

# 2022 Program



# SENIOR LIVING 100

March 13-16, 2022

Park Hyatt Aviara, CA

[Covid Safety & Testing Info](#)

[General Info](#)

[Conference Map](#)

[Executive Program](#) • [Slide Decks](#)

[Spouse Program](#) • [References](#)

[Senior Living 100 Partners](#)



# Covid Testing & Safety Information

We will rapid antigen test **every** attendee once upon arrival (regardless of vaccination status). Please plan your arrival to allow 1.5 hours for testing prior to participating in any conference activity.

## Testing Hours & Locations

### Avocet, Lobby Level

- *Saturday:* 2:00 – 5:00 PM

### California Salon, Lobby Level

- *Sunday:* 6:30 AM – 6:00 PM
- *Monday:* 6:30 AM – 2:30 PM

## Register for Your Test

We ask that you register for your test [online](#) prior to arriving. (You do not need to enter your social security number.)

Once registered, you will receive a QR code. Please save to your device or print it from your email confirmation.

When you arrive at Senior Living 100, please proceed to the testing location and **bring the QR code and a photo ID.**

## If You Test Positive

If you test positive for Covid, we will administer a second test to confirm the results. If both are positive, you will need to depart the conference (not the hotel) immediately.

## Wearing a Mask

**Vaccinated attendees:** Masks are optional but not required.

**Unvaccinated attendees:** Per the state of California, masks are required at all indoor conference activities except when actively eating or drinking.

No one will be permitted into any conference activity without a negative test result.

If you see someone not adhering to Senior Living 100’s Covid-Safe protocols, please text or call us at **(203) 768-6601** so we may address it.

# General Information

## Welcome Desk

Please bring your negative test results to the Welcome Desk to check-in to the conference.

### Mallard Foyer, Lobby Level

- *Saturday:* 2:00 – 5:30 PM

### Grand Foyer, Lobby Level

- *Sunday:* 7:00 AM – 6:00 PM
- *Monday:* 7:00 AM – 5:30 PM
- *Tuesday:* 7:00 AM – 3:00 PM

### California Salon, Lobby Level

- *Wednesday:* 7:00 – 8:30 AM

## Conference Questions

Text or call us at: **(203) 768-6601**

## Wi-Fi

**Network:** Aviara\_Meeting

**Password:** 2022SL100 (case sensitive)

## Senior Living 100 App

- Search and download the Lincoln Healthcare Leadership app in your app store.
- Select the **Senior Living 100** event.
- Click the blue “**Join**” button.
- Enter the **email you registered with**, then a password of your choice.

## Conference Attire

**Education:** Business Casual

**Receptions/Dinners:** Resort Casual

**Recreation:** Casual

**Spouse Program:** Resort Casual

## Slide Decks

You can download slide decks on the app or by clicking [here](#).

## Executive Education Evaluations

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

## Spouse Program Evaluations

Spouses will receive a \$5 Starbucks gift card for submitting their feedback survey to Jackie Carlino, Spouse Program Director, prior to leaving the conference.

## Recreation Cancellations

If you do not plan to participate in the recreation you reserved, please let us know at the Welcome Desk or text/call us at **(203) 768-6601** so we can offer it to another attendee.

