

Reverse the Aging Process Symposium 2008

Vital Nation Symposium, March 12 and 13, 2008 in Atlanta, Georgia

The Vital Nation: Helping Communities Prepare for Tomorrow's 50+Generations by Challenging Existing Cultures Today.



Participants of the Vital Nation Symposium are photographed at beautiful Evergreen Resort and Hotel in Stone Mountain, GA.

A VITAL NATION SYMPOSIUM? WHY?

The Vital Nation had the pleasure of hosting a symposium entitled "Reverse the Aging Process" in Atlanta in March. What an event it was! Leaders from around the country helped to service the needs of aging Americans with their commitment and inspirational words. And, there is no greater time than NOW to have had this uplifting and significant meeting of the minds. Why? Because now is the time to reinvent your business model if your plan is based on community living. You may only have a 12 to 15 month window to capture your target market for the next 8 to 10 years!

This requires a significant examination of your strategic planning, because in a tough market, you must have an essential product that is needed regardless of the economy. What if you knew that your community could essentially reverse the aging process for your 50 + residents? Imagine! And, what's more... it is possible.

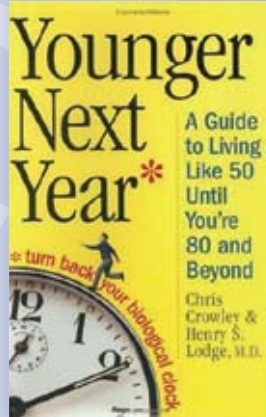
The 50+ Housing Market is a thriving one, and now there are new ways to turn back the biological clock through lifestyle choices and community living. Committed community leaders came to this symposium to learn how their communities can offer programs and amenities, not found elsewhere, to gain a significant market advantage. Additionally, they heard our passionate and accomplished guest speaking panel urge our industry to see the need for an important culture change.

Symposium made possible by:



BB&T Capital Markets

New York Times best selling author Chris Crowley, co-author of *Younger Next Year* serves as keynote speaker



Speaking about his own personal experiences, Mr. Crowley exuded an infectious energy while explaining how he found his own "fountain of youth." Detailing his recent Switzerland ski trips and daily fitness regimen, the audience was shocked to learn that Mr. Crowley is 73, as he has all the vigor and agility of a man half his age. What is his secret? He made the commitment to change his life in order to add years of quality living to his life. Community leaders saw first hand how a change in lifestyle can seemingly reverse the aging process!

**One Dynamic Duo:
Harry and Nancy Hobson
on commitment**

While Harry and Nancy Hobson each moderated separately at the Vital Nation symposium, it was their presentations together that truly inspired the audience. Noted leaders in Healthcare Administration, (Mr. Hobson has been featured on ABC's "20/20"), the Hobsons challenged the audience to question their own community program practices. Of critical importance was the issue of determining the inner most needs of residents, and doing what it takes to fulfill them.



Harry and Nancy Hobson are committed to not only each other, but also to instilling a culture of care in each of their respective CCRCs.

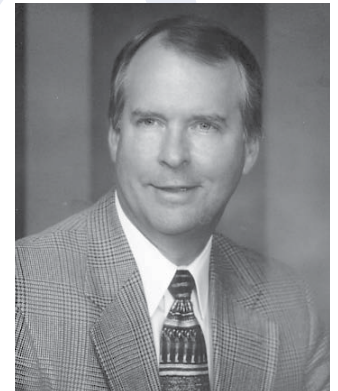
Steve Shields: A True Visionary and Passionate Pioneer for Change serves as guest speaker at symposium



Author of the acclaimed book, *In Pursuit of the Sunbeam*, and CEO of Meadowlark Hills Retirement Community in Manhattan, KS, Mr. Shields was a pivotal part of the symposium panel. He gave a passionate presentation that moved much of the audience to tears; for his true passion is creating a culture change in senior living administration, and no longer accepting the status quo. Mr. Shields is an international leader in the creation of the "household model" speaks frequently around the country.

The Fastest Senior Living Community in America: The Villages - Terry Upton explains how The Villages used market demands to become number one

Search high and low, and you will be hard pressed to find a community with a higher resident demand than "The Villages" in Florida. With a resident population of over 67,000 people, just how does this community do it? Director of the Medical and Wellness Division for the Villages, Terry Upton explains, "it's about lifestyle!" It is indeed, what residents want. Mr. Upton elaborated on resident involvement in daily social activities, as programs for social confluence are paramount. Where else can you find a resident yoga instructor in her 90's but the Villages?



Symposium Break-Out Sessions– Visions in Action!



After a comprehensive “how to” financial presentation by BB&T Capital Markets, the audience was eager to get going with idea sharing! Having experienced one day of WHY communities should embrace a culture change lean to supporting socialization programming, and a separate day learning HOW it can be done to accelerate the community’s business plan, audience members composed of CEOs and CFOs of Communities, Hospital Administrators,

Developers, Residents and more came together to create ideal business models. Although networking was abundant, the true benefits of the symposium were the charged leaders with fresh ideas and a renewed sense of purpose.

*“How wonderful it is that nobody need wait a single moment before starting to improve the world.”
- Anne Frank*

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.” - Charles Darwin



Speakers and Sponsors

A Message from the Executive Director, Bill Witte

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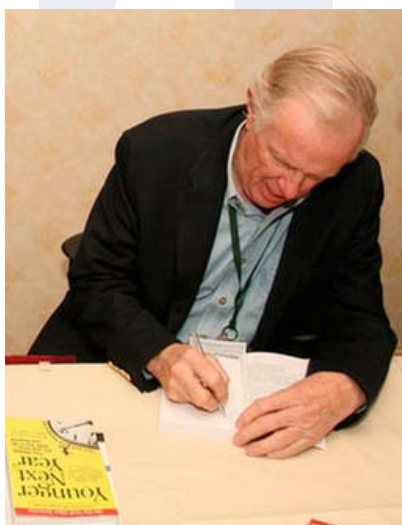
"The Vital Nation is about connecting people committed to utilizing the 8 ecologies of the whole person wellness spectrum* to significantly increase the quality of life of our seniors. The levels of morbidity are rapidly increasing in our country, and subsequently in our communities. With the newfound knowledge that 70% of the burdensome challenges of aging can be offset or even reversed with lifestyle choices, we simply cannot turn a blind eye! As an architect, a planner, and a family man in my 60's, I am committed to creating ways to do away with the "institutional" model nursing home "dead end" that we all dread. For like the butterfly, the last season of our lives is the most beautiful, and so it should be enjoyed as such."

* To learn more about the 8 ecologies, go to www.vitalnation.org.

Bill Witte



Bill Witte being interviewed on a SC radio show to promote the Vital Nation Symposium



Chris Crowley signs his book for guests

The symposium kicked off an exciting start of the year for us. In the time since the symposium, we have been busy as ever meeting proactive, energetic leaders in the field of senior living. Look for their stories to be featured soon on our website. If YOU have a story to tell about a community or an individual making a difference in the lives of seniors, please let us know!

Contact Information:

VitalNation

2100 RiverEdge Parkway, Suite 900
Atlanta, Georgia 30328

Web: www.vitalnation.org ~ Email: info@vitallifecommunity.com