

“Thomas, Warren + Associates was instrumental in Thomasville’s growth as a retirement destination.” – Don Sims, President, Thomasville-Thomas County Chamber of Commerce, Thomasville, GA

### Why Should You Attend?

- Discover What Retirees Can Mean For Your Community
- Find Out How Your Community’s Strengths And Weaknesses Can Be Evaluated
- Learn How To Utilize Cost Effective Marketing

### What Will You Take Away?

- A Better Understanding Of The Baby Boomer Market
- A Framework For Marketing Your Community To Baby Boomers
- An Appreciation Of Why Retiree Attraction Is Effective Economic Development

### Who Should Attend?

- Chamber Of Commerce Representatives
- Economic Development Professionals
- Land Developers
- Home Builders
- Government Officials



THOMAS, WARREN + ASSOCIATES  
1501 W Amelia, Suite 101  
Phoenix, AZ 85015

# Marketing Your Community to Retirees



**a half day seminar**

**as featured on  
NBC Nightly News  
July 05, 2006**

Presented by  
**THOMAS, WARREN + ASSOCIATES**

The leader in quantitative mature  
market research

## Program

8:30 Continental Breakfast

9:00 Introduction

- Retiree Relocation Decisions
- Identifying What Attracts Retirees
- Cost Effective Marketing

9:15 The Case For Retirees

- Retirement As Economic Development
- Baby Boomer Demographics
- Senior Myths

Questions/Break

10:00 Assessing Community Strengths  
And Weaknesses

- What Makes A Community A Good Place To Retire?
- Who Is The Competition?
- Comparative Amenity Advantages
- Amenity Attractiveness
- Value Of Retirees

Questions/Break

11:00 Cost Effective Marketing

- Developing An Effective Marketing Strategy
- Components Of Cost Effective Marketing
- Costs Of Marketing Your Community To Retirees

Questions/Adjourn

**“smaller communities are starting to recognize the wave of retirees who may come their way” - U.S. News and World Report, 6/13/05**

## Seminar Schedule

Feb. 20, 2007-Clarksville, Arkansas

- Hampton Inn
- 2630 West Clark Rd
- (479) 754-4444

Feb. 21, 2007-West Plains, Missouri

- America's Best Value Inn & Conf. Ctr.
- 2015 Porter Wagoner Blvd.
- (417) 256-2220

Feb. 22, 2007-Springfield, Missouri

- Hawthorne Park Hotel
- 2431 N. Glenstone Ave.
- (417) 831-3131

Feb. 23, 2007-Muskogee, Oklahoma

- The Mike Synar Center, NSUM
- 2400 W. Shawnee Bypass
- (919) 683-0040

**“States and towns across the nation are stepping up recruiting efforts to persuade boomers to move there and boost local economies with their spending power.” - USA TODAY, 12/29/05**

## Cost

\$125 Per Person

(Includes Continental Breakfast)

Registration Is Limited

## Presenters

Gene Warren, President, TW+A

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Alan Church, Senior Vice President, TW+A

achurch@twaconsulting.com

Register on the web at [www.twaconsulting.com](http://www.twaconsulting.com) or submit this form by fax or mail

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Email \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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Seminar Selection

Clarksville, AR Feb. 20 \_\_\_\_\_

West Plains, MO Feb. 21 \_\_\_\_\_

Springfield, MO Feb. 22 \_\_\_\_\_

Muskogee, OK Feb. 23 \_\_\_\_\_