

Tuesday, June 11

8:30 pm—10:00 pm Pub Reception with ASHA Rising Leaders at Taphouse Unchained 210 Sherman Avenue

Wednesday, June 12

10:30 am—11:30 am	Joint Keynote Presentation with ASHA Rising Leaders Horst Schulze , Co-Founder and Former President & COO, The Ritz-Carlton Hotel Company	Conference Center 1-2
11:30 am—5:00 pm	Golf at Coeur d'Alene Golf Course	Buses depart from front drive at 11:30 am
11:30 am—1:00 pm	Luncheon with ASHA Rising Leaders	Lakeview Terrace
2:00 pm—5:00 pm	Guided Hikes of Mineral Ridge	Buses depart from front drive
6:30 pm—7:30 pm	Lake Cruise Reception aboard Mish-an-Nock (Cruise to the golf course)	The boat departs promptly at 6:30 pm*
7:30 pm—9:00 pm	Dinner at Coeur d'Alene Golf Course <i>*The hotel offers van service to the golf course for ASHA guests.</i>	Hagadone Event Center at Coeur d'Alene Golf Course

Thursday, June 13

7:30 am—9:30 am	Breakfast	Conference Center 3
8:00 am—9:15 am	Executive Board Meeting	Conference Center 5-6
9:30 am—10:15 am	Understanding Sales Performance Metrics David Smith , CEO, The Gatesworth Companies / Sherpa	Conference Center 1-2
10:15 am—11:00 am	Preliminary Findings from 2019 ASHA / Sherpa / ProMatura Study Margaret Wylde, Ph.D. , CEO, ProMatura Group	Conference Center 1-2
11:00 am—12:00 pm	Marketing & Sales Panel Discussion Moderator: David Smith , CEO, The Gatesworth Companies / Sherpa Panelists: Margaret Wylde, Ph.D. , CEO, ProMatura Group Jason Rock , Vice President, Senior Director of Sales, Allegro Management Caryl Barnes , Managing Director of Asset Management, Bridge Seniors Housing Fund Manager Amy McGuire , Corporate Director of Marketing & Communications, SeniorResource Group	Conference Center 1-2