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## **PENNDel 50+ HOUSING COUNCIL DRAWS CAPACITY CROWD**

(TRENDS NETWORKING BREAKFAST A SUCCESS)

**Philadelphia, PA** – January 11, 2008 – The PennDel 50+ Housing Council drew a capacity crowd today for its annual trends networking breakfast. A panel of four speakers representing a broad range of companies engaged in the 50+ housing market addressed a crowd from two states gathered in the Penthouse of The Phoenix Condominiums.

Panelists included Paul Emrath of the National Association of Home Builders, Virginia Jarden of Prudential Fox & Roach, Michael Kivov of RealPropertyResearchGroup, and Susan Brecht of Brecht Associates. The group provided market predictions, and shared national and local trends. Issues facing the 50+ housing market, as well as the Continuing Care Retirement Communities were addressed.

Attendees were anxious to learn all they could, and took advantage of the event's question-and-answer period, drilling down deeper into issues that were of particular interest to each individual. The industry's 'movers and shakers' comprised the audience. "This was our most heavily-attended networking breakfast since our inception," reported Council Chair, Barbara Kleger, "our members and guests see the incredible value associated with networking with and learning from their peers in the industry."

Information on the PennDel 50+ Housing Council – including upcoming events that you shouldn't miss – can be found at [www.PennDel50Plus.org](http://www.PennDel50Plus.org).

# **PENNDel TRENDS NETWORKING BREAKFAST**

## **(page 2)**

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The PennDel 50+ Housing Council was formed in June 2006 and serves the home builders association members in Philadelphia, Berks, Bucks, Chester, Delaware, Lancaster and Montgomery counties, the Lehigh Valley and the state of Delaware.

The PennDel 50+ Housing Council's mission is to provide members with relevant and contemporary services, programs and information that are effectively and efficiently delivered on a collective basis. This includes educational programs, industry research, networking, publications and articles, awards and recognition programs, and regulatory and legislative support. The intent of this support is to enhance the capabilities of members about design, development, financing, ownership, management, and sales and marketing of housing activities and projects, as well as to encourage high quality and professionally managed housing specifically designed for boomers and beyond which will meet the evolving needs of the region's growing 50+ population.

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