



# 2021 MID-YEAR MEETING

JULY 26-27, 2021 | Hyatt Regency Lake Tahoe | Incline Village, NV

## HYATT REGENCY LAKE TAHOE



The 2021 Mid-Year Meeting will be held July 26-27 at the picturesque Hyatt Regency Lake Tahoe in Incline Village, NV. After a year and a half of gathering virtually, ASHA is excited to return to in-person meeting and networking this summer. We have a program packed with timely sessions led by respected thought-leaders and relaxed, outdoor networking opportunities to reconnect with industry colleagues.

Due to several factors: limitations placed on gatherings by the state and local authorities, the safety and well-being of our members, and Hyatt guest room competition with leisure travelers, the meeting will be capped at **300 attendees** (first-come, first-served).

We have been met with much enthusiasm about the return to in-person meetings, but are still faced with necessary safety limitations. This puts us in a unique situation where demand may exceed capacity. We ask for your patience and understanding as registration will be a fluid process over the coming months.

### MEETING INVITATION SPONSOR



### REGISTRATION \*

**Registration was initially open to guests with reservations at the Hyatt Regency Lake Tahoe, Resort at Squaw Creek and Tahoe Biltmore Lodge and the meeting reached capacity. The state of Nevada and Washoe County, NV have since relaxed their indoor meeting restrictions enough to permit an additional 50 guests at the meeting.**

**Registrations received once we reach capacity (300) will be placed on a waitlist and immediately notified of their status.** If we are able to accept additional guests, we will reach out individually to members on the waitlist of registration availability.

All guests with a reservation in the ASHA block of guest rooms (Hyatt, Biltmore, Squaw) must be registered for the Mid-Year Meeting, or will be asked to release their reservation.

*\*Registration is not complete until you receive a confirmation email from ASHA.*

RETURN BY  
JUNE 11

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## MEETING AGENDA

MONDAY  
JULY 26

<b>8:00 am – 2:00 pm</b>	<b>Golf Outing at Incline Village Championship Golf Course</b>
<b>9:00 am – 1:00 pm</b>	<b>Group Nature Hikes of Lake Spooner</b>
<b>9:30 am – 11:30 am</b>	<b>Catamaran Cruise of Lake Tahoe</b>
<b>4:00 pm – 5:00 pm</b>	<b>Roundtables:</b>
	<b>Insurance</b> <b>Facilitators:</b> Jevyn Backman, <i>Partner, Propel Insurance and Michael Pokora, Executive Vice President and Managing Director, Willis Towers Watson</i>
	<b>Operations</b> <b>Facilitators:</b> Eva Arant, <i>Chief Operating Officer, Koelsch Communities and Craig Hanson, Chief Executive Officer, Omega Senior Living</i>
	<b>Policy</b> <b>Facilitators:</b> Jeanne McGlynn Delgado, <i>Vice President, Government Affairs, ASHA and Jerry Finis, Chief Executive Officer, Pathway to Living</i>
<b>6:00 pm – 7:00 pm</b>	<b>Reception (Cottage Court Lawn)</b>
<b>7:00 pm – 8:30 pm</b>	<b>Dinner (Cottage Court Lawn)</b>