## Airport Transportation Questions

**Contact:** Zach Jacobson at Hello! California and reference Senior Living 100

**Phone:** (909) 717-3820

**Email:** [zjacobson@hello-dmc.com](mailto:zjacobson@hello-dmc.com)

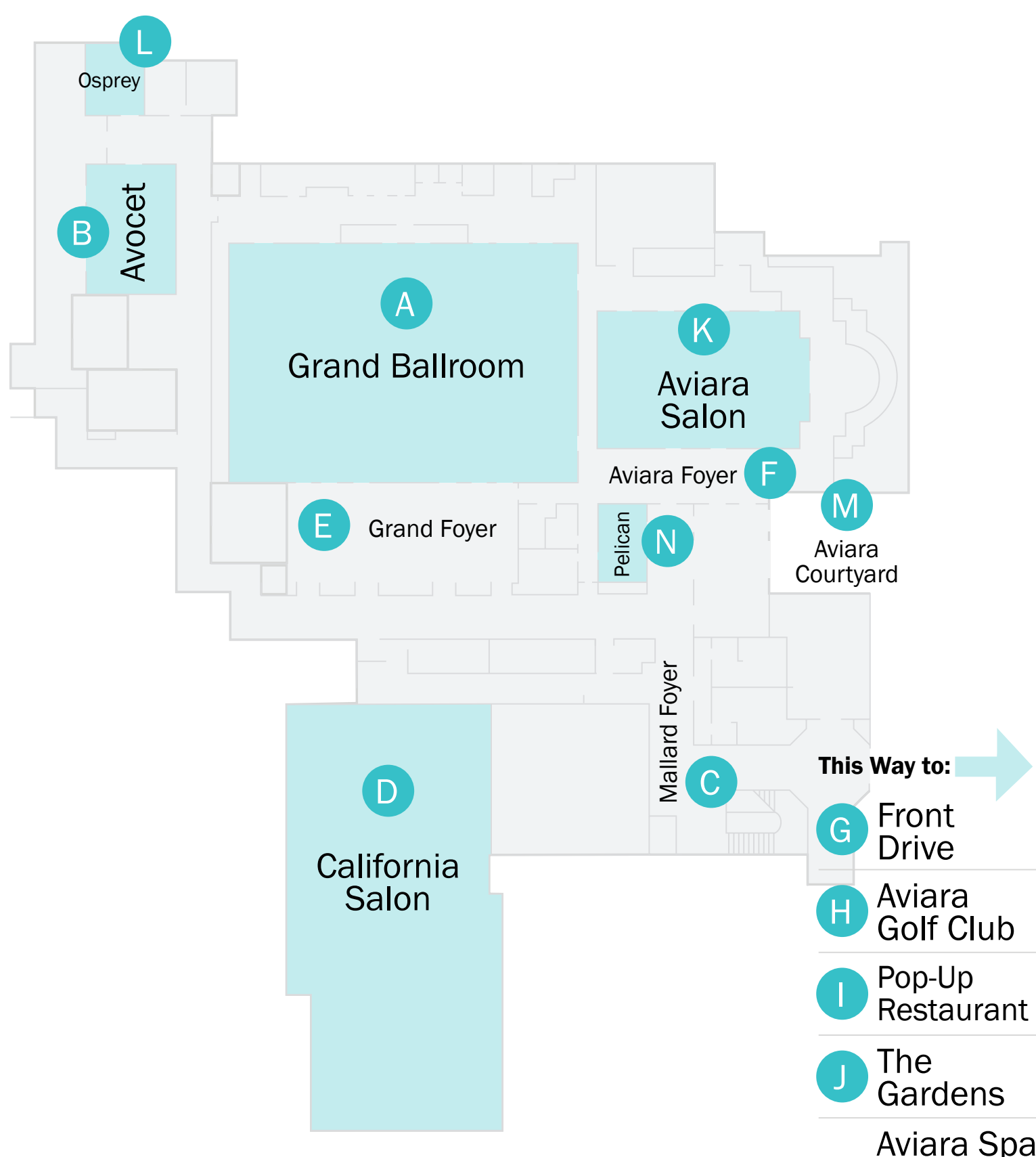
## Share Your Photos

Click “**Send Your Photos**” in the **app menu** to upload your pictures and see them displayed at Wednesday’s breakfast.

## Social Media

Follow us on **LinkedIn** at [Senior Living 100](#) where we’ll be using **#2022SL100**. Join us there, and feel free to post on Twitter too!

# Conference Map at the Park Hyatt Aviara



## A Grand Ballroom

- Executive Breakfasts
- General Sessions
- Speed Meetings

## B Avocet

- Saturday Covid Testing

## C Mallard Foyer

- Saturday Welcome Desk

## D California Salon

- Sunday & Monday Covid Testing
- Wednesday Breakfast & Welcome Desk

## E Grand Foyer

- Sunday, Monday, Tuesday Welcome Desk

## F Aviara Foyer

- Sunday Boxed Breakfasts (Zoo, Golf & Catamaran)

## G Front Drive

Departures for:

- Sunday Recreation (Zoo & Catamaran)
- Monday Spouse Safari Park
- Tuesday Recreation (Hike)

## H Aviara Golf Club

- Sunday Golf Outing

## I Pop-Up Restaurant

- Sunday Tortilla Class
- Tuesday Tequila Tasting

## J The Gardens

- Sunday Spouse Welcome Reception
- Sunday Mix & Mingle Reception
- Monday & Tuesday Executive Lunches
- Monday & Tuesday Dinners

