

## **KTGY Principals to Speak at NAHB 50+ Housing Council International Builders' Show in Florida; Manny Gonzalez, AIA, Rob Williams, AIA and Brian Muehlbauer to Participate**

*Three KTG Y Group principals, Manny Gonzalez, AIA, Rob Williams, AIA and Brian Muehlbauer, have been invited to speak at the National Association of Home Builders (NAHB) 50+ Housing Council 2008 International Builders' Show (IBS) in Orlando, Florida, the housing industry's largest annual light construction trade show and exhibition, attracting more than 100,000 housing professionals. The event will be held on February 13 - 16, 2008 at the Orange County Convention Center and will feature a variety of educational programs focused on the needs and trends of the 50+ housing industry. NAHB 50+ Housing Council will also honor KTG Y Principal Manny Gonzalez, AIA for his accomplishments in the 50+ housing industry and award him with the Certified Active Adult Specialist in Housing (CAASH) designation.*

January 24, 2008 (FPRC) -- IRVINE, CALIF. - Award-winning KTG Y GROUP, INC., Architecture and Planning, is pleased to announce that three principals have been invited to participate in the National Association of Home Builders (NAHB) 50+ Housing Council 2008 International Builders' Show (IBS) in Orlando, Florida, the housing industry's largest annual light construction trade show and exhibition, attracting more than 100,000 housing professionals. The event will be held on February 13 - 16, 2008 at the Orange County Convention Center and will feature a variety of educational programs focused on the needs and trends of the 50+ housing industry. NAHB 50+ Housing Council will also honor KTG Y Principal Manny Gonzalez, AIA for his accomplishments in the 50+ housing industry and award him with the Certified Active Adult Specialist in Housing (CAASH) designation.

Gonzalez will speak on "Active Adult Condominiums and Rentals: The Hot Trend in Real Estate" on February 13th, from 3:30 pm – 5:00 pm. He will discuss emerging trends and key success factors for mixed-use and stand-alone active adult condos and apartments including relative demand, buyer preferences, pricing, optimum unit mix and design features, and the changing trends in amenities. Gonzalez is responsible for the design, land planning and production of developments throughout the western U.S. as well as active adult and affordable multi-family communities nationwide. He has won numerous awards for his designs in the 50+ active adult market and recently received his fourth Gold Award from the NAHB.

KTGY principal Rob Williams, AIA will speak on "Beyond the Boundaries of Active Adult Living by Going Green" on February 15th, from 10:30 am – 12 noon. Attendees will learn how designing for active adults can be both exciting and green/sustainable at the same time and can explore the new trends in universal design and the ultimate home for boomers who want everything. With over 20 years of architectural design experience, Williams serves as an award-winning KTG Y principal and lead designer responsible for a comprehensive range of projects from high-end custom residences to a variety of civic and commercial projects.

Additionally, Gonzalez and Williams, along with KTG Y's Principal Brian Muehlbauer, will provide design plan reviews during three of the five "Active Adult Architectural Plan Review" sessions on

Thursday, February 14th, starting at 10:00 am. Show attendees can sign up for a complimentary 30-minute appointment and bring their community, clubhouse and home plans to be reviewed one-on-one by these top experts in active adult communities. Architectural design and planning housing expert Muehlbauer leads a team in the production of construction documents for high-end custom residential, multi-family residential and community clubhouse projects.

“The 55+ population in the United States is expected to hit 85 million by 2014, with half of all households headed by someone age 55 or older,” notes Gonzalez. “This targeted demographic is sophisticated and educated, and generally have high incomes, net worth and home equity. In most cases, the decision to purchase a new home is a discretionary choice. Thus, in order to make a move, these seniors are looking for exceptional product with amenities and a lifestyle that meets their needs and aspirations. KTGy’s designs have been extremely successful at accomplishing this.”

Gonzalez has served as chair of the AIA Housing Committee, a member of BIA’s Board of Directors, and on national committees for NAHB 50+ Symposium and the University of Housing. He is currently on the editorial advisory board of 50+ Builder and has written and contributed to countless articles on residential design. Gonzalez has presented his observations to audiences at numerous local, regional and national conferences as well as the 1st International Housing Conference of the Americas in Mexico City.

The NAHB 50+ Housing Council is the voice of the 50+ seniors housing industry and a leading source of information and research on the active adult, independent living, service-enriched, and assisted-living markets. For information on IBS registration, visit [www.BuildersShow.com](http://www.BuildersShow.com).

KTGY GROUP, INC., Architecture and Planning, was created in 1991, with project viability and client satisfaction as abiding priorities, while providing complete planning and architectural design services for residential communities, retail developments, hospitality and related specialty projects. In a complex and changing world, the firm consistently delivers innovative solutions that reflect clear understanding of development, marketing and financial performance. KTGy takes particular pride in its highly motivated and principal led studio teams, who deliver superior services, thus strengthening clients’ long-term growth and earnings objectives. Serving clients throughout the United States, the firm has locations in Irvine, Santa Monica, Oakland and Denver. For more information, contact Sayeh Rad at (949) 851-2133 or visit [www.ktgy.com](http://www.ktgy.com).

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### **Keywords**

[KTGY Architecture Planning](#)  
[Manny Gonzalez](#)  
[Rob Williams](#)

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