



Getting Closer to CCRCs ... With Green Messages

Charlotte, N.C., July 29, 2008 - What might be the “ideal” promotional venue for Freeman White’s Senior Living Studio? What about sending a message of extreme interest by way of a media form that reaches the broadest audience of Continuing Care Retirement Community (CCRC) decision makers? Well.....?

It’s possible that nothing trumps **anything green** for news value within architectural circles. Likewise, in order to reach the broadest audience among Continuing Care Retirement Community (CCRC) decision makers, nothing surpasses *futureAge*, the magazine for 5,800 members of the American Association of Homes and Services for the Aging (AAHSA). Hence, David Segmiller, Principal and Director of Senior Living and Bob Romano, Senior Project Manager four perfect promotional platform for FreemanWhite’s Senior Living Studio.

Several months ago FreemanWhite was among a handful of architectural firms asked to participate in the July/August issue of *futureAge*, “Aging Services Goes **Green.**” Forming a **Green** Senior Living cadre---David Segmiller aligned with Bob Romano, Louis Anderson and John Fendley for a conference call with the magazine. The resulting article “Old Buildings, Good as New----or Better” describes a number of strategies for improving the use energy and water in facilities needing renovation.

While every player in this **Green** Senior Living group provided valuable suggestions, David and Bob were chosen for extra “headlines” in the text of the article. Bob reminded *futureAge* readers that **green** renovation can occur outside the walls of the building, e.g., saving water through landscape design and irrigation methods, etc. Dave mentioned a long-term strategic/marketing consideration, i.e., that it might be easier to receive LEED certification for an existing building rather than a new one.

Continuing this **green** promotional momentum, both Bob Romano (*Healthcare Design*) and John Fendley (*Medical Construction & Design*) have article opportunities. This will keep FreemanWhite in the minds of CCRC and hospital decision makers....well into the future.

