



May 23-26, 2021
JW Marriott Miami
Turnberry, FL

Rebound Rebuild Renew

*Complimentary
Spouse Attendance
This Year*



❖ You Are Invited to Attend the 10th Annual ❖



May 23-26, 2021 | JW Marriott Miami Turnberry, FL

All,

Covid has dealt senior living a body blow – and a big catalyst for change! Heading into Covid, we sensed some of our product was stale. Now we know we need to change. We need to consider *strategic innovation*. That's what this year's Senior Living 100 is all about.

Our theme is “Rebound, Rebuild, Renew”. We will present the deepest thinkers we can find to help us re-imagine our future: consumer preferences, new healthcare integration, competing with home, the staffing shortage, new design, new technologies, affordability, and more.

So – please join the best and brightest for a few days at wonderful Turnberry to rejuvenate and re-inspire yourselves. And, operators' spouses are free this year.

We successfully piloted our first Covid-safe conference in November. At Senior Living 100, we will have rapid antigen testing of all attendees twice (36 hours apart), required masking, outdoor socials, and more – safety is a top priority.

We look forward to seeing you in person again in May!

Regards,



A handwritten signature in black ink, appearing to read 'David Ellis'.

David Ellis
Founder & President
Senior Living 100

Sunday, May 23

12:00 – 4:30 PM

Recreation

See page 9.

6:00 – 7:30 PM

Mix & Mingle Reception

Monday, May 24

7:00 – 8:00 AM

Breakfast

8:00 – 9:00 AM

General Session

Six Ways Senior Living will Fundamentally Change Post-Covid

What worked for senior living in 2019 may be obsolete now. Interviews with SL, healthcare and consumer visionaries will inform this strategic roadmap, from winning back the consumer to all-new models of living.

- **Tim Craig** (Moderator), VP Education, Senior Living 100
 - **Stephanie Harris**, CEO, Arrow Senior Living
 - **Anja Rogers**, CEO, Senior Star Living
 - **Sarah Silva**, Division President, Community-Based Care, Avamere Group
 - **Patricia Will**, CEO, Belmont Village
-

9:05 – 10:05 AM

General Session

The New Healthcare Paradigm

Advanced care coordination is a very attractive concept post-Covid - but only if you have meaningful physician integration, payer coordination, and remote monitoring. The tangible upside? Stronger sales, better resident health, and longer LOS.

- **David Ellis** (Moderator), Founder & President, Senior Living 100
 - **Mark Erickson**, Executive Director & CEO, Summit Vista
 - **Lynne Katzmann, PhD**, Founder, President & CEO, Juniper Communities
 - **Matt Stevenson**, COO, Oakmont Senior Living
 - **Todd Stivland, MD**, CEO & Founder, Bluestone Physicians
-

10:05 – 10:35 AM

Break

10:35 – 11:20 AM

General Session

M&A: Buying Opportunities Ahead

Occupancy freefalls bring casualties - but who and where? For buyers, tough questions: Should you buy? What is your M&A strategy? How to value assets? Will the cost of capital stay low?

- **Stephen Monroe** (Moderator), Partner & Managing Editor, Irving Levin Associates
- **Wyman Hamilton**, President & Co-CEO, Atlas Senior Living
- **Richard Hutchinson**, CEO & Co-Founder, Discovery Senior Living
- **Kevin Pascoe**, Chief Investment Officer, National Health Investors

Monday, May 24

11:30 AM - 12:15 PM

Concurrent Sessions

A New Era of Regulations for Senior Living

More regulations are in store under the Biden administration. What is coming and how will it impact strategy, growth and the cost of doing business?

- **Tara Clayton** (Moderator), Senior Claim Consultant, Willis Towers Watson Midwest
 - **Jayne Keller**, COO, Christian Living Communities
 - **Scott McCorvie**, CFO & EVP Investments, Alta Senior Living
 - **Sevy Petras**, CEO, Priority Life Care
-

Next Level Resident Engagement

Operators quickly found creative solutions to enhance residents' quality of life during COVID. What will this new era of resident engagement look like moving forward, and how can operators use this as a competitive advantage?

- **Lisa Taylor** (Moderator), CEO, iN2L
 - **Chris Corrigan***, VP Life Enrichment, Aegis Living
 - **Andy Craig**, VP & Chief Innovation Officer, Maple Knoll Communities
 - **Terry Spitznagel**, Chief Growth Officer, United Church Homes
-

12:15 - 1:15 PM

Lunch

1:15 - 2:30 PM

General Session

Workshop: Rebuilding Census in 2021

Peer-to-peer brainstorming in small groups to develop and share practical and actionable ideas for rebuilding census.

