

KTGY Principal Manny Gonzalez, AIA, LEED AP to Speak on 50+ Apartment Communities on MultifamilyBiz.com's Free On-Demand Webcast Launching April 5

Manny Gonzalez, AIA, NCARB, LEED AP, CAASH and principal of KTGY Group will be the keynote speaker on the Multifamily Conference CEO Series on MultifamilyBiz.com, "Designed For Success: Today's 50+ Apartment Communities," on April 5, 2011, at 9:00 a.m. EST. This lively, fast-paced 60-minute FREE On-Demand Digital Media Webcast will bring to focus what you need to know about the growing 50+ market. Gonzalez will discuss the trends in senior apartments from affordable to luxury, and the demographic factors driving senior apartment communities. Listeners will learn what is driving seniors to rental communities versus ownership, and where the current state of the economy plays a role. Additionally, Gonzalez will cover where this generation of seniors want to live and why, and how the designs are changing to adapt to this growing market.

March 28, 2011 (FPRC) -- IRVINE, CALIF. - Award-winning KTGY Group, Inc., Architecture and Planning, is pleased to announce that Manny Gonzalez, AIA, NCARB, LEED AP, CAASH and principal of KTGY Group will be the keynote speaker on the Multifamily Conference CEO Series on MultifamilyBiz.com, "Designed For Success: Today's 50+ Apartment Communities," on April 5, 2011, at 9:00 a.m. EST. This lively, fast-paced 60-minute FREE On-Demand Digital Media Webcast will bring to focus what you need to know about the growing 50+ market. In this in-depth informative discussion, Gonzalez shares his insight about how the aging Baby Boomers are driving urban infill, redevelopment opportunities and are changing the face of 50+ apartment community design.

With moderators property management expert Ernest F. Oriente of PowerHour® and multifamily technology innovator Kerry W. Kirby, CEO of 365 Connect and MultifamilyBiz.com, Gonzalez will discuss during this free MultifamilyBiz.com + PowerHour Webcast the trends in senior apartments from affordable to luxury, and the demographic factors driving senior apartment communities. Listeners will learn what is driving seniors to rental communities versus ownership, and where the current state of the economy plays a role. Additionally, Gonzalez will cover where this generation of seniors want to live and why, and how the designs are changing to adapt to this growing market.

"We are at a critical crossroad with senior housing. This year, Baby Boomers will start turning 65, and over the next 19 years, 10,000 people a day will be turning 65. That is a huge number," said KTGY Gonzalez. "Approximately, 79 million baby boomers, about 26 percent of this country's population, will be redefining what it means to be older and owners, developers, designers, cities, communities and property managers need to understand their needs."

Gonzalez continues, "It is no longer what we would think of as 'grandma's house.' Seniors want a contemporary design, an amenity-rich location and to be located close to the family and the fun."

"We are excited to have Manny back on the Multifamily Conference Series. Manny's wealth of knowledge has made him one of the most popular speakers in this industry today and it is an honor to have him featured on the CEO Series," stated Oriente.

Kirby added, "Manny is not only a true thought leader in this industry, but a trendsetter in architecture and design; his award-winning designs speak for themselves. Manny's webcast, by far, is the most downloaded media on MultifamilyBiz.com."

In November, Gonzalez served as a keynote speaker for MultifamilyBiz.com CEO Series, "Echo Boomers Shaking Up the Rental Market! Designing Communities for the Emerging Gen-Y Renter Market," and shared his insight on how Echo Boomers are changing the way we design, position and build multifamily communities to capture this emerging market, known as the "Renter Generation." The webcast is available online for free at MultifamilyBiz.com.

Manny Gonzalez, AIA, LEED AP and a Certified Active Adult Specialist in Housing (CAASH), is the senior partner in KTG Y Group's Santa Monica office and is also President of KTG Y Group, Colorado. He is responsible for the design, land planning and production of residential developments throughout California, Arizona, Nevada, and Colorado as well as active adult and affordable multifamily communities nationwide. In his more than 25 years in residential development and design, Gonzalez has won numerous awards for his outstanding designs including Gold Nugget, Best in American Living, NAHB, Pillars of Industry, MAME and Elan. In 2009, Gonzalez won his fifth NAHB 50+ Housing Gold Award, which was for the Echo Park Senior Community, and was named "Person of the Year" by the 50+ Housing Council of the Building Industry Association of Southern California, in recognition of Manny's commitment, personal compassion, and professional contributions as a national leader in 50+ housing design and innovation.

To hear the free webcast "Designed for Success: Today's 50+ Apartment Communities," see www.MultifamilyBiz.com.

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About KTG Y Group, Inc.

Established in 1991, KTG Y Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTG Y delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTG Y maintains offices in Irvine, Oakland and Santa Monica, Calif., Denver, Colo., and Tysons Corner, Va. See www.ktgy.com.

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