

**American Association of Retirement Communities
2017 Annual Conference
Wilmington, North Carolina**

Catch The Wave

Wednesday – November 15th

10:00am – 3:30pm	Registration	
1:00pm – 1:15pm	Welcome & Opening Remarks Andre' Nabors, Visit North Carolina and AARC Chairperson Honorable Bill Saffo (Invited) Mayor, Wilmington, NC	
1:15pm – 2:15pm	Industry Insights Presenter: Craig Lawn, Craig Lawn Associates	
2:15pm – 3:00pm	40 Years of Evolution – How one Retiree Home Builder Continues to Evolve Presenter: Legacy Homes by Bill Clark Homes	
3:00pm – 3:45pm	Tech Briefing – How to Connect to Today's Retirement Buyer Facilitator: Bill Houghton Presenters: David Cubes, Brunswick Forest, Joshua Hale, Village Features and Focus3	
4:00pm – 5:00pm	Look and Learn – Tour of Compass Pointe, AARC Seal of Approval Recipient and tour of 2017 Legacy Homes Ideal Living designated home. (Transportation provided, meet at hotel lobby for 4pm departure)	
5:00pm – 7:00 pm - Welcome Reception Sponsored Ideal Living Hosted by Legacy Homes by Bill Clark at Compass Pointe, 2017 Ideal Living Ideal Home (Transportation provided – Meet in Hotel Lobby at 4pm, return at 7pm)		

Thursday – November 16th

8:00am – 8:30am	Registration Continues	
8:30am – 9:15	Coffee & Juice	
9:15 am – 10:15 am	The True Power of Tourism in Your Community Presenter: Judy Randall, Randall Travel Marketing	
10:15am – 11:15am	Community Track: Improving your ROI on your Retire Program	Developer Track: Golf Courses – Turning What Some Consider a Liability Into an Asset

	Presenter: Judy Avery	Presenter: Roger Singer, National Golf Foundation
11:15am – 12:15pm	Community Track: How To Create the Perfect Tourism Brochure Presenter: Judy Randall, Randall Travel Marketing	Developer Track: The Changing Club Paradigm – Membership Options for Today’s Retiree Club Member Presenter: Mike Agee, PGA Magazine
12:30pm – 2:00pm	Luncheon and Seal of Approval Awards	
2:15pm– 3:15pm	Community Track: Why We Choose...First Hand Experiences Panel Discussion	Developer Track: HOA Sales and Marketing Facilitator: Daniel Keir Panel Discussion
3:15pm – 4:15pm	Community Track: Attracting Military Retirees – What Motivates Their Relocation Decision Panel Discussion	Developer Track: Legal Update – Easing of Out-of-State Filing Requirements and New Issues to Consider Presenter: Frank Carmel, Managing Partner, Carmel and Carmel Jonathan Flugstad, Partner, Carmel and Carmel
	Enjoy A Night On The Town – Recommendations from AARC Welcome Desk	

Friday – November 17th

8:00am – 8:30am	Coffee & Juice
8:30am	Silent Auction Ends
8:30am – 9:30am	A 25-year Case Study on The Economic Impact of Tourists and Retirees Presenter: Dr. Mark Fagan , Department Head Emeritus Jacksonville State University
9:30am – 10:30am	Thinking Outside the Box - Trails and Hiking Presenter: John Conrad and Natalie Britt
10:30am – 11:15am	Social Media Marketing – Today, Tomorrow and Beyond... Presenter: Gretchen Voth, Luquire George Andrews (LGA)
11:15am – 11:30am	Putting It All Together: Conference Wrap Up Presenter: Pat Mason
11:30am – 11:45am	Closing Remarks Andre’ Nabors Chairperson, AARC Board of Directors