## K Aviara Salon

- Sunday Lunch
- Monday Innovators Session
- Tuesday Spouse Book Club & Guest Speaker

## L Osprey

- Monday & Tuesday Spouse Breakfasts

## M Aviara Courtyard

- Tuesday Spouse Lunch

## N Pelican

Premier Partner Meeting Room

- Sunday: 7:00 AM – 5:30 PM
- Monday: 7:00 AM – 6:00 PM
- Tuesday: 7:00 AM – 6:00 PM



Our purpose is people

# Sunday, March 13

**Recreation Boxed Breakfast**

**Zoo, Golf & Catamaran:** 8:00 – 9:15 AM, Aviara Foyer

8:30 AM – 1:45 PM

## San Diego Zoo Tour

**Meet:** Front Drive at 8:30 AM; Shuttle departs promptly at 8:45 AM  
**Includes:** Boxed breakfast, bottled water, snacks, sunblock  
**Attire:** Comfortable clothing and walking shoes, sunglasses, hat, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle

8:45 AM – 2:30 PM

## Golf Outing



**Meet:** Aviara Golf Club at 8:45 AM; Tee times begin at 9:34 AM  
**Getting to the Course:** Shuttles begin departing from the Front Lobby at 8:00 AM or 15-minute walk  
**Includes:** Boxed breakfast, bottled water, sunblock  
**Attire:** Slacks or knee-length shorts, collared shirt, jacket, sunglasses, golf or tennis shoes – spikes not allowed  
**Covid-Safe Commitment:** Masks encouraged in Pro Shop

9:00 AM – 1:45 PM

## Catamaran Cruise



**Meet:** Front Drive at 9:00 AM; Shuttle departs promptly at 9:15 AM  
**Includes:** Boxed breakfast, bottled water, snacks, sunblock  
**Attire:** Comfortable clothing and shoes (may get wet), sunglasses, hat, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle and indoors on boat

**Recreation Boxed Lunch**

**Tortilla Class:** 11:45 AM – 12:30 PM, Pop-Up Restaurant

12:00 – 2:00 PM

## Tortilla & Ceviche Class



**Meet:** Pop-Up Restaurant at 12:00 PM; Activity begins promptly at 12:15 PM  
**Includes:** Boxed lunch, bottled water  
**Attire:** Comfortable clothing and shoes  
**Covid-Safe Commitment:** Masks encouraged unless eating or drinking

12:30 – 2:00 PM

## Lunch

Aviara Salon

3:30 – 5:30 PM

## Opening General Session

## Diversity, Equity, Inclusion & Belonging (DEI&B) in Senior Living

Grand Ballroom

- Part I: The Journey to Genuine DEI&B**
- Brian Reaves**, Chief Belonging, Diversity, and Equity Officer, UKG™ (Ultimate Kronos Group)
- Part II: Executive Workshop**

5:30 – 7:00 PM

## Mix & Mingle Reception



The Gardens



# Monday, March 14 (AM)

7:00 – 8:00 AM

## Breakfast

Grand Ballroom



8:00 – 9:00 AM

General Session

## Moving Senior Living Boldly Forward Post-Covid

Grand Ballroom

- **David Ellis** (Moderator), Managing Director, Senior Living 100
- **Mike Allard**, CEO, Principal Senior Living Group
- **Jodi Guffee**, Owner & COO, Radiant Senior Living
- **Stephanie Harris**, CEO, Arrow Senior Living
- **Lynne Katzmann, PhD**, Founder, President & CEO, Juniper Communities
- **Andy Kohlberg**, President & CEO, Kisco Senior Living

9:00 – 9:50 AM

General Session

## The Digital Marketing Revolution is Now

Grand Ballroom

- **Dan Gemp** (Moderator), President & CEO, Dreamscape Marketing
- **Scott Miller**, Chief Marketing Officer, Garden Spot Communities
- **Crystal Robinson**, Chief Marketing Officer, Oakmont Senior Living
- **Paul Staff**, VP Digital Marketing & Product Innovation, Atria Senior Living

