

NEWSMAKERS

Moving Up Janis Ehlers

President of The Ehlers Group Inc.

Name: Janis Ehlers

Name of business: President of The Ehlers Group Inc.

Place of business: Fort Lauderdale

Recent accomplishments: Janis Ehlers' expertise can be found on every page of her new book, *Marketing Seniors Housing*, recently published by Builder Books, a division of the National Association of Home Builders.

President of The Ehlers Group Inc., a marketing and communications company based in Fort Lauderdale, Ehlers also was a featured speaker recently at Greystone Sales Adventure XXI in Fort Worth, Texas. The event was hosted by Greystone Communities Inc., a company known for development and management of senior communities.

Her speech, titled "Your Marketing Tool Box," was given to more than 100 marketing and sales professionals, representing more than 35 continuing-care communities nationwide.

Ehlers, a Boca Raton resident, said her book took two years to write and has been well-received in the industry. Among the topics addressed are how to develop a senior community and tips on hosting a promotional event.

Before starting her company in 1995, Ehlers worked for Levitt and Sons for 15 years. By the time she left, she was vice president of marketing and public relations for the company.

She helped promote The Carlisle senior community in Lantana and said she likes her job because every day is different. "I feel I really have an opportunity to make a difference," she said. "I believe these types of (retirement) communities really enhance people's lives."

One of her newest clients is the Pros-



TAYLOR JONES/Staff Photographer

Janis Ehlers, shown here in the lobby of her client The Carlisle, tries to pass along the opportunities she was given by hiring recent graduates at The Ehlers Group.

perity Oaks retirement community in North Palm Beach.

Ehlers said she will always be grateful to those who gave her opportunities along the way and tries to return the favor by hiring recent college graduates to work for her niche company. She has four employees.

"When I started out of the University of Florida, I wasn't a strong enough writer to work at a newspaper," Ehlers said.

After she received a rejection letter from an editor, she asked him whether he knew anyone who was hiring.

"He gave me the name of a PR company, and they hired me to be in their writ-

ers' pool," she said. "That company specialized in real estate, and I've been in it ever since."

Education: Bachelor's degree in journalism from the University of Florida and an MBA with an emphasis in real estate from Nova Southeastern University.

Age: 50

Personal: Single, lives in Boca Raton.

Hobbies: Working out at the gym, golf, needlepoint and gourmet cooking.

Career highlight: "Finally having the courage to start my own company."

Quote: "Behind every great woman, there's a great woman." — Gloria Steinem

— Mary Thurwachter



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