

# MICHAEL HARGRAVE APPOINTED TO HEAD NIC MAP™ SALES & MARKETING EFFORTS

FOR IMMEDIATE RELEASE: May 24, 2005  
Contact: Renee Tilton, (410) 626-0805

ANNAPOLIS, Md. - Michael Hargrave has joined NIC to lead its new MAP™ (Market Area Profiles) data and analytical service, the industry's first comprehensive database of seniors housing statistics on the nation's top 30 metropolitan areas. As MAP Sales and Marketing Director, he is responsible for its day-to-day operations, as well as growing its subscriber base.

"The demand for NIC MAP is growing so quickly, that it now demands the full attention of a seasoned sales and marketing professional," said Robert Kramer, NIC President. "Mike's ability in these areas, along with his experience in senior living, makes him the perfect candidate to take this initiative to its next phase."

Mr. Hargrave has a 12-year career in seniors housing and care. In 1992, he co-founded Health Care Plus, Inc., a full-service executive recruitment and consulting firm, whose clients included many of the largest owners/operators in the industry. He holds a Masters in Business Administration with a specialization in finance from Loyola College in Maryland, and an undergraduate degree from the University of Maryland, College Park.

NIC MAP is a quarterly data and analysis service that tracks revenue, occupancy, property and demographic information on more than 7,000 seniors housing properties located within America's 30 largest Metropolitan Statistical Areas (MSAs). The subscription-based service covers market rate (25+ units/beds) properties in independent living, assisted living, CCRC, dementia care and nursing care. For more information, contact Michael Hargrave at (410) 267-0504 or [mhargrave@nic.org](mailto:mhargrave@nic.org).

Founded in 1991, the National Investment Center for the Seniors Housing & Care Industries is a nonprofit organization providing information about business strategy and capital formation for the senior living industry. Proceeds from its annual conference - scheduled next for September 28-30, 2005, in Washington, DC - are used to fund research on issues of importance to the industry.

###

**NIC Press Contact:**

Renee Tilton  
(410) 626-0805 Phone  
(410) 268-4620 Fax  
[rtilton@crosbymarketing.com](mailto:rtilton@crosbymarketing.com)

Close This window