New Residents
New Models
New Vision

March 1-4, 2020
The Ritz-Carlton
Amelia Island, FL
## Senior Living 100 Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 – 8:00 am</td>
<td>Breakfast</td>
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<td>10:00 – 12:00 pm</td>
<td>Senior Living 100 Advisory Board Meeting</td>
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<td>2:00 – 5:00 pm</td>
<td>Recreation</td>
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<tr>
<td>6:30 – 9:30 pm</td>
<td>Roaring 2020’s Gala Reception, Dinner &amp; Dessert</td>
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### Sunday, March 1
- 11:45 am - 4:00 pm **Recreation**
  - Culinary Tasting Tour
  - Sporting Clays
  - Amelia & Cumberland Island River Cruise
  - Salt Infusion & Wine Tasting
- 6:00 - 7:30 pm **Mix & Mingle Reception**
- 6:30 - 8:30 pm **A Slice of Florida Dinner**

### Monday, March 2
- 8:00 – 9:00 am **General Session**
- 9:00 – 10:00 am **Spouse Breakfast**
- 10:30 am – 12:00 pm Senior Living 100 Advisory Board Meeting
- 2:30 – 5:30 pm **Recreation**
  - Fernandina Beach Walking Tour
  - Private Cabanas
  - Fort Clinch Bicycle Excursion
  - Spa at The Ritz-Carlton, Amelia Island

### Tuesday, March 3
- 7:00 – 8:00 am **Breakfast**
- 8:00 – 9:00 am **General Session**
- 9:00 – 10:00 am **Spouse Breakfast**
- 9:30 – 11:05 am **Innovation Sessions**
- 10:00 am – 12:00 pm Senior Living 100 Advisory Board Meeting

### Wednesday, March 4
- 7:00 – 8:00 am **Breakfast**
- 8:00 – 10:00 am **General Session**
- 10:00 am – 12:00 pm Senior Living 100 Advisory Board Meeting
Premier Partner Meeting Lounge
Kronos Incorporated, MatrixCare by ResMed, and PharMerica

Monday: 7:00 AM - 6:00 PM
Tuesday: 7:00 AM - 6:00 PM
Wednesday: 7:00 - 10:00 AM
**Welcome Desk**
Please check in to the conference and pick up your materials when you arrive.

**The Ritz-Carlton Ballroom Foyer**
- **Sunday:** 8:00 AM - 5:00 PM
- **Monday:** 7:00 AM - 5:00 PM
- **Tuesday:** 7:00 AM - 3:00 PM
- **Wednesday:** 7:00 - 10:30 AM

**Wi-Fi**
- **Network:** Senior_Living_100
- **Password:** CarpeDiem (case sensitive)

**Education Slide Decks**
Available on the app or at seniorliving100.com/slidedecks

**Conference Questions**
Call or text us at: (203) 768-6601

**Conference Attire**
- **Executives:**
  - **Education:** Business casual
  - **Sunday/Monday Evening:** Resort casual
  - **Tuesday Night:** Cocktail attire (men a jacket please and women dressy attire)
  - **Recreation:** Casual
- **Spouses:**
  - Resort casual, except Tuesday night (see above).

**Recreation Cancellations**
Most recreation activities are at capacity. If you are holding a place but do not plan to participate, please let us know at the Welcome Desk or text us at (203) 768-6601.

**Welcome to Our Newcomers**
First-time executive attendees have a green tree on their badge, and spouses have a white tree. Please give them a warm welcome!

**Speaker Evaluations**
Rate and review sessions and speakers through our app and receive a $10 Starbucks gift card at the Welcome Desk.

**Send Us Your Photos**
Click “Send Your Photos” in the app menu to upload your pictures and see them displayed throughout the conference.

