



*The Read House Hotel,
Chattanooga, TN
November 6th – 8th, 2019*

Wednesday – November 6th

10:00am – 3:30pm	Registration	
1:00pm – 1:15pm	Welcome & Opening Remarks Rachel Baker, AARC Chair Jim Coppinger, Mayor of Chattanooga	
1:15pm – 2:30pm	Keynote - How to Win More Sales Through All Seasons Presenter: Jason Forrest and Mary Marshall, Forrest Performance Group	
2:30pm – 3:30pm	Rethink, Retool and Refine – A Case Study Presenter: Jane O’Connor, 55 Plus	
3:30pm – 4:30pm	What Marketing and Retirement Have in Common Presenter: Justin Jones, IMEG	
4:30pm – 5:30pm	Immersive Technology Is Changing The Buyer, and Traveler Journey, Are You Ready? Presenter: Ty Downing, SkyNav	
5:30pm – 7:30 pm - Welcome Reception Sponsored by Ideal Living		
7:30pm – 10:00pm	Hospitality Suite – Hosted by SkyNav (Location TBD)	

Thursday – November 7th

8:00am – 9:15am	Registration Continues	
8:00am – 9:15	Coffee / Vendors – Pre-Function Area	
9:15 am – 10:00 am	Everyone Else Is Doing It, Why You Should Do It Better. Tips and Best Practices For Setting Your Social Media Apart From The Crowd Presenter: Katie Campbell & Brandy Marshall, KCCreative	
10:15am – 11:00am	Community Track: Community Roundtable	Developer Track: Developer Round Table

	Presenter: Jeff Fleming	Presenter: Bill Houghton
11:15am – 12:00pm	Community Track: RetireNC A Case Study of Follow Up, Follow Through and Results Presenter: Kristy Peters, Focus3	Developer Track: It's All About Lifestyle Presenter: Jane O'Connor, 55 Plus
12:15pm – 1:45pm	Luncheon and Seal of Approval Awards	
2:00pm– 2:45pm	Community Track: AARP Age Friendly Community and State Network Presenter: Mitch Olszewski, AARP	Developer Track: Amenity Preferences and Relocation Data from Lifestyle Buyers Presenters: Ben Keal, PCR & Daniel Keir, Ideal-Living
3:00 – 3:45	Ice Cream Social Sponsored by Fairfield Glade	
3:45pm – 5:00pm	Trends Affecting Travel and Retirement Decision-Making Presenter: Berkeley Young	
<i>Thursday Night Outing</i>	<i>Optional Night Out – More Information To Come</i>	
<i>9:00pm – 11:00pm</i>	Hospitality Suite – Location TBD	

Friday – November 8th

7:30am – 8:30am	Coffee / Vendors – Pre-Function Area
8:30am	Silent Auction Ends
8:30am – 9:30am	Mainstreet Panel Discussion– Living Above the Store Moderator: Nancy Williams, TN MainStreet Director Panelist: TBD
9:30am – 10:30am	Marketing to Baby Boomers One More Time Presenter: Gregg Logan, RCLCO
10:30am – 11:30am	The Job Market Opens Up at 60 Presenter: Steve Vassallo
11:30am – 11:45am	Putting It All Together – Conference Wrap Up Presenter: TBD
11:45am – 12:00pm	Closing Remarks Rachel Baker Chairperson, AARC Board of Directors