

# 9th Annual Senior Living Conference

Sponsored by  **HORST CONSTRUCTION**

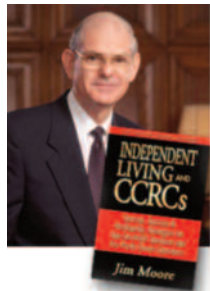
Find your way on April 8, 2010.



## Put new strategies to work at your senior living community.

Thursday, April 8, 2010 • 8:30 a.m. to 2:00 p.m. (registration at 8 a.m.)  
Lancaster Country Club, 1466 New Holland Pike, Lancaster, PA

Navigate the challenges of the “new normal” in senior living management by attending the 9th annual Senior Living Conference sponsored by Horst Construction. It’s one of the mid-Atlantic region’s premier learning and networking opportunities exclusively for senior living executives.



### Keynote Speaker

**Jim Moore, President of Moore Diversified Services** and a leading national consultant to the senior housing and health care industries, will discuss “Strategies for Moving Forward in an Uncertain Environment,” reviewing changes to senior care management in the last twelve months and tactics for creating a positive future. Moore’s latest book is titled, “Independent Living and CCRCs: Survival, Success & Profitability Strategies for Not-for-Profit Sponsors and For-Profit Owners/Operators.”

Other featured presenters include:

- **Steven Jeffrey, Director of Ziegler Capital Markets**, who will provide a financial update on senior living financing in the Northeast U.S. and beyond.
- **Joseph E. Murphy, NHA, CEO, The Masonic Villages of PA**, who will present “GAO - Is More CCRC Oversight Required to Protect Residents?”
- **Orla Nugent, President, PALA**, who will review the path to the new Assisted Living Regulations for AL providers in the Commonwealth of PA.
- **Tom Anderson, Corporate Manager, August Mack Environmental**, a national engineering firm focusing on energy and environmental issues, who will present “Low Hanging Fruit for Energy and Environmental Change in Senior Care Communities.”

## Register Now

To register, please complete this registration form and mail it with your payment to:  
**HORST CONSTRUCTION, Attn: Beth Mack, PO Box 3310, Lancaster, PA 17604-3310**

Your Community/Company Name \_\_\_\_\_

Names of Those Attending \_\_\_\_\_ Title \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_ (cost is \$70 per person) *Breakfast and lunch are included.*

Please make checks payable to Horst Construction

**Please reply by April 1, 2010**

If you have any questions, contact Beth Mack at **717-581-9981**  
or **BMack@horstgroup.com**.