**Airport Transportation Questions**
Contact Barr’s Transportation
- **Phone:** (904) 642-1662
- **Email:** reservations@barrstransportation.com

**Recycle Your Badge**
Please return your badge to the Welcome Desk prior to your departure.

**Social Media**
Join the conversation on LinkedIn using #seniorliving100.
Download the Senior Living 100 App

1. Search for "Lincoln Healthcare Leadership" in your app store
2. Select the "2020 Senior Living 100" event
3. Click the blue "Join" button at the bottom of the screen
4. You must enter the email you registered with, then a password of your choice

Rate Sessions and Speakers

1. Tap a session
2. "Rate now"
3. Rate 1 to 5 stars
4. Submit

1. Tap a speaker
2. "Rate now"
3. Rate 1 to 5 stars
4. Submit

Repeat for every session and speaker to receive your $10 Starbucks gift card.

Questions? Visit the Welcome Desk.
Recreation

11:45 AM - 3:30 PM

Culinary Tasting Tour
Meet: Cumberland Lobby at 11:45 AM, Shuttle departs at 12:00 PM
Includes: Lunch, bottled water, sunblock, bug spray
Attire: Comfortable clothing, walking shoes, hat, sunglasses, light jacket/sweater

12:00 - 4:00 PM

Sporting Clays
Meet: Cumberland Lobby at 12:00 PM, Shuttle departs at 12:15 PM
Includes: Bottled water, ear/eye protection, snacks, sunblock, bug spray
Attire: Athletic shoes or boots, long pants/jeans, light jacket/sweater

12:30 - 3:30 PM

Amelia & Cumberland Island River Cruise
Meet: Cumberland Lobby at 12:30 PM, Shuttle departs at 12:45 PM
Includes: Bottled water, snacks, sunblock, bug spray
Attire: Comfortable clothing, non-slip shoes, hat, sunglasses, light jacket/sweater

1:45 - 4:00 PM

Salt Infusion & Wine Tasting
Meet: Hotel Lobby at 1:45 PM
Includes: Bottled water, small bites
Attire: Comfortable clothing and shoes

6:00 - 7:30 PM

Mix & Mingle Reception
Courtyard

Boxed lunches are available for the recreation activities below at The Colonnade from 11:30 AM to 1:15 PM
7:00 - 8:00 AM  
Breakfast  
The Ritz-Carlton Ballroom III

8:00 - 9:15 AM  
General Session  
Targeting 70: The Active Pursuit of ‘Active Adult’  
The Ritz-Carlton Ballroom III  
- Dana Wollschlager (Moderator), Principal, Plante Moran  
- Brett Anderson, SVP & Chief Ecosystem & Operations Officer, Ecumen  
- Susan Farr, VP Business Development, Ebenezer  
- Jay Mason, VP Market Intelligence, PulteGroup  
- Scott Miller, Chief Marketing Officer, Garden Spot Communities

9:20 - 10:30 AM  
General Session  
Bold New Community Integration Strategies  
The Ritz-Carlton Ballroom III  
- David Ellis (Moderator), Managing Director, Senior Living 100  
- Meredith Boyle, SVP Strategic Initiatives, Mather LifeWays  
- Pilar Carvajal, CEO & Founder, Innovation Senior Management  
- Colleen Ryan Mallon, Chief Marketing Officer, The Kendal Corporation

10:30 - 11:00 AM  
Break  
The Ritz-Carlton Ballroom Foyer

11:00 AM - 12:10 PM  
General Session  
Capturing the Value of Healthcare Coordination  
The Ritz-Carlton Ballroom III  
- Cory Rutledge (Moderator), Principal - Senior Living Leader, CLA  
- Mike Bingham, SVP Optage & Health Care Initiatives, Presbyterian Homes & Services  
- Denise McQuaide, President & COO, Benchmark Senior Living  
- Matt Narrett, MD, CMO, Erickson Living  
- Todd Stivland, MD, CEO & Founder, Bluestone Physician Services

12:10 - 1:00 PM  
Lunch  
The Ritz-Carlton Ballroom III
1:00 - 2:30 PM  Speed Meetings
The Ritz-Carlton Ballroom I
Providers: Check-in at 1:00 PM
Partners: Arrive by 1:00 PM in The Ritz-Carlton Ballroom Foyer for a brief overview of Speed Meetings

2:30 - 2:40 PM  Break

2:40 - 4:10 PM  Global Best Practices in Senior Living
The Ritz-Carlton Ballroom III
- Tim Craig (Moderator), VP Education, Senior Living 100
- Risa Morimoto, Founder & CEO, Modern Aging
- Paul Carrère, VP Landes Development Council, Village Landais
- Gea Sijpkes, CEO, Humanitas

