

UPDATED
TO INCLUDE SPEAKERS



Your Attendance is Key.

The 16th Annual HJ Sims
Late Winter Conference
Financing Methods & Operating Strategies
in the Senior Living Industry for Non-Profit
and Proprietary Senior Living Providers
Sheraton Sand Key Resort

Clearwater Beach, FL

Tuesday, February 26 – Thursday, February 28, 2019



FINANCED RIGHT®



To register, visit hjsims.com/2019lwc

Member FINRA, SIPC

2019 LATE WINTER CONFERENCE

Our 16th Annual HJ Sims Late Winter Conference will review a series of trends and developments critical to the success of senior living communities. An extensive and thoughtful agenda has been compiled to address financing methods, operating strategies and technological advancements that can help alleviate existing challenges and encourage continued growth in the non-profit and proprietary sectors of our industry.

Throughout the conference, we will deliver a dynamic group of speakers and experts committed to sharing thought-provoking views and providing profound insight. Our series of keynote speakers, breakout sessions, panels and roundtables will deliver an invaluable forum for exchanging ideas and information, while also providing unique networking opportunities. The objective of the Late Winter Conference is for industry participants to learn and discuss each other's strategies and solutions for success. We are pleased to offer both CEU and CPE credits for the educational sessions.

SHERATON SAND KEY RESORT

The 2019 Late Winter Conference takes us to a waterfront resort bordering Clearwater Beach, voted the number one U.S. beach by TripAdvisor® 2018 Travelers Choice awards. Adjacent to Sand Key Park and Preserve, the Sheraton Sand Key Resort is situated on a 13-acre white sand beach overlooking aquamarine waters, where the Gulf of Mexico and a beachfront pool invite you to swim, watch the sunset or simply relax. We will make ourselves at home in the 390 guest rooms and suites, the majority of which offer a private patio or balcony overlooking the Gulf of Mexico or Intracoastal Waterway. The Sheraton Signature Sleep Experience and countless thoughtful amenities add to our welcoming location.



SPECIAL GUEST SPEAKERS

MANUEL STAGARS

Advisor, Economist, Filmmaker, Author, Podcaster

The Latest Digital Asset: Blockchain Technology

An economist by training and a global serial entrepreneur for over a decade, Mr. Stagars works with entrepreneurs, companies and academic institutes on strategy, positioning, growth and ecosystems in juggernaut fields. Mr. Stagars is an award-winning documentary filmmaker focusing on blockchain technology (*The Blockchain and Us*), artificial intelligence and Fintech. He serves as host of a blockchain podcast and has authored numerous books on entrepreneurship, financial innovation, open data, and impact investment. Mr. Stagars is a senior researcher at Singapore-ETH Centre (SEC), where he leads the project ASEAN+Database, creating an open-data platform from ASEAN member countries, China and India. He is focusing on technological and institutional aspects of open data, big data and data policy. Mr. Stagars studied at the London School of Economics. He is a Chartered Financial Analyst (CFA), Chartered Alternative Investment Analyst (CAIA), and Energy Risk Professional (ERP).



CHRISTOPHER K. ANDERSON, Ph.D.

Professor, Cornell School of Hotel Administration, Cornell SC Johnson College of Business
Director, Cornell Center for Hospitality Research

The Science of Revenue Management and How It Can be Applied to Senior Living

Dr. Anderson has worked with a variety of hotels, airlines, rental car and tour companies, as well as numerous consumer packaged goods and financial services firms in the application and development of revenue management. Serving as professor at the Cornell School of Hotel Administration and Director of Cornell's Center for Hospitality Research, his research focuses on revenue maximization and service pricing. He actively works across numerous industry types from the application and development of analytical approaches to pricing and operations management. His research has been funded by numerous governmental agencies and industrial partners. Dr. Anderson serves on the editorial board of the *Journal of Revenue and Pricing Management*, and is the regional editor for the *International Journal of Revenue Management*.



MATTHEW FORESTER

Chief Investment Officer and Director of Investments; Lockwood Advisors, Inc., a BNY Mellon company

Insights into Today's Financial Markets

Mr. Forester is a 29-year veteran of global macroeconomic analysis and its application to investment strategy. As Lockwood's Chief Investment Officer and Director of Investments, Mr. Forester leads the design and management of Lockwood's proprietary investment models and reviews Lockwood's discretionary products. He is a member of the Lockwood Investment Committee, and has appeared in *The Wall Street Journal*, *Barron's*, *Yahoo Finance*, among others, as well as made guest appearances on Bloomberg TV, Bloomberg Radio, CNNfn, and Comcast's Money Matters. He has also been featured as a speaker and panelist for many industry conferences, including the ETF Global Education Conference, Strategic Research Institute ETF Conference, Fidelity Investments, Barclays Global Investors, and a joint session of the Global Interdependence Center and Philadelphia Council for Business Economics at the Federal Reserve Bank of Philadelphia. Mr. Forester earned his Bachelor of Science in Economics from The Wharton School of the University of Pennsylvania.



