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THURSDAY, March 17

General Sessions:

S5-1 What Drives Consumer Demand
Dr. George Leon

S5-2 Consumer Marketing Research
Panel Presentation

Concurrent Sessions:

S5-3 Consumer Demand - Urban
Ben Feigenbaum

S5-4 Consumer Demand - Suburban
Kelly Redl-Hardisty

S5-5 Consumer Demand - Rural
Kevin Bowman, Dan Nixon

FRIDAY, March 18

General Session: (2 CDs)

S5-6 & Financial & Operational

S5-7 Characteristics
Dr. Edward Robb and Panel

S5-8 Marketing: Unearth the Gold...
Anne Ballard

FRIDAY, March 18 *continued*

S5-9 How to Maximize Cash Flow
Mark deStefanis

S5-10 Legislative/Regulatory Hotspots
Panel

S5-11 Legal and Tax Issues
Carlos Kaslow

S5-12 Creating an Image for New and
Established Properties
Louis Gilmore, III

S5-13 Tolerances and Triggers in
Summary Reports
Panel

SATURDAY, March 19

Closing General Session:

S5-14 Managing Your Future
Robert B. Tucker

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