TUESDAY  
JULY 27

<b>8:00 am – 9:15 am</b>	<b>Executive Board Breakfast &amp; Meeting</b>
<b>9:30 am – 10:15 am</b>	<b>Senior Living Hall of Fame Induction - Class of 2021</b>
	The Senior Living Hall of Fame Class of 2021 inductees include the late <b>Carl Campbell</b> of CAMLU, <b>Robert Thomas</b> and <b>William Thomas</b> of Senior Star, and <b>Patricia Will</b> of Belmont Village Senior Living.
<b>10:15 am – 11:00 am</b>	<b>Senior Living Political Engagement</b>
	The implications of a post-COVID political environment suggest that the industry will need to become a more prominent participant at the state and national level. Learn how to become a trusted resource and how you can effectively interact with legislators at all levels of government to help ensure that the important benefits of senior living are understood by elected officials and other critical stakeholders.
	<b>Moderator:</b> Richard Hutchinson, <i>Co-Founder and CEO, Discovery Senior Living</i> Jeanne McGlynn Delgado, <i>Vice President of Government Affairs, ASHA</i> William Sciortino, <i>Chief Operating Officer, Discovery Senior Living</i> Robert Thomas, <i>Co-Founder, Senior Star</i>
<b>11:00 am – 11:45 am</b>	<b>Keynote Presentation: The Power of Trust</b>
	<b>Professor Sandra Sucher, Harvard Business School</b>
	Sandra Sucher is an internationally recognized trust researcher and professor of management at Harvard Business School. Professor Sucher has studied how organizations become trusted and will share best practices and key findings from her forthcoming book, <i>The Power of Trust: How Companies Earn It, Lose It, Regain It</i> . Attendees will receive a copy of <i>The Power of Trust</i> , which will be published in July.
<b>11:45 am – 1:30 pm</b>	<b>Luncheon (Cottage Court Lawn)</b>
<b>2:00 pm – 2:45 pm</b>	<b>Capital Markets &amp; Valuation Trends</b>
	A panel of industry veterans will discuss the current state of the capital markets - debt and equity – for the senior living business, and will share their perspectives on valuation trends.
	<b>Moderator:</b> Sarah Duggan, <i>Senior Director, Synovus</i> Aaron Becker, <i>Senior Managing Director, Lument</i> Zach Bowyer, <i>Head of Valuation Advisory   Alternatives, JLL Valuation Advisory Services</i> Imran Javaid, <i>Managing Director, BMO Harris Healthcare Real Estate Finance</i>
<b>3:00 pm – 3:45 pm</b>	<b>Understanding the Consumer - Results of A New Survey</b>
	Review the results of the latest ASHA/ProMatura consumer sentiment survey. Data will be based on responses from both active prospects (on company lead lists), as well as a sample of age and income qualified older adults in the same markets.
	<b>Moderator:</b> David Schless, <i>President, ASHA</i> Kristen Paris, Ph.D., <i>Vice President, ProMatura Group, LLC</i> Margaret Wylde, Ph.D., <i>President and CEO, ProMatura Group, LLC</i>
<b>4:00 pm – 6:00 pm</b>	<b>Networking Time</b>
<b>6:00 pm – 7:00 pm</b>	<b>Reception (Cottage Court Lawn)</b>
<b>7:00 pm – 8:30 pm</b>	<b>Dinner (Cottage Court Lawn)</b>

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### HYATT REGENCY LAKE TAHOE – CURRENTLY SOLD OUT

At this time, the Hyatt Regency Lake Tahoe is sold out during our meeting dates. The ASHA rate is \$379, plus \$25 resort fee per night. To be added to the waitlist, send a request to Doris Maulsby at [doris@ashaliving.org](mailto:doris@ashaliving.org) with the number of rooms, guest name(s), and nights of stay.

### HYATT REGENCY LAKE TAHOE CANCELLATIONS

If you have a reservation at the Hyatt Regency Lake Tahoe and your plans change, please **do not cancel the reservation directly with the hotel**. Please contact Doris Maulsby at [doris@ashaliving.org](mailto:doris@ashaliving.org) to cancel a reservation. She will then be able to transfer the reservation to a member on the waitlist. We thank you in advance for your cooperation with this important request.

### ADDITIONAL ASHA ROOM BLOCKS

ASHA has limited room blocks at the Resort at Squaw Creek (20 miles) and Tahoe Biltmore Lodge (4 miles). As cancellations come in and attendees clear the waitlist at the Hyatt Regency Lake Tahoe, we recommend you check back with each of these hotels often for current availability.