9:50 – 10:30 AM

## Break

Grand Foyer

10:30 – 11:10 AM

General Session

## Quantum Storytelling: The Art & Science of Immersive, Inclusive Messaging

Grand Ballroom

- **Mike Bonifer**, Author/Filmmaker/Storyteller; Co-Founder, 21 Day Story

11:10 AM – 12:15 PM

General Session

## Senior Living Without Walls: Expanding into the Community

Grand Ballroom

- **Jen Cross** (Moderator), Senior Content Director, Senior Living 100
- **Alan Fairbanks**, EVP, Bickford Senior Living
- **Lynne Giacobbe**, CEO, Kendal at Home
- **Jayne Keller**, COO, Christian Living Communities
- **Matt Kinne**, VP Growth, Lifespark

# Monday, March 14 (PM)

12:15 – 1:15 PM

## Lunch

The Gardens

1:15 – 3:00 PM

General Session

## Innovators, Pioneers & Disruptors

Aviara Salon

1:15 – 1:30 PM

### Cozy Home Community: Offering a New Twist on Mid-Market Small Homes

- **Matt Thornhill**, CEO, Cozy Home Community

1:30 – 1:45 PM

### The Canyons: Planting a Flag in the Intergenerational Market

- **Ben Kaiser**, Founding Partner, Kaiser + Path

1:45 – 2:00 PM

### SAGE: Promoting the Development of LGBTQ+ Living

- **Hilary Meyer**, Chief Innovation & Impact Officer, SAGE

2:00 – 2:15 PM

### Revel Communities: Pioneering “Seasonal Stays” Across Communities

- **Laura Schmid**, SVP Sales, Revel Communities

2:15 – 2:30 PM

### Majestic Residences: Bringing a Franchise Model to Assisted Living

- **Chuck Bongiovanni**, Co-Founder & CEO, Majestic Residences

2:30 – 2:45 PM

### AlerisLife & DispatchHealth: Partnering to Promote Care & Wellbeing to Customers

- **Zehra Abid-Wood**, SVP Strategy & Transformation, AlerisLife
- **Sara Crate**, Chief Commercial Officer, DispatchHealth

2:45 – 3:00 PM

### Lifespark: Advancing Population Health in Senior Living

- **Joel Theisen**, CEO & Co-Founder, Lifespark

3:00 – 3:30 PM

## Break

Grand Foyer

3:30 – 5:00 PM

## Speed Meetings

Grand Ballroom

**Operators:** Check in at 3:30 PM in the Grand Ballroom.

**Partners:** Arrive by 3:30 PM at Grand Foyer for a brief overview of Speed Meetings and to pick up your schedules.

6:00 – 8:30 PM

## California Dreamin’ Dinner



The Gardens

Tuesday, March 15 (AM)

7:00 – 8:00 AM

Breakfast

Grand Ballroom

8:00 – 8:10 AM

General Session

Elevating the Profession of Senior Caregiving

Grand Ballroom

- David Ellis, Managing Director, Senior Living 100

8:10 – 9:10 AM

Keynote

Michael C. Bush, CEO, Great Place to Work

Grand Ballroom

9:10 – 9:30 AM

General Session

Special Report: The Mindset of the Senior Living Workforce

Grand Ballroom

- Bridget Kaselak, COO & Co-Founder, KARE

9:30 – 10:20 AM

General Session

C-Suite Imperatives to Solve the Workforce Crisis

Grand Ballroom

- Tina Gotsch (Moderator), Director of Impact Staffing, Americare Senior Living
- Nathan Levoit, VP Human Resources, HireRight
- Priscila Mattingly, CHRIO, Trilogy Health Services
- Barb Shepard, CHRO, Christian Horizons
- Dana Ullom-Vucelich, CHRO, Ohio Living

10:20 – 11:00 AM

Break

Grand Foyer

11:00 AM – 12:00 PM

General Session

Staffing Innovations Showcase

Grand Ballroom

11:00 – 11:15 AM

Food Service Robots

- Ben Butler, VP, The Kendal Corporation

11:15 – 11:30 AM

Process Automation

- Eric Gordon, Chief Revenue Officer, Element5

11:30 – 11:45 AM

Advanced Digital Marketing

- Amy Birkel, COO, Heritage Communities

11:45 AM – 12:00 PM

AI-Enabled Recruitment

- Joshua Secrest, VP Client Advocacy, Paradox



## Tuesday, March 15 (PM)

12:00 – 1:00 PM

### Lunch

The Gardens

1:00 – 2:15 PM

General Session

### Live Focus Group: Senior Living Employees, Past & Present

Grand Ballroom

- **Cara Silletto** (Moderator), President & Chief Retention Officer, Magnet Culture