2:30 - 4:15 PM

Speed Meetings

These fast-paced meetings conveniently connect operators with innovative solution partners. You will gain fresh insights, learn about different solutions, and perhaps find a new business partner.

6:00 - 8:00 PM

Havana Nights Dinner

* Virtual Speaker



2021 Program

Tuesday, May 25

7:00 – 8:00 AM

Breakfast

8:00 – 8:40 AM

General Session

Senior Living 3.0: Breaking the Mold

Two pioneers in senior care are taking population health to a new level, with a vision for senior living built around home, healthcare, payers and data.

- **Dr. Bill Thomas**, Independence Officer, Lifesprk; Founder & President, The Eden Alternative
 - **Joel Theisen**, CEO & Founder, Lifesprk
-

8:45 – 9:45 AM

General Session

Home Care: The New Frontier

Case studies of senior living organizations developing sustainable home care profit centers.

Cypress Living: Expanding Home Care Through Acquisition

- **Troy Churchill**, CEO, Cypress Living

Georgia Living Senior Care: Developing a Standalone Home Care Business

- **Per Holtze**, COO, Georgia Living at Home
- **Bill Wright**, COO, Georgia Living Management

Bickford Senior Living: Building Home Care Via Franchise Model

- **Alan Fairbanks**, SVP & COO, Bickford Senior Living
 - **Mark Goetz**, CEO, HomeCare Advocacy Network
-

9:45 – 10:15 AM

Break

10:15 – 11:05 AM

General Session

Pursuing the Active Adult Opportunity

Is active adult the answer to attracting a much younger demographic into your portfolio, and is now the right time to invest in this?

- **Jane Arthur Roslovic**, Managing Partner, Treplus Communities
- **Will Purvis**, President, Liberty Senior Living
- **John Sweeny**, Director of Acquisitions - Healthcare, Virtus Real Estate Capital
- **Valerie Whitman**, VP Senior Living, Leading Response

2021 Program

Tuesday, May 25

11:10 AM – 12:00 PM

General Session

The Boom in Mid-Market Senior Living

As the economic winds shift, the timing is finally here for sub-market rate senior housing.

- **Tim Craig** (Moderator), VP Education, Senior Living 100
- **Pilar Carvajal**, CEO, Innovation Senior Living
- **Tana Gall**, President, Merrill Gardens
- **Kim Loveall Price**, EVP Community Development, Transforming Age

12:00 – 1:00 PM

Lunch

1:00 – 2:15 PM

General Session

Focus Group: The Adult Child View of Senior Living Post-Pandemic

How severe was last year's image hit on congregate care? Senior living residents and adult children will share candid views of how the pandemic changed their perception of senior living.

- **Dan Hutson** (Moderator), Chief Marketing Officer, Claiborne Senior Living
- **Traci Bild***, President & CEO, Bild & Co
- **Michelle Dodd***, Director, Chloe
- **Stacey Maghan***, Trauma Nurse
- **Cheryl Settos***, President & CEO, FDS Agency

2:45 – 5:00 PM

Recreation

See page 9.

6:30 – 9:30 PM

Senior Living 100 10th Anniversary Reception & Dinner

Wednesday, May 26

7:00 – 8:00 AM

Breakfast

8:30 – 9:30 AM

General Session

Case Studies of Innovation & Technology Transforming Senior Living

We'll showcase seven technologies that will flourish after Covid, in infection control, marketing, staffing, activities, wandering, dining and visitation.

Best Buy Health & Holiday Retirement

- **Sheila Krocak**, Senior Director, New Market Development, Best Buy Health
- **Shawn Richard**, VP Resident Experience, Holiday Retirement

Minka Homes & Communities

- **Mary McMullin**, Chief Advancement Officer, Front Porch

Wingate Healthcare

- **Nicholas Aguilera**, Director of Acquisitions & Senior Financial Analyst, Wingate Healthcare
- **Alexandra Schuster**, President, Wingate Healthcare

* Virtual Speaker



Senior Living 100 Schedule At A Glance

Sunday, May 23

Monday, May 24

Tuesday, May 25

Wednesday, May 26

Please arrive by
10:00 am to
allow time for
rapid testing



12:00 – 4:30 pm
Recreation

Everglades Airboat Tour

Golf Tournament
(Executives Only)