RECREATIONAL AND SPECIAL ACTIVITIES

Tuesday, February 26

GOLF TOURNAMENT

Innisbrook Golf Resort – Island Course

For our golf enthusiasts, we will host a tournament at *Golf Digest's* 2018 Best Golf Resorts in Florida. Innisbrook resort is home to four outstanding courses, all designed by renowned architect Lawrence Packard. We will play the newly renovated Island Course, which hosts numerous U.S. Open qualifiers and NCAA Championships and has been ranked among the country's top 50 resort courses by *Golf Digest*.



CHOCOLATE MAKING & TASTING – William Dean Chocolates

Founded in 2007, local area favorite William Dean Chocolates follows the artisan tradition of creating chocolates and other confections by hand, in small batches and without preservatives. Enjoy a unique experience in which we will be welcomed into the William Dean Chocolates' kitchen for a tour and an opportunity to make and taste a variety of delicious creations.

CATAMARAN SAILING EXCURSION – Kai Lani Catamaran

Enjoy the blue sailing waters along the country's most stunning beaches and relax aboard a two-hour catered sail, viewing dolphins, seabirds and a variety of other marine life. There is no better way to experience this natural beauty than aboard the Kai Lani Catamaran.



GUIDED BIKING TOUR

The human-powered way to enjoy the local Pinellas Trail. Ride along on a guided sightseeing tour beginning in historic Dunedin, with its quaint neighborhoods, local parks and breathtaking water views.

HALF-DAY FISHING EXCURSION – Hubbard's Marina

All aboard The Hub, a 41-foot custom built Morgan Hull and one of Hubbard's Marina private charter fishing boats, for a fun-filled excursion on the water. You can expect to fish about nine to twelve miles offshore in thirty to fifty feet of water, known as "near-shore" fishing. We will fish for grey snapper, porgies, black sea bass and possibly hogfish – if you use the live bait options. Bait, rods, reels and all tackle are included.



JUST ADDED!

OPENING NIGHT RECEPTION AND DINNER AT SPECTRUM FIELD, SPRING TRAINING HOME OF THE PHILADELPHIA PHILLIES

Join us for an evening at the ballpark! Spectrum Field is home to the Philadelphia Phillies during spring training, and also home of the Class A affiliate, the Clearwater Threshers of the Florida State League. The Phillies have been training in Clearwater, Florida since 1948.



Wednesday, February 27

CFO BREAKFAST

8:00 a.m. | Non-profit and proprietary organization CFOs are invited to meet each other and discuss important issues facing our industry's organizations, staff members and residents.

LET'S TALK BREAKFAST

8:00 a.m. | One and all are welcome to join us for an informal discussion to foster creative idea-sharing about key trends impacting you, your communities and the senior living community at large.

SPECIAL EVENING RECEPTION AND DINNER ON CLEARWATER BEACH

5:45 p.m. – 10:00 p.m.

After a day of learning and sharing we will enjoy our evening on the pristine white sands of Clearwater Beach. We will begin with a wine-tasting reception while we wait for the sun to set over the Gulf of Mexico. Following what promises to be a gorgeous sunset, we'll delight in an evening of music, fun and dinner on the beach. Flip-flops will be provided!



Conference attire: Business Beach Casual.

Please note that our conference hotel is a beach resort hotel, and we prefer that you feel comfortable.

AGENDA: TUESDAY, FEBRUARY 26

- 8:00 a.m. **Half-Day Fishing Excursion** at Hubbard's Marina
- 8:30 a.m. **Golf Tournament** at Innisbrook Resort
- 9:00 a.m. **Chocolate Making & Tasting** with William Dean Chocolates
- 10:00 a.m. **Catamaran Sailing** with Kai Lani Catamaran
- 10:00 a.m. **Cycling** with Pedego Bikes Dunedin
- 5:30 p.m. **Opening Night Reception & Dinner**, Spectrum Field

AGENDA: WEDNESDAY, FEBRUARY 27

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

Gathering of non-profit and proprietary organization CFOs to collaborate and discuss important issues facing our industry.

