



ASSISTED LIVING VIRTUAL CONFERENCE



THURSDAY, SEPTEMBER 30

9:00 am - 12:00 pm MDT

THURSDAY, OCTOBER 14

9:00 am - 12:00 pm MDT

OPENING REMARKS 9:00 am - 9:05 am**RECRUITING, INTERVIEWING, AND ONBOARDING TOP DINING TALENT FOR LONG-TERM RETENTION AND SUCCESS**

9:05am - 10:00am

At a time when employees are your most important assets, take time to recruit, interview, and train with an eye on long-term retention and success. Learn how to think out of the box and discover ways to improve your onboarding process with minimal cost & increased engagement. Identify ways to improve the status quo of your interview process by asking questions that matter.

Speakers: Harris Ader, Senior Dining Association; Aaron Fish, Civitas Senior Living

**HOW ASSISTED LIVING IS SURVIVING- HERE'S WHAT YOU NEED TO KNOW & HOW TO DO IT**

10:00am - 10:55am

Explore the current state of the industry through data on assisted living and memory care communities in Colorado as well as anecdotes from clients including local, regional, and national operators/owners. In addition, you will hear insights on both short- and long-term forecasts for assisted living in Colorado as well as how Colorado differs from other states.

Speaker: Shawn James O'Connor, Executive Vice President, JLL Seniors Housing & Healthcare Valuation Advisory

STRETCH BREAK 10:55am - 11:05am**AL REGULATORY AND TOP DEFICIENCIES UPDATE**

11:05am - 12:00pm

Dee Reda will join us to review commonly cited assisted living residence tags and best practices for prevention and response. She will also provide an analysis of how the COVID-19 crisis will potentially impact CDPHE's regulations, survey process and enforcement activities.

Speaker: Dee Reda, Manager, Community Services Section at Colorado Department of Public Health and Environment (CDPHE)

Register at LeadingAgeColorado.org

OPENING REMARKS 9:00 am - 9:05 am



DIVERSITY, EQUITY, INCLUSION: STRATEGIES FOR SUCCESS

9:05am - 10:00am

The past few years have brought ever-increasing attention to diversity, equity, and inclusion concerns in our society. Many assisted living providers have taken steps to build a better understanding of this importance. Join this panel of thought leaders as they share what they have learned about DEI initiatives in assisted living communities and walk away with ideas to implement in your own community.

Speakers: Idalia Hill, CEO Action for Diversity & Inclusion Strategy & Operations Leader; Jacqueline Kung, Activated Insights; Joell Siciliano, Sunrise Senior Living; Ali Edelstein, Sunrise Senior Living
Moderated by Anthony Ormsbee-Hale, Civitas Senior Living



THE FUTURE OF SALES AND OCCUPANCY

10:00am - 10:55am

Dive into annual sales and marketing data for Senior Housing and discover trends to develop sales and marketing plans, assess market share, and evaluate areas for opportunity within your organization. Be sure to attend for actionable insights from this qualitative data aggregated from over 4,000 senior living locations nationwide to help guide your sales and marketing efforts in 2021 and beyond.

Speaker: Erin Hayes, Enquire

BREAK

10:55am - 11:05am



SOLVING WORKFORCE WOES

11:05am - 12:00pm

Join this panel of LeadingAge Colorado members as they discuss best practices on recruiting, training, supporting, and retaining staff.

Speakers: Anthony Ormsbee-Hale, Civitas Senior Living; Kim Portillos, Brookdale Senior Living; Craig Erickson, Wind Crest; Brian Chaput, Wind Crest

PRICING

Register at LeadingAgeColorado.org

FULL CONFERENCE REGISTRATION

Members: \$179

Non-Members: \$279

BEST VALUE!

ONE DAY REGISTRATION


Members: \$129

Non-Members: \$229

SPONSORSHIP OPPORTUNITIES

OPENING SPONSOR \$800 (2 available)

- Kick-off day of the conference by introducing the first speaker
- Up to 2 minutes of time to introduce your company or show a video
- Two 20-second PowerPoint slides (provided by sponsor), which will appear both days of the conference during breaks
- Company name will appear on the event registration page and bi-weekly *Connecting* e-newsletter with a link to your website
- Receive the attendee list
- Receive four(4) complimentary registrations to both days of the conference



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CLOSING SPONSOR \$800 (2 available)

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- Two 20-second PowerPoint slides (provided by sponsor), which will appear both days of the conference during breaks
- Company name will appear on the event registration page and bi-weekly *Connecting* e-newsletter with a link to your website
- Receive the attendee list
- Receive 4 complimentary registrations to both days of the conference

BREAK SPONSOR \$500 (2 available)

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- Receive the attendee list
- Receive 2 complimentary registrations to both days of conference

Learn more and sign up at LeadingAgeColorado.org