Oleta Park Bike Tour

6:00 – 7:30 pm
**Mix & Mingle
Reception**

7:00 – 8:00 am Breakfast	7:30 – 9:00 am Spouse Breakfast
8:00 – 9:00 am General Session	
9:05 – 10:05 am General Session	9:00 am – 12:30 pm Spouse South Beach Art Deco Tour
BREAK	
10:35 – 11:20 am General Session	
11:30 am – 12:15 pm Concurrent Sessions	
12:15 – 1:15 pm Lunch	12:30 – 1:45 pm Spouse Lunch
1:15 – 2:30 pm Workshop	
2:30 – 4:15 pm Speed Meetings	

6:00 – 8:00 pm
**Havana Nights
Dinner**

7:00 – 8:00 am Breakfast	8:00 – 9:30 am Spouse Breakfast
8:00 – 8:40 am General Session	
8:45 – 9:45 am General Session	9:30 – 10:30 am Spouse Book Club
BREAK	
10:15 – 11:05 am General Session	10:30 am – 12:30 pm Spouse Aventura Mall Tour & Shopping
11:10 am – 12:00 pm General Session	
12:00 – 1:00 pm Lunch	12:30 – 1:30 pm Spouse Lunch
1:00 – 2:15 pm Focus Group	

2:45 – 5:00 pm
Recreation

Tidal Cove Waterpark

Kayaking

Bourbon Tasting

6:30 – 9:00 pm
**10th Anniversary
Reception & Dinner**

7:00 – 8:00 am Breakfast	8:00 – 9:30 am Spouse Breakfast
8:00 – 9:30 am General Session	

- Education
- Networking
- Recreation
- Spouse Program



**Complimentary
this year**



Senior Living 100 Covid-Safe Commitment

Senior Living 100, together with the JW Marriott Miami Turnberry, will deliver a first-class, relaxing and rejuvenating Covid-safe conference with leading-edge infection control measures, including:

- **Rapid antigen testing every attendee twice** (36 hours apart).
- **Personal accountability commitment** signed by all attendees, pledging hygienic responsibility to the group.
- **Limited attendance** to ensure social distancing.
- **Mask requirement** for all attendees and staff.



Antigen tests are the most accurate and reliable for testing infectiousness.

Plus

- Daily temperature checks for each attendee and conference staff.
- Education rooms and speed meetings will be arranged to maintain 6' social distancing.
- Senior Living 100 will be handshake-free.
- All transportation vehicles sanitized between rides.
- High-touch areas disinfected every 30 minutes.
- No self-serve buffets.
- Individual Senior Living 100 wellness kits for every attendee with masks, gloves, hand sanitizer and wipes.

Safety & Inspiration!



Recreation & Spouse Program

In addition to the fabulous recreation, spouses are invited to receptions and dinners, as well as activities designed just for them!

Please be at resort by 10:00 am Sunday



SUNDAY, MAY 23

12:00 – 4:30 pm
Everglades Airboat Tour
Experience one of the most unique ecosystems in the world on an airboat, seeing alligators in their natural habitat.

12:30 – 4:30 pm
Golf Tournament
Rolling fairways, strategically placed water hazards and perfectly carved bunkers make for an outstanding round of golf on Miller Course.
For Executives Only

1:00 – 3:30 pm
Oleta Park Bike Tour
Learn about local history on this guided bike ride through beautiful Oleta Park.
Designed for All Skill Levels

TUESDAY, MAY 25

2:45 – 5:00 pm
Tidal Cove Waterpark
Enjoy lazy river tubing, take a thrilling raft ride, or unwind in a private cabana.

3:00 – 5:00 pm
Kayaking
Your guided tour takes you from the tranquil mangrove forests of Oleta River State Park to the turquoise waters of Biscayne Bay.

3:00 – 4:30 pm
Bourbon Tasting
Sample some of the best Bourbons while learning about their appearances, aroma, tastes and finishes.

SUNDAY, MAY 23

6:00 – 7:30 pm
Mix & Mingle Reception

MONDAY, MAY 24

7:30 – 9:00 am
Breakfast

9:00 am – 12:30 pm
South Beach Art Deco Tour
Stroll through cotton-candy colored Art Deco buildings, while learning about the district's inspiring architecture and infamous history.

12:30 – 1:45 pm
Lunch

6:00 – 8:00 pm
Havana Nights Dinner

TUESDAY, MAY 25

8:00 – 9:30 am
Breakfast

9:30 – 10:30 am
Book Club



Join us to discuss "Daisy Jones & The Six" by Taylor Jenkins Reid. You'll receive a copy of the book ahead of the conference.

10:30 am – 12:30 pm
Aventura Mall Tour & Shopping

12:30 – 1:30 pm
Lunch

6:30 – 9:00 pm
10th Anniversary Reception & Dinner

WEDNESDAY, MAY 26

8:00 – 9:30 am
Breakfast

Complimentary Spouse Attendance This Year

Thank You to Our Partners (as of April 12, 2021)

Senior Living 100 solution partners have rapidly innovated in the Covid era, and are ready to show you what they've developed. Visit seniorliving100.com for additional partners.

