

JUNE
8-12
2020

WEBINAR SERIES

SAVE THE DATES

THE ASHA STAFF AND I EXPRESS OUR HEARTFELT THANKS to the thousands of dedicated and hard-working staff who have heroically cared for our seniors throughout the COVID-19 crisis.

Because of the timing of our upcoming Rising Leaders and Mid-Year Meetings, we have decided to transition these meetings into a series of webinars focused on timely topics.

We invite all members to participate in these complimentary 1-hour sessions. Each session will begin at 2:00 PM EDT and will be available subsequently (in the members area of ASHA's website) for those unable to participate.

Registration links will be provided in mid-May.

We are grateful to you for your continued support of ASHA, and pledge that we will continue to do everything we can to help our industry thrive during and after this crisis.



David Schless
President, American Seniors Housing Association
Washington, DC



Edie Smith

SCHEDULE AT A GLANCE

MON
JUNE 8
2PM EDT

MARKETING AND SALES: WHAT YOU NEED TO DO NOW TO PROSPER DURING AND AFTER COVID-19

Without a doubt, the COVID-19 crisis has disrupted the marketing and sales process in profound ways for senior living. This session will help identify how your organization should respond to maintain and build occupancy.

MODERATOR: » **Edie Smith, EVP and Director of Research — ProMatura Group**

PANELISTS: » **Alexandra Fisher, Co-Founder and Chief Creative Director — Sherpa**
» **David Smith, Co-Founder and CEO — The Gatesworth Communities, Co-Founder and CEO — Sherpa**



Alexandra Fisher



David Smith

TUE
JUNE 9
2PM EDT

THE FUTURE OF HEALTH CARE DELIVERY IN SENIORS HOUSING

PRESENTER: » **Anne Tumlinson, CEO — ATI Advisory**

Nationally recognized researcher and consultant Anne Tumlinson will share her thoughts on the implications of the COVID-19 crisis on the health care delivery system, with a focus on senior living. She will provide timely perspectives on Medicare Advantage and other health care opportunities for senior living that may emerge from the COVID-19 crisis.



Anne Tumlinson

WED
JUNE 10
2PM EDT

KEYNOTE PRESENTATION: DR. LAURA HUANG, PROFESSOR, HARVARD BUSINESS SCHOOL "EDGE: TURNING ADVERSITY INTO ADVANTAGE"

Dr. Laura Huang has been named one of the 40 BEDT Business School Professors Under the Age of 40, and her research has been featured in top publications including the *Financial Times* and *The Wall Street Journal*. Dr. Huang's consulting work spans an array of organizations including Google, Uber, Blackrock and the Level Playing Field Institute.



Dr. Laura Huang

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THU
JUNE 11
2PM EDT

SCHEDULE AT A GLANCE (CONT.)

CAPITAL MARKETS & VALUATION TRENDS

A panel of industry veterans will explore the current capital markets and valuation trends as well as near- and longer-term scenarios in the context of the COVID-19 pandemic.

MODERATOR: » Chad Lavender, Vice Chairman, Healthcare & Alternative Assets — Newmark Knight Frank

PANELISTS: » Imran Javaid, Managing Director — BMO Harris Bank
» Chris Kronenberger, Managing Director, Investments — Blue Moon Capital
» Sarah Laffey, CIO & Senior Vice President — Benchmark Senior Living
» Brian Sunday, Director — AEW Capital Management

INDUSTRY WORKFORCE UPDATE

In the wake of the COVID-19 crisis the landscape related to workforce issues has changed dramatically. A panel of industry experts will share their perspectives on the current state of affairs as it relates to our industry's staffing situation both in the short and longer term.

MODERATOR: » Danielle Morgan, President & COO — Clearwater Living

PANELISTS: » Randy Bufford, Founder and Chairman — Trilogy Health Services
» Peter Smith, Chief Human Resource Officer — Enlivant
» Ben Thompson, President — Senior Living Communities

FRI
JUNE 12
2PM EDT



OCTOBER / NOVEMBER MEETING SCHEDULE

TUESDAY, OCTOBER 6, 2020

2020 Executive Board Meeting » Marriott Marquis, Washington, DC
Exclusive meeting of the ASHA Executive Board. Co-located with the NIC leadership meetings.

WEDNESDAY, OCTOBER 7, 2020

2020 Rising Leaders Fall Forum » RPM Italian
Exclusive meeting for ASHA's Rising Leaders.

THURSDAY, NOVEMBER 5 – FRIDAY, NOVEMBER 6, 2020

2020 Chairman's Circle Event » Hotel Bennett, Charleston, SC
Exclusive meeting for ASHA members who make a personal contribution of \$2,000 – \$5,000 to the Seniors Housing PAC. For more information about contributing in 2020 to the SH PAC, contact Sheff Richey at srichey@seniorshousing.org.

WEBINAR SERIES SPONSORS



Sponsorships available for \$2,500. Please contact Doris Maultsby at dmaultsby@seniorshousing.org.