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## Who's Who

IN 50+ HOMEBUILDING

**50+ Builder honors the top 50 executives who are transforming seniors housing into a cutting edge and diversified sector of the residential building market.**

Compiled by Chris Kosienski & Shannon Larsen



**Adams, Robert**  
president  
Brooks Adams  
Research LLC

*"2006 was the year in Active Adult housing where*

*developers/builders had to utilize smart systems and marketing approaches to counter fluctuating consumer confidence, world events and the ever-changing home sales market."*



**Abelson, Rick**  
principal, Urban Design  
William Hezmalhalch  
Architects Inc.

*"2006 was the year that senior housing communities and retail developers began to understand that it is important to create relevant shopping environments that support Active Adults during the next stage of*

*their lives."*



**Armstrong, Larry**  
president  
50 PLUS Community  
Marketing, Inc.

*"2006 was the year of 50+ housing. Those of us born in 1946 turned 60, and this boomer cohort will continue expanding through this decade and beyond.*

*Transit-Oriented Development, acceptance of corresponding higher densities, green building and Universal Design for Active Living will provide more and better choices for 50+ consumers."*



**Aronstein, David**  
founder  
Stonewall Communities

*"2006 was the year that seniors housing finally began to recognize that there is a market for housing targeted to older lesbians and gay men that is run by members of the LGBT community."*



**Barton III, Thomas**  
principal  
Barton Partners

*"2006 was the year in senior housing that we saw new vitality in architectural and planning design."*



**Becker, Bill**  
managing director,  
president  
The William E.  
Becker Organization

*"2006 was the year that 'active lifestyle communities' attracted 50+ households into a maintenance-free environment and let them enjoy a freedom they*

*haven't had since their children left home. This market segment has evolved from an embryo market segment into a full-fledged part of the overall housing market."*



**Bullock, Kimberley**  
president  
J Bullock and  
Associates

*"2006 was the year that seniors housing became an integral part of the work we do at J Bullock & Associates."*



**Burr, Ed**  
founder  
LandMar Group,  
LLC

A certified public accountant by trade, Burr began LandMar with the dream of building a value-driven, quality firm specializing in land developing, residential sales and marketing.

Today, LandMar communities extend from Southeast Georgia throughout Florida and include some of the best master planned communities and condominiums in the Southeast.



**Cohen, Jon**  
chairman,  
founder  
Jenamar  
Communities

*"2006 was the year that seniors housing became the one bright spot in an otherwise very negative national*

*housing story. The Active Adult sector held up much better as the pricing bubble began to deflate thanks to the counter-cyclical nature of the business."*



**Collins, David**  
CEO, managing  
partner  
Active Living  
International

*"2006 was the year that developers in areas like the Caribbean and Mexico got the idea that 50+ communities built for Americans that capitalize on the demand for lower cost of living benefits, improved local health care and access to frequent and cheap flights portend an enormous growth opportunity."*



**Costa, Michael**  
president  
Simpson Housing  
Solutions

*"2006 was the year that our industry developed a new, higher level of awareness toward senior housing and the opportunities it presents."*



**Dawson, Brian**  
principal  
Irwin Pancake  
Dawson

*"2006 was the year that senior housing became an undeniable force in the building community. For the next 20 years, this very discretionary buyer will shape*

*housing."*





**Dent, Harry S.**  
founder, president  
H. S. Foundation

*"2006 was the year that the senior market began a long trend of faster growth than the traditional single-family home market."*



**Digrado, Joe**  
residential design  
coordinator  
Danielian Associates

*"2006 was the year that senior housing changed its image and direction. 50+ buyers want housing that addresses their needs, and they want to be mixed with other housing — not off in some distant location away from their children and friends."*



**Dirks, Lita**  
president  
Lita Dirks & Co.

*"2006 was the year in senior housing that we understood more clearly how truly diverse this market is. There's definitely more than one segment within this overall market, reinforcing*

*our need to examine buyer research thoroughly."*



**Dugas, Richard**  
president, CEO  
Pulte Homes

*"2006 was the year that 'seniors' housing' stopped being called 'seniors' housing,' and people began to understand that there's a shift underway from the old-fashioned notions of retirement and*

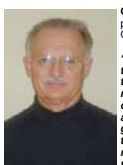
*retirement living where people age 55 and better don't classify themselves this way and sure aren't acting like it."*



**Foster, Helen**  
partner  
JWT Mature  
Market Group

*"2006 was the year that senior housing shifted from being a provider-centric industry to*

*consumer-centric. Today, builders and developers address 55+ consumers with a new sense of urgency and respect, creating product to specifically meet the market's values and interests."*



