



CAPS I: Marketing & Communications Strategies for Aging & Accessibility

CAPS II: Design/Build Solutions for Aging & Accessibility

Instructor: Lonny Rutherford, CAPS, CGR, CGP

Millions of Americans are living longer and more active lives. And with their changing lifestyles, maturing Americans are also looking to revitalize their home environments. Learn best practices in communicating and interacting with this exciting and evolving population.

As this consumer group expands, more and more are interested in remodeling their homes to fit their new lifestyles and abilities. Understand the guidelines and requirements of accessibility, the importance of doing an assessment with input from occupational and physical therapists as well as qualified health care professionals, and the significance of good design in making modifications that can transform a house into a safe, attractive, and comfortable home for life.

Designation Credit: CAPS; Master CSP (CAPS I only)

Continuing Education Credit: CAPS; CGA; CGB; CGR; CSP; CMP; GMB; Master CSP; MIRM

To register for the HBA University of Housing Courses, please fill out the following information and fax or send it with your payment to the address below. Call the HBASWIL office at 618.343.6331 with any questions.

Mail to: HBASWIL, 6100 W. Main Street, Maryville, IL 62062
Fax to: (618) 343-6335 Email to: hba@hbaswil.org

Registration Information **CAPS I** **CAPS II**

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|---------|-------|----------|---------------|
| Name | | HBA Name | |
| Company | | Address | |
| City | State | Zip | Email Address |
| Phone | | Fax | |

Registration Fees per course

___ NAHB Member \$200 ___ Non-member \$275

Payment Information ___ Check Made Payable to: HBA ___ MasterCard/Visa

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|--------------------|-----------|-----------|
| Credit Card Number | Exp. Date | VIC Code |
| Name on Card | | Signature |

Payment and Cancellation Information: Cancellations made in writing 10 days prior to the course will receive a full refund. Those made within 10 days of the course will be subject to a partial refund.

CAPS I - Thursday, February 10, 2011 8:30 to 5:30 pm
CAPS II - Friday, February 11, 2011 8:30 to 5:30 pm
HBA Office
6100 W Main St
Maryville, IL
(618) 343-6331 ph
Continental breakfast and lunch are included



As a graduate of these courses, you will be able to:

- Enhance your sales process with effective techniques for the Aging in Place market
- Consider contractual and legal concerns for building professionals providing design solutions to the Aging in Place client
- Implement a process for promoting new opportunities for products and services in the Aging in Place market
- Estimate and schedule the Aging in Place project while regarding special considerations