8:00 - 9:00 a.m. **"Let's Talk" Breakfast**

One and all are welcome to join us for a moderated, lively informal discussion to foster creative idea-sharing about key trends impacting you, your communities and the senior living community at large.

8:00 - 9:00 a.m. **General Networking Breakfast**

9:00 - 10:15 a.m. **General Session**

The Senior Living Industry and Capital Markets Today and Tomorrow

An expert panel will discuss the most efficient and innovative ways to finance development, acquisitions and expansions – including a review of HJ Sims' most compelling recent financings.

William Sims, Managing Principal, HJ Sims

Aaron Rulnick, Managing Principal, HJ Sims

R. Jeffrey Sands, Managing Principal, HJ Sims

Anthony Luzzi, President, Sims Mortgage Funding

10:15 - 10:30 a.m. **General Session**

Gift of Life

Gift of Life (GOL) is our partner organization for the inaugural year of the HJ Sims Corporate Social Responsibility program. Representatives from GOL will share their story as they strive to cure blood cancer and inherited immune disorders through bone marrow and stem cell donation.



10:30 - 11:00 a.m. **Networking Break**

11:00 - 12:15 p.m. **General Session**

The Latest Digital Asset: Blockchain Technology

MANUEL STAGARS

Advisor, Economist, Filmmaker, Author, Podcaster

Look beyond the hype around the emergence of blockchain technology to identify how it will revolutionize industries such as healthcare and senior living. We will review the opportunities of blockchain technologies in the context of digital transformation, and better understand how blockchain may be employed in the medical and medical records arena.



12:15 - 1:30 p.m. **Networking Lunch**

1:30 - 2:45 p.m. Breakout Sessions

I. Workforce Trends, Retention Strategies & the Millennials Factor

In this session, we identify strategies designed to attract and retain skilled employees, with special emphasis given to comparing and contrasting the demographics of today's laborers. We will determine how changes in wage laws, coupled with the low employment rate, may impact those looking to enter into the workforce, while highlighting millennials. We will study the mindset of the millennial labor force to better understand why they think and work so differently than their older counterparts.

Molly Forrest, CEO & President, Los Angeles Jewish Home

Yvonne Rickert, Vice President, Sr. Director of Human Resources, LCS

Additional Speaker, To Be Announced

II. Partnerships in Mixed-Use Development

With the continued trend of urban senior housing, more senior living organizations are partnering with commercial businesses and cultural institutions to develop mixed-use communities. These partnerships can provide organizations key opportunities to expand their missions to reach younger seniors while also sharing in the development costs. Hear from a panel of experts on the dos and don'ts of mixed-use development.

Mauricio Diaz, Director, Strategic Initiatives - Office of the CEO,
The Howard Hughes Corporation

Bill Hagstrom, Executive Director, Presbyterian Homes & Services

William Pettit, Jr., President and Chief Operating Officer, Merrill Gardens

2:45 - 3:15 p.m. Networking Break

3:15 - 4:30 p.m. Breakout Sessions

I. New Way of Looking at Growth & Re-development

What happens when you see a need for change or growth? In this session, we look at alternative re-development and growth opportunities for non-profit and proprietary senior living organizations. We will review various business models and techniques which can be employed to turn around under-performing communities. Additionally, we will identify creative and unique solutions to reposition existing communities for growth. We will then review the necessary next steps, such as the analysis and financial modeling required to implement new plans.

Paul Aigner, Vice President of Development, Transforming Age

David Latina, Vice President of Development, Northern California
Presbyterian Homes & Services

Severine Petras, CEO and Co-Founder, Priority Life Care Management

II. The Future of the Continuum of Care

This panel will provide perspectives from industry leaders about the future of skilled nursing and the growing factors that are driving providers to either embrace or de-emphasize skilled nursing care as part of the continuum of care.

James Freehling, CEO and President, Brookhaven at Lexington

Warren Slavin, CEO Emeritus, Charles E. Smith Life Communities

Richard Ackerman, Chairman, Senior Managing Principal, Big Rock Partners

5:45 - 6:45 p.m. Wine Tasting for the Evolving Palate & Sunset Reception on Clearwater Beach

Amanda Sims, Wine Production Specialist

As we grow older, our preference in wine changes, so please join us in tasting different varietals. The results may prove to be valuable for your community's residents.

6:45 - 10:00 p.m. Special Dinner Event on Clearwater Beach

AGENDA: THURSDAY, FEBRUARY 28

7:00 - 8:00 a.m. | **General Networking Breakfast**

8:00 - 9:15 a.m. | **General Session**

The Science of Revenue Management and How It Can be Applied to Senior Living

CHRISTOPHER K. ANDERSON, Ph.D.

