

Major Senior Living Conference With Premier Educational Sessions For Operators & Investors Coming to Chicago On October 6-8

Numerous Networking Opportunities Also Included During The Event

ANNAPOLIS, Md. - This October 6-8, the 14th Annual Conference of the National Investment Center for the Seniors Housing & Care Industries (NIC) - the major yearly networking event for senior living professionals - is coming to Chicago for the first time. For the last thirteen years, the conference has been held in Washington, D.C., where it has attracted more than 1,000 top-level financiers, owners and operators.

"We're thrilled to be in Chicago for our first off-site conference," said Robert G. Kramer, president of NIC. "It is our hope that those who have not yet had the opportunity to make it to our conference on the east coast, will be able to attend and take advantage of the contacts that can be made at this important industry event."

Two general sessions with Robert Reich, former secretary of labor under past president Bill Clinton, and Thomas A. Scully, former administrator of the Centers for Medicare and Medicaid, will address the conference theme, "At the Intersection of Wall Street and Main: Bringing Together Opportunity and Capital." In addition, numerous breakout sessions will be offered each day that will focus on financing, operating and regulatory topics of interest for both facility providers and capital suppliers, and will cover the seniors housing and care continuum from independent living to skilled nursing.

First-time attendees will benefit from several sessions offering industry overviews including, "The State of the Industry: A Snapshot of the Year Ahead by Sector" and "Seniors Housing 101: The Complete Guide to Underwriting Long Term Care." Another session, The Deal Forum, will highlight several of the key deals of the year with details presented by the principals involved in those transactions.

Regional operators will want to attend sessions such as, "Financing Options for the Smaller Operator," "Marketing for Seniors Housing & Care: Meeting the Lease-Up Challenge" and "Operational Benchmarks and Margin Enhancements." On Friday, "Financing Options for the Smaller Operator" will feature lenders from various financial institutions discussing why this segment of the market is important to them, how they are underwriting this product and available financing options. Panel participants will include Peter J. Kane, first vice president, LaSalle Bank NA, Doug Esposito, investment officer, CapitalSource Finance LLC, Gary A. Luboff, senior vice president, GMAC Commercial Corp., and Casey N. Moore, director - seniors housing group, Red Capital Group.

On Thursday, "The Reality of CCRC Development," which will be of interest to both operators and financiers, will provide a real-world perspective of continuing care retirement communities (CCRCs) from the for-profit and non-profit sectors. Guest speakers will be Randal J. Richardson, president, Classic Residence by Hyatt, Jeff Ferguson, president of management and operations, Erickson Retirement Communities, Leonard A. Wychocki, president and chief executive officer, Franciscan Sisters of Chicago Service Corp., and Daniel J. Hermann, managing director and group head, Ziegler Capital Markets Group.

Attendees will also want to take advantage of “The Down and Dirty on HUD” on Thursday and “Best Practices: Three Approaches to Risk Management” on Friday. Finally on Friday, an Institutional Equity Panel will talk about the range of equity options available to operators, with panelists representing private and public equity (REITs) from both domestic and foreign sources.

Attendees will also have numerous occasions to network. There will be a packed house for the opening reception on Wednesday, October 6, and on Thursday evening, the popular “Meet the Lenders and Investors Networking Reception” will give owners and operators the chance to meet individually with lenders. Other networking opportunities include expanded coffee and meal breaks, an electronic message board, and a Networking Lounge to connect with others and discuss potential deals.

The conference will be held at the Chicago Marriott Downtown. It begins with the opening reception on Wednesday evening, October 6, and concludes at 12:00 p.m. on Friday, October 8.

Sponsors of the 14th Annual NIC Conference include over 50 corporations, all major industry trade associations and many industry publications. The general conference rate is \$1,345 if paid by Sept. 1 and \$1,595 thereafter. Facility owners and operators are eligible for a special discounted rate of \$995 by Sept. 1 and \$1,295 thereafter. To register or for more information, visit www.NIC.org <<http://www.NIC.org>>. To request a conference brochure, call NIC at (410) 267-0504.

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 its 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, visit www.NIC.org/pressreg <<http://www.NIC.org/pressreg>> or contact Renee Tilton at rtilton@crosbymarketing.com. ***

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