**Gekakis, George**  
president  
George Gekakis Inc.

*"2006 was the year that seniors' housing truly became recognized as a critical national issue, addressable only by giving the developer the tools he/she needs to put more of this type of housing in place, such as*

*including less restrictive zoning, more design flexibility and expediting the entitlement and permitting process."*



**Gerard, Annie**  
principal  
Apt Market  
Research

*"2006 was the year that the seniors' housing market experienced unusually slow lease-up. Today's 50+ housing consumers clearly have*

*more choices and higher expectations than ever before."*



**Gonzalez, Manny**  
principal  
KTYG Group

*"2006 was the year that the 50+ market joined the mainstream of the housing industry. No longer the balliwick one or two builders, it has become a target for small and large builders on par with traditional markets*

*like entry-level and first-time move-up."*



**Lux, Tracy**  
president  
Trace Marketing Inc.

*"2006 was the year that brought greater interest to the shift involving 55+ Active Adult communities being combined in projects that include various levels of senior housing."*



**Grust, Michael**  
co-founder,  
president  
Senior Resource  
Group

*"The senior living market is quickly expanding, and we must be reverent about letting it drive everything we do."*



**Harff, Todd**  
head of strategic  
marketing  
Creating Results  
LLC

*"2006 was the year that seniors housing finally dropped the term 'seniors' and began addressing the rapidly*

*increasing individual needs and desires of today's Active Adults."*



**Hord, Ed**  
senior principal  
Hord Coplan Macht

*"2006 was the year in senior housing that the Baby Boomers' influence transformed the housing products in the 50+ market — requiring communities that accommodate their desire for activity, convenience and*

*entertainment."*



**Howard, Evelyn**  
president  
Howard &  
Associates

*"2006 was the year in senior housing that builders blazed a path for expanded choices, recognizing that the age 50+ is a diverse group, itself comprised of*

*mixed generations with myriad tastes, interests and incomes. Yet, the year also tested that housing for this age group is still evolving, with much to learn to stay on the cutting edge."*



**Huskey, John**  
president  
Meta Housing  
Corporation

*"2006 was the year that housing became part of the global economy, for good or for bad. Projects in Singapore, China and Burbank, Calif., compete for the same steel and concrete.*

*Communities in Boca Raton, Fla. and the Portuguese Coast compete for the retiree's second home. Yen-based Nikkei stocks and dollar-based NYSE REIT's compete for the same investment. Housing must be both local and global."*



**Irwin, Greg**  
principal  
Irwin Pancake  
Architects

*"2006 was the year of the rebirth of CCRC's in California and the beginning of the mini CCRC."*



**Jameson, Nathan**  
senior investment  
officer  
Traditions Capital

*"2006 was the year that senior housing shed the term 'seniors' housing,' opting instead to recognize and embrace the strength and vitality of today's Active Adult consumers. Today's*

*mature homebuyers do not want to be categorized. Developers, builders and investors are responding by meeting mature homebuyers' wants and needs in new and creative ways."*



**Kaplan, Mark**  
president  
Jenamar  
Communities

*"2006 was the year that seniors housing became one of the most innovative segments in the homebuilding industry. Homebuyers from around the country*

*have now recognized the benefits of living in a community highly focused on amenities, which include activities and facilities that improve their quality of life and revitalize their personal happiness and energy."*



**King, Royce**  
president  
Litchfield Company  
Real Estate LLC

*"2006 was the year that senior housing really grew into its own. The market for folks over 50 is growing, and we feel it will continue to strengthen over the next few years."*



**Lamia, Sara**  
president  
Building Coach

*"2006 was the year that senior homebuyers transcended old stereotypes, to be seen as vibrant, Internet-savvy individuals who must trust and be understood before they will buy."*



**Lloyd, Alyson**  
reverse mortgage  
specialist  
Wells Fargo Home  
Mortgage

*"2006 was the year that special programs for senior housing nearly doubled. During the fiscal year, ending in September, the number of FHA Insured Home*

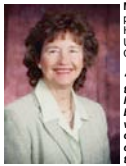
*Equity Conversion Mortgages jumped to 76,351, a 77 percent increase from last year's loan number of 43,131. For a growing number of seniors, home is not just a comfort zone — it's a bank."*



**Looney, Hal**  
Arizona area  
president  
Shea Homes Trilogy  
Communities

*With over 20 years of diverse management and business experience in the residential and commercial real estate industry, Hal Looney has created a strong foundation*

*for his current role as Arizona area president for Shea Homes' Trilogy Communities.*



**Mack, Susan**  
president  
Homes for Easy Living  
Universal Design  
Consultants

*"2006 was the year that the senior housing industry began to embrace the value-added benefits of universal design to create communities that enhance quality of life for all."*



