid Services, and Dr. Charles H. Roadman II, president & CEO, American Health Care Association. A popular speaker at last year's NIC Conference, Mr. Scully will provide updates on relevant issues affecting the skilled nursing sector, and discuss how the events of the past year have influenced his advice for long term care providers. Dr. Roadman will present an operator's perspective on the same issues, and address what needs to be done to provide more reimbursement stability.

The **Financing Forum** and **Meet the Lenders and Investors Networking Reception**, also scheduled for Oct. 16, will give owners and operators the opportunity to learn what kinds of financing are available, what are the costs and what are the requirements across the seniors housing and care continuum.

At a special session and networking breakfast on Oct. 17, a panel of CEOs will provide commentary on **The Future Direction of Seniors Housing: Stand Alone or Continuum Models?** The session will feature a discussion of "what's next?" in the seniors housing industry, and whether stand-alone facilities or communities that offer a wide array of services

in one place are more likely to find favor with investors and consumers. Participants will include: Thomas H. Grape, chairman & CEO, Benchmark Assisted Living; Chris Hollister, president & CEO, Southern Assisted Living, Inc.; Michael B. Lanahan, chairman & CEO, Greystone Communities, Inc.; and Mark J. Schulte, chairman & CEO, Brookdale Living Communities.

Conference breakout sessions will also cover a wide range of financing, operating and management topics of interest to both facility providers and capital suppliers. This year's topics include: Seniors Housing 101: The Complete Guide To Underwriting Long Term Care; Margin Enhancement Strategies through Effective Marketing Techniques; The Art of Buying, Selling & Valuing Non-Stabilized Properties; and Turnaround Workout Strategies For Struggling Properties.

Also on this year's list of scheduled sessions are, Medicaid Reimbursement Issues: A Topical Overview for 2003 and 2004; Mezzanine Financing: Filling The Equity Gap To Get Deals Done; Equity Investing: How Equity Investors View Opportunities in the Marketplace; CCRC Development Trends That Spell Success; Time-Tested Absorption Strategies; and Risk Management Strategies: Untangling the Web of Options to Mitigate Operating & Real Estate Risk.

Additional networking opportunities are planned, including a conference opening reception scheduled for Oct. 15 at 7 p.m., as well as expanded coffee and meal breaks, an electronic message board, and a special networking lounge.

The general conference rate is \$1,295 if paid by Sept. 17th and \$1,545 thereafter. Facility owners and operators are eligible for a special discount rate of \$995 by Sept. 17th, and \$1245 thereafter. Please visit [www.NIC.org](http://www.NIC.org) for additional details and to register.

## **About NIC**

Founded in 1991, the National Investment Center for the Seniors Housing & Care Industries is a nonprofit, educational forum providing information about capital formation and business strategy for the seniors housing and care industry. Proceeds from the annual conference are used to fund research on issues of importance to the industry.

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\*\*\*Attention seniors housing and care, business and financial editors: To register for conference media credentials, contact Renee Tilton at (410) 626-0805 or [rtilton@crobymarketing.com](mailto:rtilton@crobymarketing.com). \*\*\*

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