

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**
 5:00 p.m. - 6:15 p.m. **Executive Board Reception & Wine Tasting**
 6:00 p.m. - 7:30 p.m. **Welcome Reception**

Thursday, January 23

<p>7:30 a.m. - 8:30 a.m. Breakfast 8:30 a.m. - 8:45 a.m. Chairman's Welcome 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 9:30 a.m. - 10:15 a.m. Keynote Presentation 10:30 a.m. - 11:30 a.m. CEO Discussion</p>	<p>Michael Grust Ashley Alpert Janel Wait Bret Stephens <i>Moderator:</i> Adam Kaplan <i>Facilitators:</i> Alan Butler Jesse Jantzen Dan Madsen Wendy Nowokunski</p>	<p>Senior Resource Group GlynnDevins Senior Living Marketing Solutions GlynnDevins Senior Living Marketing Solutions <i>The New York Times</i> Solera Senior Living Erickson Living Lutheran Life Communities One Eighty I Leisure Care The Northbridge Companies</p>
<p>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</p>	<p><i>Capital Markets & Valuation Trends Moderator:</i> Cathy Voreyer <i>Facilitators:</i> Mike Andreasen Blake Peeper Rick Swartz Chris Taylor <i>Health Care Metrics & Technology Moderator:</i> Charles Turner <i>Facilitators:</i> Amy Johnson Darin LeGrange Dave Wessinger</p>	<p>Wells Fargo Multifamily Capital LCS Bridge Seniors Cushman & Wakefield Capital One Healthcare Invidia for Seniors LifeLoop Sentrics PointClickCare</p>
<p>3:45 p.m. - 5:30 p.m. Networking Time 5:30 p.m. - 7:00 p.m. Reception</p>	<p>Producing ROI in Digital Marketing Investments <i>Moderator:</i> Jamison Gosselin <i>Facilitators:</i> Jonathan Barbieri Meghan Lublin Christy Van Der Westhuizen Senior Living Pre- and Post-Acute Care <i>Moderator:</i> Carrie Coumbs <i>Facilitators:</i> Leon Grundstein Meredith Mills Anne Tumlinson</p>	<p>G5 The Hearth Management Sunrise Senior Living MBK Senior Living Right at Home GenCare Lifestyle Country Meadows Anne Tumlinson Innovations</p>

Friday, January 24

<p>8:00 a.m. - 9:15 a.m. Executive Board Meeting & Breakfast 9:30 a.m. - 9:35 a.m. General Business 9:35 a.m. - 9:50 a.m. SH PAC Update</p>	<p>David Schless Jerry Frumm Richard Hutchinson Margaret Wylde, Ph.D. Jeanne McGlynn Delgado</p>	<p>ASHA Senior Lifestyle Discovery Senior Living ProMatura Group ASHA</p>
<p>9:50 a.m. - 10:50 a.m. Adult Child Focus Group 10:50 a.m. - 11:15 a.m. Legislative Update</p>		