#### Tahoe Biltmore Lodge (4 miles)

Rooms are offered starting at \$119 per night. To inquire about a reservation, call the hotel directly at (800) 245-8667 and refer to the American Seniors Housing Association (ASHA) room block.

#### Resort at Squaw Creek (20 miles)

The ASHA discounted room rate is \$239 (+\$40 resort fee) per night. To inquire about availability, please visit <https://tinyurl.com/SquawCreek> or call the hotel at (530) 412-7034 and refer to the American Seniors Housing Association (ASHA) room block.

#### Area Hotels

ASHA does not have a room block at these area hotels, but they may have availability:

- **Parkside Inn at Incline (2.3 miles):** [www.parksideinnatcline.com](http://www.parksideinnatcline.com)
- **The Ritz-Carlton Lake Tahoe (15 miles):** <https://tinyurl.com/RitzLakeTahoe>
- **Welks Resort Lake Tahoe (14 miles):** <https://tinyurl.com/WelksResort>
- **Granlibakken Tahoe Hotel (17 miles):** <https://granlibakken.com/>
- **Courtyard by Marriott Carson City (21 miles):** <https://tinyurl.com/CourtyardCarson>

### GROUP LEISURE ACTIVITIES

Central to the ASHA Mid-Year Meeting is the unparalleled opportunity to enjoy the great outdoors while networking with your peers. Lake Tahoe offers three scenic venues to experience, the Incline Village Championship golf course, Spooner Lake and Lake Tahoe,

#### Incline Village Championship Golf Course (Greens fee is \$125. Space is limited.)

A classic 18-hole public Lake Tahoe golf course featuring a Robert Trent Jones Sr. design and beautiful lake views.

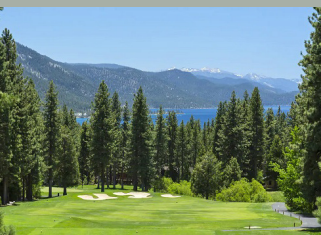
#### 55' Sierra Cloud Catamaran (Participation is complimentary. Space is limited.)

Enjoy the breathtaking scenery of Lake Tahoe's northern and eastern shores on a private catamaran.

#### Guided Hikes of Spooner Lake (Participation is complimentary. Space is limited.)

**Spooner Lake – Beginner:** This is an easy 3 mile hike. Nestled on the East Shore of Lake Tahoe, Spooner Lake is a hidden gem. This mellow trail is mostly flat with a maximum of 200 feet in elevation gain. Our hike travels around Spooner Lake, past lush meadows, and through one of the largest Aspen groves in the region. Your guides will cover the unique natural and human history of this important area; including its role in the Silver Boom and ensuing logging boom of the late 1800's.

**Spooner to Lookout – Intermediate:** A 6 mile hike that offers a bit of everything. After traveling through the lush meadows and Aspen groves along Spooner Lake, our hike then gains about 400 feet in elevation as we travel through forested terrain. Our destination is a nice vantage point of Lake Tahoe among some granite boulders. After soaking in the views, we travel back down to Spooner Lake and finish our circumnavigation of its shores.



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## COVID-19 PROTOCOLS FOR ASHA MID-YEAR MEETING

The Hyatt Regency Lake Tahoe and ASHA will adhere to CDC guidelines regarding COVID-19 safety precautions. Anyone attending the Mid-Year Meeting is required to abide by CDC guidelines and local ordinances.

**The following protocols will be followed:**

- 1 Masks:** Attendees will abide by local and Hyatt Regency Lake Tahoe requirements.
- 2 Keep Your Distance:** The indoor meeting rooms will be set with extra space for social distancing.
- 3 Wash Your Hands:** Wash your hands and regularly use the hand sanitizing stations provided throughout hotel.
- 4 Skip the Hug/Handshake:** Now is the time for elbow bumps or air high-fives in lieu of typical hugs and handshakes.
- 5 Vaccines:** We highly recommend all attendees be fully vaccinated at least 14 days prior to attending the meeting.
- 6 Stay Home:** A reminder to not travel or attend if you are feeling ill, have COVID or flu-like symptoms, or have been in close contact with someone who tested positive for COVID in the 14 days leading up to the meeting.

