



ATTN:	EDITOR
FOR:	IMMEDIATE RELEASE
SUBJECT:	NEWS FROM HORST CONSTRUCTION
CONTACT:	TERRY KILE, VICE PRESIDENT SALES & MARKETING
PHONE/EMAIL:	(717) 581-9941 – TKILE@HORSTGROUP.COM
DATE:	FEBRUARY 20, 2009

**Find silver linings in today's economy at the 8th annual Senior Living Conference
sponsored by Horst Construction**

Lancaster, Pa. – Even in today's challenging economy, opportunities for bottom-line growth exist, if you know where to look. Attend the 8th annual Senior Living Conference – *Silver-Lined Strategies: Identifying Opportunities in Today's Economy* – and find "silver linings" you can take advantage of now. Recommended for CEOs, CFOs and executive administrators of senior-care communities throughout the mid-Atlantic region, the conference will help you strengthen your market position, grow occupancy and brighten your economic outlook.

Sponsored by Horst Construction, the half-day Senior Living Conference is scheduled for Thursday, April 9, 2009, from 8:30 a.m. to 1 p.m., at the Lancaster Country Club, in Lancaster, PA (see directions below). Speakers include:

Steve Jeffrey, Director, Ziegler Capital Markets, Columbia, MD
"Senior Living Financing – 2009 and Beyond"

**Dr. Joe Gribbin, Professor, Erickson School (Aging, Management and Policy),
University of Maryland, Baltimore County**
"The Courage to Make Change, The Irresponsibility Not to – A Look at Social Security,
Medicare & Medicaid"

Mike Hall, Deputy Secretary, PA Department of Aging, Harrisburg, PA
Ron Barth, President/CEO, PANPHA, Mechanicsburg, PA
"Point/Counterpoint Discussion"
Moderator: **Lisa Lehman, Managing Partner, Holleran, Mountville, PA**

**Terry C. Kile, Vice President of Sales & Marketing, Horst Construction,
Lancaster, PA**

Continued next page ...

Cost to attend the 2009 Senior Living Conference is \$40 per person and breakfast and lunch are included. Seating is limited. For more information, please contact Megan Brunner at 717-581-9981 or visit <http://horstconstruction.com/seniorConference.asp>

Directions to the conference can be found here:

http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=1466+New+Holland+Pike,+Lancaster,+PA&sl=37.09024,-95.712891&sspn=50.51141,93.867188&ie=UTF8&z=16&iwloc=addr

###