**Maxwell, Marc**  
principal  
Marc Maxwell  
Architecture

*Since 1990, Maxwell has managed his own "micro-firm" of four, focusing on facility planning, feasibility, new and renovation*

*design. Projects include independent living, assisted living, dementia/Alzheimer care facilities, renovation design and conversion of facilities for new programs.*



**McAuliffe, Jim**  
principal  
Abbott  
Development

*"In the year 2006, 55+ housing was less about 'downsizing' and more about 'rightsizing' with amenities and design elements that reflect easy living and an*

*Active Adult lifestyle."*



**Meagher, Jane**  
president  
Success  
Strategies

*"2006 was the year that senior housing stopped calling itself 'senior housing' and started focusing on the demographic reality of the*

*50+ buyer who is anything but 'senior.' Further, both supply and demand factors have forced us to create more diverse products, thereby recognizing the diverse needs of the individual segments of this 50+ market who are anything but homogenous."*



**O'Connor, Jane Marie**  
president, CEO  
55 Plus, LLC

*"2006 was the year that seniors housing experienced a challenge due to the softening of the overall real estate market. It was a year of market correction to quell*

*soaring housing prices in many pockets nationally."*



**Parrow, Alan**  
president, CEO  
Pringle  
Development Inc.

*"2006 was the year that senior housing, at least that portion of it targeting the Active Adult segment, proved that it was*

*subject to the same vagaries of the marketplace that affect the housing market in general — if anything, because of the total discretionary nature of retiree purchases."*



**Pearlman, Doris**  
founder  
Possibilities for  
Design

*"2006 was the year that the seniors' housing industry had to start working harder and smarter, and we learned not to take our good fortunes for*

*granted."*



**Peterson, Mary Jo**  
president  
Mary Jo Peterson  
Inc.

*"2006 was the year that every builder became a senior housing 'specialist,' sometimes without the understanding of differences in the design, execution and*

*marketing required for this kind of unique product."*



**Pritzker, Penny**  
founder, CEO  
Classic  
Residence by  
Hyatt

*In 2002, Penny was elected to the Harvard Board of Overseers and currently co-chairs the President's Advisory*

*Committee on the Allston Initiative. She is a member of the Council on Foreign Relations, the Real Estate Roundtable, the Urban Land Institute, the Commercial Club of Chicago, the Young Presidents' Organization and the Chicago Network.*



**Robson, Edward**  
chairman, CEO  
Robson  
Communities

*"2006 was the year that seniors housing built out of the inventory they sold in 2005."*



**Savard, Gerald**  
principal  
Abbott Real Estate  
Development

*"In the year 2006, Active Adult housing focused more on upscale amenities that reflect the flight to luxury and easy living that these buyers desire in a home."*



**Smedley, Jeff**  
vice president  
Mature Living  
Choices

*"2006 was the year that senior housing was finally recognized as a viable option for both the builder and the buyer. The*

*growth in the industry has yet to peak but the opportunities are vast. Today it's estimated that nearly 30 percent of all builders now build in the Active Adult arena, so it's no longer a one-horse town."*



**Spargo, Ralph**  
general manager  
Standard Pacific  
Gallery  
Communities

*"2006 was the year that seniors' housing became more diversified."*



**Stack, Geoffrey**  
managing director  
SARES-REGIS  
Group

Under Stack's leadership from 1977 to present, Regis converted over 8,700 apartments to condominiums with gross sales in excess of \$900 million. He serves

on the Board of Directors of the Tejon Ranch Company, the California Housing Council and the Marine Corps Scholarship Foundation. He is past chairman of the National Multi Housing Council, is a trustee of the Urban Land Institute and is vice chair of the Multi Family Silver Residential Council.



**VanLerberghe, Doug**  
senior project  
manager  
KEPHART

*"2006 was the year in 50+ housing that we continued to learn about the 50+ buyer and what they're looking for. Today's 50+ buyer is much more sophisticated than ever before and is*

*looking for more design and features within their home and community. Continued education is the name of the game."*



**Wetherington, Lee**  
founder,  
president, CEO  
Lee Wetherington  
Companies

A leader with a strong social conscience, Lee stresses the concept of providing full value to customers and giving back to the

community. In addition to many philanthropic activities, since 1996 Lee Wetherington Homes has contributed more than \$2.4 million in cash to charitable organizations within the Sarasota-Manatee community and over \$1 million more in donated time and materials.



**Zeleny, Polly**  
founder  
Concept360

*"2006 was the year that senior housing achieved recognition of its growing expectation of builders to create homes of lasting comfort, value and quality."*