Premier



Our purpose is people

Workforce Management Software



Pharmacy

Leadership



Enterprise Software



Pharmacy

Executive



Finance – Commercial Bank



Technology – Outsourcing



Rehabilitation/Therapy Services

Contributor



Consulting – Information Technology



CRM Services/Software



FLOORING SYSTEMS

Flooring



GLYNNDEVINS

Marketing



Enterprise Software



CRM Services/Software



CRM Services/Software

Participant



Disaster Recovery



Patient Monitoring



Resident Safety



TV & Internet



Digital Marketing



Resident Engagement



Resident Engagement



Marketing



Video Services & Software



Technology – POS



Campus Wide Wi-Fi

Thank You to the Senior Living 100 Advisory Board



Camille Burke
Mogul in Transit



Jeremy Colvin
SVP Growth & Market
Development
PharMerica



Clay Crosson
President & COO
Americare Senior Living



Jerry Finis
CEO
Pathway to Living



Larry Florio
National Director, Post Acute
& Senior Living
UKG™ (Ultimate Kronos Group)



Chris Guay
President & CEO
Vitality Senior Living



Larry Gumina
President & CEO
Ohio Living



Wyman Hamilton
President & COO
Atlas Senior Living



Stephanie Handelson
CEO
Greystone Health Network



Jesse Jantzen
President & CEO
Lifespace Communities



Lynne Katzmann, PhD
Founder, President & CEO
Juniper Communities



Sean Kelly
President & CEO
The Kendal Corporation



Doug Leidig
President & CEO
Asbury Communities



Tom Nobel
Founder & CEO
Baruch Senior Ministries



Joe Perkin
VP Operations
Midwest Health Management



Sharon Ricardi
President, Northbridge Advisory
Services
Northbridge Companies



Mazy Sehgoshia
CEO
Premier Senior Living



Steve Shields
CEO
Action Pact



Tim Smick
Chairman & Managing Partner
Harbor Retirement Associates



Charles Trefzger
CEO
ALG Senior

Special Pricing

Acknowledging the impact of Covid on senior living operators, we are offering **reduced executive pricing of \$1,400** (normally \$1,800) and **complimentary spouse attendance** this year.

Secure Your Place at seniorliving100.com or call Brenda DeGruttola at **(203) 644-1733**

Attendance Qualifications

Senior Living 100 is designed for CEOs and C-level executives from leading AL/IL and Life Plan Communities, with permitted number of executives shown below.

# OF BEDS/UNITS	MANAGEMENT LEVEL INVITED				# OF ATTENDEES ALLOWED
	CEO/Pres.	CFO/COO	SVP	Select VPs	
600 - 999	●	●			2
1,000 - 2,499	●	●	●		3
2,500 - 3,999	●	●	●		4
4,000 +	●	●	●	●	5

Airports

- Fort Lauderdale-Hollywood International Airport (FLL): 25-minute drive; 12 miles
- Miami International Airport (MIO): 30-minute drive; 20 miles
- Palm Beach International Airport (PBI): 60-minute drive; 56 miles

Complimentary Car Service

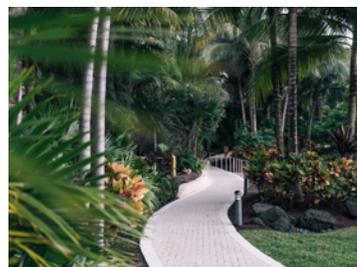
Senior Living 100 will provide complimentary car service to and from Fort Lauderdale-Hollywood International Airport only on select dates.

Conference Attire

- Education: Business casual
- Receptions & Dinners: Resort casual
- Recreation: Casual

Reserve Your Hotel Room

\$329 per night is the discounted Senior Living 100 rate. Reserve by April 30, 2021 to ensure availability. Call **(786) 279-6770** and reference Senior Living 100.



JW Marriott Miami Turnberry
19999 West Country Club Drive
Aventura, FL 33180



May 23-26, 2021

JW Marriott Miami Turnberry, FL



Lincoln Healthcare Leadership
donates one percent of all
revenues to charities.

Safety & Inspiration!



Senior Living 100 will deliver a first-class, relaxing and rejuvenating Covid-safe conference with leading-edge infection control measures, including **rapid antigen testing every attendee twice (36 hours apart)**.

See page 4 for our full Covid-Safe Commitment.

seniorliving100.com