#### Employee Profiles

##### Americare Senior Living

- Ashley James**

Director of Nursing, Memory Care

**Time in Senior Living:** 13 Years

**Prior Experience:** Certified Medical Technician; Licensed Practical Nurse; Traveling DON @ Impact Staffing Agency

**Education & Licensure:** Studied Bio-Chem for 3 years; Certified Medical Technician License; LPN License
- Nathan Tebo**

CNA

**Time in Senior Living:** 1 Year

**Prior Experience:** Mental Health Crises Line Support; Stay at Home Dad; Retail Management; VA Hospital Volunteer

**Education & Licensure:** BS in Psychology; CNA License

##### Christian Living Communities

- Grace Nailing**

Executive Director, Assisted Living

**Time in Senior Living:** 17 Years  
(Originally from Uganda; Moved to United States in 2005)

**Prior Experience:** CNA; Qualified Medication Administrator; Home Care Scheduling/Billing/Payroll Specialist; Home Care Administrator; SNF Administrator

**Education & Licensure:** BS in Business Administration & Health Care Administration; CNA License; QMAP Certificate; NHA License
- Junior Kakembo**

CNA & CNA Mentor

**Time in Senior Living:** 14 Years  
(Originally from Uganda; Moved to United States in 2003)

**Prior Experience:** Sears Customer Service; Sears Retail; Health System CNA; Skilled Nursing CNA

**Education & Licensure:** CNA License

##### United Church Homes

- Erica Drobina**

Housekeeping

**Time in Senior Living:** 5 Months

**Prior Experience:** Owner of a Cleaning Service; Cook; Bed & Breakfast Reception
- Lizzie Freelan**

Recruitment Coordinator

**Time in Senior Living:** 10 Years

**Prior Experience:** Dietary Assistant; Assistant Cook – Day Shift; Kitchen PRN – Weekends

2:45 – 5:00 PM

### Aviara Spa



**Meet:** Aviara Spa, 30 minutes prior to scheduled appointment  
**Includes:** Spa robe, slippers and locker provided at check-in  
**Attire:** Comfortable clothing  
**Covid-Safe Commitment:** Masks required during appointment if unvaccinated

2:45 – 5:00 PM

### Elfin Forest Hike

**Meet:** Front Drive at 2:45 PM; Shuttle departs promptly at 3:00 PM  
**Includes:** Bottled water, snacks, sunblock  
**Attire:** Comfortable clothing, walking shoes, hat, sunglasses, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle

3:00 – 5:00 PM

### Tequila Tasting



**Meet:** Pop-Up Restaurant at 3:00 PM; Activity begins promptly at 3:15 PM  
**Includes:** Small bites, beverages  
**Attire:** Comfortable clothing  
**Covid-Safe Commitment:** Masks optional

6:00 – 8:00 PM

### Coastal Campfire Dinner



The Gardens

## Wednesday, March 16

7:00 – 8:30 AM

### Farewell Breakfast

California Salon

7:30 – 8:30 AM

### Senior Living 100 Advisory Board Meeting

Laviana (First Floor –Terrace Level)

# Sunday, March 13

**Zoo & Catamaran:** Boxed breakfast is available from 8:00 to 9:15 AM in the Aviara Foyer.

8:30 AM – 1:45 PM

## San Diego Zoo Tour

**Meet:** Front Drive at 8:30 AM; Shuttle departs promptly at 8:45 AM  
**Includes:** Boxed breakfast, bottled water, snacks, sunblock  
**Attire:** Comfortable clothing and walking shoes, sunglasses, hat, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle

9:00 AM – 1:45 PM

## Catamaran Cruise



**Meet:** Front Drive at 9:00 AM; Shuttle departs promptly at 9:15 AM  
**Includes:** Boxed breakfast, bottled water, snacks, sunblock  
**Attire:** Comfortable clothing and shoes (may get wet), sunglasses, hat, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle and indoors on boat