**As the CDC updates their recommendations, we will revise accordingly.****Additional COVID-19 Resources:**

- **Centers for Disease Control:** <https://www.cdc.gov/>
- **Hyatt Regency Lake Tahoe Commitment of Care Statement:** <https://www.hyatt.com/en-US/hotel/nevada/hyatt-regency-lake-tahoe-resort-spa-and-casino/tvllt/policies>
- **Washoe County, NV COVID-19 website:** <https://nvhealthresponse.nv.gov/current-status-mitigation-measures/>

## ATTENDEE AGREEMENT

Specifically relating to the global COVID-19 pandemic, attendee acknowledges the highly contagious nature of COVID-19 and voluntarily assumes the risk of exposure or infection by attending the 2021 ASHA Mid-Year Meeting, and that such exposure or infection may result in personal injury, illness, disability, and/or death to attendee. Attendee understands that the risk of becoming exposed to or infected by COVID-19 at the 2021 ASHA Mid-Year Meeting may result from the actions, omissions, or negligence of others who may attend the event, colleagues, or others with whom they may have contact. Accordingly, attendee understands and agrees that this release includes any claims based on the actions, omissions, or negligence of American Seniors Housing Association (ASHA), its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the 2021 ASHA Mid-Year Meeting.

In addition to all other rules and regulations relating to the attendee's participation in the 2021 ASHA Mid-Year Meeting, attendee agrees to comply with all COVID-related protocols implemented by American Seniors Housing Association (ASHA) and Hyatt Regency Lake Tahoe Resort, including, but not limited to, mask-wearing and social distancing requirements and restrictions on certain activities that carry higher COVID-related risk, in order to protect as much as possible the health and safety of all 2021 ASHA Mid-Year Meeting attendees.

**\* Please consent to this agreement on the registration form.**



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RETURN BY JUNE 11

Full Name \_\_\_\_\_ Informal for Badge \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Cell Phone (required) \_\_\_\_\_ Email (required) \_\_\_\_\_

### MEETING REGISTRATION / Please check the events you plan to attend.

Meeting attendance will be capped at 300 people. Registration is first-come, first-served. Executive Board member companies are extended up to three complimentary registrations (space permitting).

**MON JULY 26**

Golf (\$125) (OR)  Hike (OR)  Catamaran Cruise

Roundtables

Reception/Dinner

**TUE JULY 27**

Executive Board Meeting

General Session

Luncheon

General Session

Reception/Dinner

### I CONSENT TO THE ATTENDEE AGREEMENT ON PAGE 4 (REQUIRED)

Signature \_\_\_\_\_

**GOLF GREENS FEE** ■ \$125 **Total Amount to Charge \$** \_\_\_\_\_

**METHOD OF PAYMENT**

VISA  AMEX  MASTERCARD  CHECK

Credit Card # \_\_\_\_\_ CVV # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Billing Zip \_\_\_\_\_

*\* Golf cancellations must be received by Friday, July 2, 2021 to receive a full refund of fees.*

**I WILL NEED RENTAL CLUBS. A limited number of clubs are available from the course for an additional \$100.**

men's  women's  right-handed  left-handed  own (**Strongly Encouraged**)

**PAIRING REQUESTS. Honored if all participants indicate a desire to play together.**

Names: \_\_\_\_\_

### HOW TO REGISTER / CANCEL Registration is not confirmed until you receive an email from ASHA.

**Email:** megs@ashaliving.org **Mail:** Meghan Berton, ASHA

**Questions:** Call Megs at (202) 885-5571 5225 Wisconsin Avenue NW, Suite 502, Washington, DC 20015

### MEETING SPONSORS

