



Charting the Course through Demographics

Mark your calendar for **Thursday, February 27**, when Ken Gronbach, demographer and futurist, will provide a glimpse into the future of the land records industry. From the real estate comeback to the rise in small, local financial institutions to the “boomer” retirement, he’ll explain how the forces will unite to change the landscape of the country.

This half-day program is sponsored by the Property Records Industry Association (PRIA) in conjunction with its 2014 Winter Symposium at the Marriott Crystal City, Arlington, VA.



Gronbach makes the science of shifting demography come alive with real life examples that are relevant to today’s culture, business climate and economy.

The demographic landscape in the United States is made up a series of waves that are about 20 years in duration. It would follow that business will rise and fall according to the critical mass of customers heading toward it.

Gronbach's perspective is macro, a view from 30,000 feet. Demographers are able to forecast markets, societal phenomena and economics with uncanny accuracy because they count people, not money or things.

He will show how the United States housing market and “boomer” retirement are being held hostage by big bank foreclosures and why this log jam will soon correct and precipitate a restoration of the United States economy. Tens of millions of “boomers” will be able to sell their homes, access their home equity and retire. This will dramatically reduce U.S. unemployment.

Gronbach reveals how credit unions and community banks in the United States have a unique window of opportunity right now to take market share from the *Too Big To Fail* banks. Generation Y will embrace credit unions for their true community stand and accessibility.

Register today for this half-day program on Thursday, February 27, 9 a.m.-12:30 p.m. at the Marriott Crystal City in Arlington, VA.

The Property Records Industry Association (PRIA) develops and promotes national standards and best practices for the land records industry. PRIA is a coalition of government and business partners collaborating to formulate positions on issues of common interest. PRIA strives to identify areas of consensus within the industry, leading to recommendations for national standards pertaining to recordable documents. For more information on PRIA, visit www.pria.us.



Charting the Course through Demographics Registration Form

(Submit one registration form for each person attending from your organization.)

\$150 for both Government and Business

Name	
Title	
County or Company	
Address	
City, State, Zip	
Email Address	
Phone	
Fax	

This meeting will be governed by the PRIA Intellectual Property Rights Policy and the PRIA Antitrust Policy. These policies can be found in the PRIA Operating Rules posted at www.pria.us. By participating and signing below, you are agreeing to abide by these Policies.

Signature (required): _____

Method of Payment:

Check enclosed. Make check payable to PRIA and enclose registration form with your check. Mail to: PRIA, 2501 Aerial Center Parkway, Suite 103, Morrisville, NC 27560.

Credit Card Visa MasterCard American Express
(Circle Card Type)

Card# _____ Expiration _____ Security Code _____

Refund Policy: Cancellations on or before February 7, are eligible for a full refund minus a \$50 processing fee. Cancellations after February 7 but before February 21 are eligible for a 50 percent refund. Cancellations on or after February 21 are subject to full forfeiture.

Submit via Fax: 919.459.2075; or Email: Kimber@imiae.com