**Tortilla Class:** Boxed lunch is available from 11:45 AM to 12:30 PM at Pop-Up Restaurant.

12:00 – 2:00 PM

## Tortilla & Ceviche Class



**Meet:** Pop-Up Restaurant at 12:00 PM; Activity begins promptly at 12:15 PM  
**Includes:** Boxed lunch, bottled water  
**Attire:** Comfortable clothing and shoes  
**Covid-Safe Commitment:** Masks encouraged unless eating or drinking

12:30 – 2:00 PM

## Lunch

Aviara Salon

5:00 – 5:30 PM

## Spouse Welcome Reception

The Gardens

5:30 – 7:00 PM

## Mix & Mingle Reception



The Gardens

[Sunday](#)[Tuesday](#)[Wednesday](#)[References](#)*(Property Map, Spa Menu & More)*

## Monday, March 14

7:30 – 8:45 AM

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### Spouse Breakfast

Osprey

8:45 AM – 2:00 PM

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### San Diego's Safari Park & Lunch in Downtown Carlsbad

**Meet:** Front Drive at 8:45 AM; Shuttle departs promptly at 9:00 AM

**Includes:** Bottled water, snacks

**Attire:** Comfortable clothing and walking shoes, sunglasses, hat, light jacket for bus

**Covid-Safe Commitment:** Masks required on shuttle

6:00 – 8:30 PM

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### California Dreamin' Dinner

The Gardens

 **PharMerica**<sup>®</sup>

Tuesday, March 15

8:00 – 9:30 AM

Spouse Breakfast

Osprey

9:30 – 10:30 AM

Spouse Book Club: “The Personal Librarian” by Marie Benedict

Aviara Salon B

11:00 AM – 12:30 PM

Guest Speaker: Phil Goscienski, MD on the Health Benefits of Wine & Chocolate

**Meet:** Aviara Salon B at 11:00 AM; Activity begins promptly at 11:15 AM  
**Includes:** Beverages, chocolate

12:30 – 1:30 PM

Spouse Lunch

Aviara Courtyard

2:45 – 5:00 PM

Aviara Spa



**Meet:** Aviara Spa, 30 minutes prior to scheduled appointment  
**Includes:** Spa robe, slippers and locker provided at check-in  
**Attire:** Comfortable clothing  
**Covid-Safe Commitment:** Masks required during appointment if unvaccinated

2:45 – 5:00 PM

Elfin Forest Hike

**Meet:** Front Drive at 2:45 PM; Shuttle departs promptly at 3:00 PM  
**Includes:** Bottled water, snacks, sunblock  
**Attire:** Comfortable clothing, walking shoes, hat, sunglasses, light jacket for bus  
**Covid-Safe Commitment:** Masks required on shuttle

3:00 – 5:00 PM

Tequila Tasting



**Meet:** Pop-Up Restaurant at 3:00 PM; Activity begins promptly at 3:15 PM  
**Includes:** Small bites, beverages  
**Attire:** Comfortable clothing  
**Covid-Safe Commitment:** Masks optional

6:00 – 8:00 PM

Coastal Campfire Dinner

The Gardens



Wednesday, March 16

7:00 – 8:30 AM

Farewell Breakfast

California Salon

**Get a \$5 Starbucks Gift Card!**

Hand in your Spouse Program feedback survey before you leave the conference and get a \$5 Starbucks gift card.

Jackie Carlino  
Spouse Program Director



# Thank You to Our Partners

Senior Living 100 is sponsored by a “Who’s Who” of leading solution partners ready to help you lead meaningful change in your organization.

## Premier



Our purpose is people

Workforce Management Software

## Leadership



Pharmacy



Pharmacy

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Finance - Commercial Bank



Enterprise Software



Enterprise Software



Enterprise Software



Rehabilitation/Therapy Services

## Contributor



Care Management



Patient Monitoring



CRM Services/Software



Enterprise Software



Resident Engagement



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Technology Solutions & Services



Education



Patient Safety – Falls Prevention



CRM Services/Software



Marketing



CRM Services/Software

## Participant



Automated Health Screening



Disaster Recovery



Automated Health Screening



Patient Monitoring



Data Analytics/ Workforce Management



Technology Solutions & Services



Disaster Recovery



Workforce Management Software



Medical Supply Distribution



Digital Marketing



Wellness



Resident Engagement



Consulting



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