**Professor, Cornell School of Hotel Administration,
Cornell SC Johnson College of Business**

Director, Cornell Center for Hospitality Research

Learn how the travel industry has effectively used revenue management strategies in alignment with market demands to deliver a pricing model that is responsive to those demands and business priorities; and how these strategies can be adapted to maximize revenue for senior living communities.



9:15 - 9:30 a.m. | **Networking Break**

9:30 - 10:45 a.m. | **General Session**

Let's Hear from the Leaders

Gain insight from exceptional leaders across the non-profit and proprietary segments of the senior living industry as they review key developments and trends influencing their organizations' leadership.

Wayne Powell, Chief Executive Officer, Civitas Senior Living

Sean Kelly, President & CEO, The Kendal Corporation

Ron Jennette, President & CEO, Methodist Retirement Communities

10:45 - 11:15 a.m. | **Networking Break**

11:15 - 12:15 p.m. | **General Session**

Insights into Today's Financial Markets

MATTHEW FORESTER

**Chief Investment Officer and Director of Investments;
Lockwood Advisors, Inc., a BNY Mellon Company**

Hear from a trusted financial industry veteran as we evaluate the impact of tightening monetary policies, along with changes in the trade, geopolitical and political environments.



12:15 p.m. | **Lunch and Conference Conclusion**

Boxed lunches will be provided outside the meeting rooms.

1:00 p.m. | **Tour of Regency Oaks Clearwater**



Regency Oaks is conveniently located in Clearwater, FL, on 40 wooded acres, in the heart of the Greater Tampa Bay area. Regency Oaks opened in 1991, and is close to shopping, cultural events and hospitals. Regency Oaks offers a great way to live with spacious apartment homes, distinctive amenities, attentive services, enriching programs, and various dining options with creative cuisine. Large recently renovated apartments all feature screened lanais and walk in closets. In addition to the 385 independent living apartments, Regency Oaks' Health Center has a 5-star quality rating and houses 26 assisted living apartments and 60 skilled nursing beds.

Register for the Sims 2019 Conference:

To register online for the HJ Sims 2019 Conference, visit hjsims.com/2019lwc. The following credit cards are now accepted for conference registration:



Registration Fee:

Senior Living Community Owner or Management: **\$295** for first registrant, **\$195** for each additional registrant. Others: **\$795**. There will be an additional **\$75** fee for participation in the Golf Tournament. Chocolate Making, Catamaran Sailing and Cycling Tour are complimentary. Please call or email **Rebecca Brady** at 203-418-9077 or rbrady@hjsims.com with any questions or requests for additional information.

Hotel Reservations:

We have reserved a limited block of rooms at the special Conference rate of **\$235 per night** at the Sheraton Sand Key Resort, 1160 Gulf Boulevard, Clearwater Beach, FL 33767; this rate will be available until Friday, January 25, 2019. You may make your reservations directly with the hotel after you have registered for the Conference. To make your hotel reservation online, visit hjsims.com/2019lwc and click the link under Hotel Reservations or call the Sheraton Sand Key Resort and mention the 2019 HJ Sims Late Winter Conference room block: 727-595-1611.

If you prefer to register by mail and check, please complete the registration form below and send it with payment for the registration fee and golf tournament fee (if applicable) to:

Rebecca Brady, Marketing Manager, HJ Sims, 2150 Post Road, Suite 301, Fairfield, CT 06824.

Checks should be made payable to HJ Sims.

REGISTRATION FORM

First _____ Last _____

Badge Name _____

Title _____

Company _____

Address _____

Phone _____ Email _____

Activities: Please check the **Tuesday, February 26** activity in which you'd like to participate:

- | | |
|---------------------------------------|---|
| Golf Tournament | <input type="checkbox"/> Yes <input type="checkbox"/> No – \$75 |
| William Dean Chocolate Making | <input type="checkbox"/> Yes <input type="checkbox"/> No – Complimentary |
| Kai Lani Catamaran Sailing | <input type="checkbox"/> Yes <input type="checkbox"/> No – Complimentary |
| Cycling Tour | <input type="checkbox"/> Yes <input type="checkbox"/> No – Complimentary |
| Half-Day Fishing Excursion | <input type="checkbox"/> Yes <input type="checkbox"/> No – Complimentary |
| Senior Living Community Tour, Feb. 28 | <input type="checkbox"/> Yes <input type="checkbox"/> No – Complimentary |

Kindly register by January 25, 2019 | Conference attire: Business Beach Casual.
Please note that our conference hotel is a beach resort hotel,
and we prefer that you feel comfortable.