6:30 - 8:30 PM  A Slice of Florida Dinner
Ocean Lawn
7:00 - 8:00 AM  Breakfast  
The Ritz-Carlton Ballroom III

8:00 - 9:00 AM  
Emerging Business Models Disrupting Senior Care  
The Ritz-Carlton Ballroom III  
- Barbara Hughes Sullivan, Executive Director, Village to Village Network  
- Katie Davis, Founder & CEO, CarePods  
- William Zagorski, CEO, American Senior Care Centers

9:00 - 9:30 AM  Break  
Plaza Foyer

9:30 - 9:50 AM  Innovation Sessions  
Perennial Consortium:  
Becoming Operator AND Payer  
Plaza I  
- Terry Rogers, President & CEO, Christian Living Communities

Village of Hope:  
Creating a Dementia-Friendly Community with Tiny Homes  
Plaza II  
- Kathy Gillespie, CEO, Clearfield County Area Agency on Aging

9:55 - 10:15 AM  Innovation Sessions  
The Victory Lap:  
Forging New Homes for Foster Teens  
Plaza I  
- Rosemary Ramsey, Founder, The Victory Lap

Holiday Retirement:  
Driving Resident Engagement thru Technology  
Plaza II  
- Sara Kyle, PhD, Director of Resident Experience, Holiday Retirement

Download slide decks on the app or at seniorliving100.com/slidedecks
10:20 - 10:40 AM  
Innovation Sessions

**Ventana by Buckner:**  
Developing an Urban CCRC with Next-Level Partnerships  
**Plaza I**  
• Charlie Wilson, SVP, Buckner Retirement Services

**Senior Helpers Town Square:**  
Building Adult Enrichment Centers  
**Plaza II**  
• Peter Ross, CEO & Co-Founder, Senior Helpers

10:45 - 11:05 AM  
Innovation Sessions

**HumanGood:**  
Nurturing Essential Partnerships in the Community  
**Plaza I**  
• Daniel Ogus, COO, HumanGood

**Asbury Communities:**  
Deploying and Assessing AI Technology in Senior Living  
**Plaza II**  
• Todd Andrews, VP Master Planning, Asbury Communities

11:15 AM - 12:15 PM  
Keynote

**The Culture of ‘Flow’ — How Good Values Beget Good Business**  
**The Ritz-Carlton Ballroom III**  
• Michael Crooke, PhD, Professor of Advanced Strategy™, Lundquist College of Business, University of Oregon and Former CEO of Patagonia
12:15 - 1:15 PM
Lunch
Ocean Lawn

1:15 - 2:05 PM
General Session
Fortune 500 Front Line Staffing Innovations
The Ritz-Carlton Ballroom III
• Tim Craig, VP Education, Senior Living 100
• Jennifer Cross, Education Programs Manager, Senior Living 100
• David Ellis, Managing Director, Senior Living 100
• Christine Marr, Education Programs Manager, Senior Living 100

Recreation

2:30 - 5:00 PM
Fernandina Beach Walking Tour
Meet: Cumberland Lobby at 2:30 PM, Shuttle departs at 2:45 PM
Includes: Bottled water, snacks, sunblock, bug spray
Attire: Comfortable clothing and walking shoes, hat, sunglasses, light jacket/sweater

Private Cabanas
Meet: The Ritz-Carlton Pool at 2:30 PM
Includes: Towels, magazines, books, water, snacks, sunblock
Attire: Pool attire, hat, sunglasses

Fort Clinch Bicycle Excursion
Meet: Cumberland Lobby at 2:30 PM, Shuttle departs at 2:45 PM
Includes: Helmets, bottled water, snacks, sunblock, bug spray
Attire: Comfortable clothing, athletic shoes, hat, sunglasses, light jacket/sweater

Spa at The Ritz-Carlton, Amelia Island
Meet: The Ritz-Carlton Spa, 15-30 minutes prior to scheduled appointment
Includes: Spa robe, slippers, locker
Attire: Comfortable clothing
Join Us
Tuesday, March 3

