

## 2020 ASHA Annual Meeting Agenda

### Wednesday, January 22

9:00 a.m. - 3:00 p.m. **20th Annual Golf Tournament**  
 10:00 a.m. - 2:00 p.m. **Guided Bike Tour**  
 6:00 p.m. - 7:30 p.m. **Welcome Reception**

### Thursday, January 23

7:30 a.m. - 8:30 a.m. **Breakfast**

8:30 a.m. - 8:45 a.m. **Chairman's Welcome** Michael Grust Senior Resource Group

8:45 a.m. - 9:15 a.m. **Senior Living Hall of Fame Presentation**

9:15 a.m. - 9:30 a.m. **Where You Live Matters (WYLM) Update** Ashley Alpert GlynnDevins Senior Living Marketing Solutions  
 Janel Wait GlynnDevins Senior Living Marketing Solutions

9:30 a.m. - 10:15 a.m. **Keynote Presentation** Bret Stephens *The New York Times*

10:30 a.m. - 11:30 a.m. **CEO Discussion**

*Moderator:* Adam Kaplan Solera Senior Living  
*Facilitators:* Alan Butler Erickson Living  
 Jesse Jantzen Lutheran Life Communities  
 Dan Madsen One Eighty I Leisure Care  
 Wendy Nowokunski The Northbridge Companies

11:30 a.m. - 5:30 p.m. **Networking Lounge**

11:45 a.m. - 1:00 p.m. **Luncheon**

1:00 p.m. - 3:30 p.m. **Tour of Bella Villaggio, A Leisure Care Community**

1:00 p.m. - 2:15 p.m. **Breakout Sessions 1 & 2**

Capital Markets & Valuation Trends *Moderator:* Cathy Voreyer Wells Fargo Multifamily Capital  
*Facilitators:* Mike Andreasen LCS  
 Blake Peeper Bridge Seniors  
 Rick Swartz Cushman & Wakefield  
 Chris Taylor Capital One Healthcare

Health Care Metrics & Technology *Moderator:* Charles Turner Invidia for Seniors  
*Facilitators:* Amy Johnson LifeLoop  
 Darin LeGrange Sentrics  
 Dave Wessinger PointClickCare

2:30 p.m. - 3:45 p.m. **Breakout Sessions 3 & 4**

Producing ROI in Digital Marketing Investments *Moderator:* Jamison Gosselin G5  
*Facilitators:* Jonathan Barbieri The Hearth Management  
 Meghan Lublin Sunrise Senior Living  
 Christy Van Der Westhuizen MBK Senior Living

Senior Living Pre- and Post-Acute Care *Moderator:* Carrie Coumbs Right at Home  
*Facilitators:* Leon Grundstein GenCare Lifestyle  
 Meredith Mills Country Meadows  
 Anne Tumlinson Anne Tumlinson Innovations

3:45 p.m. - 5:30 p.m. **Networking Time**

5:30 p.m. - 7:00 p.m. **Reception**

### Friday, January 24

8:00 a.m. - 9:15 a.m. **Breakfast**

9:30 a.m. - 9:35 a.m. **General Business** David Schless ASHA

9:35 a.m. - 9:50 a.m. **SH PAC Update** Jerry Frumm Senior Lifestyle  
 Richard Hutchinson Discovery Senior Living

9:50 a.m. - 10:50 a.m. **Adult Child Focus Group** Margaret Wyld, Ph.D. ProMatura Group

10:50 a.m. - 11:15 a.m. **Legislative Update** Jeanne McGlynn Delgado ASHA