ROARING 2020’S GALA

6:30 – 7:00 PM
RECEPTION
The Ritz-Carlton
Ballroom Foyer

7:00 – 9:30 PM
DINNER & DESSERT
The Ritz-Carlton
Ballroom III

Cocktail Attire Requested

MatrixCare
by ResMed
7:00 - 8:00 AM  
Breakfast  
The Ritz-Carlton Ballroom III

8:00 - 10:00 AM  
General Session  
Transformative Ambient Technology  
The Ritz-Carlton Ballroom III  
- Tim Craig (Moderator), VP Education, Senior Living 100  
- George Netscher, CEO, SafelyYou  
- Ryan Kraudel, VP Marketing, Valencell  
- Ed Russell, Director of Innovation & Development, WCS Care (client of CLB)  
- John Robertson, Founder, HomeEXCEPT  
- Tal Katz, Business Development, Vayyar Imaging

10:30 AM - 12:00 PM  
Senior Living 100 Advisory Board Meeting  
Plaza II

Don’t Forget to...  
- Recycle your badge at the Welcome Desk  
- Rate speakers and sessions in the app  
  Note: You must click on each individual speaker to rate  
- Save the date for 2021, March 14-17 at the JW Marriott Miami Turnberry  
- Have a safe trip home!
## Sunday, March 1

**11:45 AM - 3:30 PM**  
Culinary Tasting Tour ●

**12:00 - 4:00 PM**  
Sporting Clays ●

**12:30 - 3:30 PM**  
Amelia & Cumberland Island River Cruise ●

**1:45 - 4:00 PM**  
Salt Infusion & Wine Tasting ●

**6:00 - 7:30 PM**  
Mix & Mingle Reception ●  
**Courtyard**

## Monday, March 2

**8:00 - 9:30 AM**  
Breakfast ●  
**Salt**

**9:45 AM - 3:00 PM**  
White Oak Conservation Center Tour & Lunch ●  
**Meet:** Cumberland Lobby at 9:45 AM, Shuttle departs at 10:00 AM  
**Includes:** Lunch, beverages, snacks, sunblock  
**Attire:** Comfortable clothing, walking shoes, hat, sunglasses, light jacket/sweater

**6:30 - 8:30 PM**  
A Slice of Florida Dinner ●  
**Ocean Lawn**

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Spouses will receive a $5 Starbucks gift card for submitting program evaluations.
Tuesday, March 3

8:00 - 9:00 AM  Breakfast  ●
    Salt

9:00 - 10:00 AM  Book Club  ●
    Salt

10:00 AM - 12:30 PM  Private Cabanas  ●
    Meet: The Ritz-Carlton Pool at 10:00 AM
    Includes: Towels, magazines, books, beverages, snacks, sunblock
    Attire: Pool attire, hat, sunglasses

12:30 - 1:30 PM  Lunch  ●
    Salt

2:30 - 5:00 PM  Fernandina Beach Walking Tour  ●

2:30 - 5:00 PM  Private Cabanas  ●

2:30 - 5:30 PM  Fort Clinch Bicycle Excursion  ●

2:30 - 5:30 PM  Spa at The Ritz-Carlton, Amelia Island  ●

6:30 - 9:30 PM  Roaring 2020's Gala  ●
    The Ritz-Carlton Ballroom III

Wednesday, March 4

8:00 - 9:30 AM  Breakfast  ●
    Salt
Thank You to Our Senior Living 100 Partners

Senior Living 100 is sponsored by leading solution partners who are committed to helping you drive continual improvement in your organizations.

PREMIER

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Workforce Management Software

MatrixCare®
by ResMed
Enterprise Software

PharmaMerica®
Pharmacy
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Pharmacy

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- Silverlinings Technology
  Technology – Outsourcing
- Touchtown
  Resident Engagement
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Northbridge Companies

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MatrixCare by ResMed

Mazy Sehrgosha
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Affinity Living Group
Join Us Next Year in

Senior Living 100
March 14–17, 2021
JW Marriott
Miami Turnberry

FLORIDA