[re]defining age

58TH ANNUAL CONFERENCE AND TRADE SHOW

MARRIOTT RESORT & SPA AT GRANDE DUNES • MYRTLE BEACH, SOUTH CAROLINA

MAY 12 - MAY 15, 2014
General Information

Registration
Registration may be completed online at www.leadingagenc.org. If you are a LeadingAge North Carolina member, be sure to log on to the site in order to receive the member discount. Alternatively, the registration form provided in this booklet may be completed and returned with payment to LeadingAge North Carolina, 100 Carolina Meadows, Chapel Hill, NC 27517. The registration deadline is May 1, 2014. For more information regarding registration please contact LeadingAge North Carolina at (919) 571-8333.

Continuing Education Credit
A maximum of 15.5 hours of continuing education credit for Nursing Home Administrators may be earned by attending preconference workshops and all sessions. Each educational session will be applied for separately and every session attended will be credited with CEUs. Credit is applied for through the North Carolina Board of Examiners for Nursing Home Administrators and the North Carolina Division of Health Service Regulation for Adult Care Licensure. In addition a total of 15.0 continuing professional education hours will be applied for through the National Association of State Boards of Accountancy. Certificates of Attendance and CEU Certificates will be mailed to attendees following the conference.

NEW THIS YEAR!!!! CNE Contact Hours Available for the Pre-Conference Nursing Symposium AND All Conference Clinical Concurrent Sessions. Credit is made available through our partnership with Palliative CareCenter & Hospice of Catawba Valley - Palliative CareCenter & Hospice of Catawba Valley is an Approved Provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

Hotel Accommodations
A block of rooms is being held for conference participants at the Myrtle Beach Marriott Resort and Spa at Grande Dunes. Room reservations may be made by contacting the Myrtle Beach Marriott Resort and Spa at Grande Dunes directly at 843-449-8880. Please be sure to request the LeadingAge North Carolina conference room rate of $169. The deadline for hotel reservations is April 18, 2014. Note: Hotel reservations received after the deadline will be accepted based on availability at the standard room rates, which are considerably higher than the negotiated rate listed above.

Location
The Myrtle Beach Marriott Resort and Spa at Grande Dunes is located at 8400 Costa Verde Drive, Myrtle Beach, SC.

Attire
Attire for the conference is business casual and dressing in layers is recommended for varying temperatures in meeting rooms. Please inform moderators if adjustments may be made to the sound, lighting, or temperature for your comfort during sessions.

Cancellation Policy
Written requests for cancellation must be received at the LeadingAge North Carolina Office no later than April 25, 2014. All cancellations received prior to April 25, 2014 will be refunded less a $50.00 administrative fee. All cancellations received after April 25, 2014 will be non-refundable.

LeadingAge North Carolina is a Registered Sponsor of continuing education with the NC State Board of Examiners for Nursing Home Administrators. Comments regarding the Registered Sponsor Course may be addressed to: 3733 National Drive, Suite 110, Raleigh NC 27612.

LeadingAge North Carolina is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org. All sessions are basic level, with no prerequisites and/or advance preparation required. All sessions are classified as specialized knowledge/applications field of study. Delivery method is Group-Live.

* Denotes session submitted for CPEs to NASBA.

Palliative CareCenter & Hospice of Catawba Valley adheres to the ANCC/ACCME Standards regarding industry support to continuing nursing education. Disclosure of presenters, planners, and commercial support relationships, if any, will be made known at the time of the activity.
# Schedule of Events & Educational Sessions

## Monday – May 12, 2014

<table>
<thead>
<tr>
<th>Event</th>
<th>Location within Marriott Grande Dunes</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Conference Seminar</td>
<td>Nursing Symposium**</td>
<td>1:00pm – 5:00pm</td>
</tr>
<tr>
<td>Early Bird Registration</td>
<td>Prefunction Lobby</td>
<td>4:30pm – 5:30pm</td>
</tr>
<tr>
<td>Participant/Vendor Reception</td>
<td>Oceanfront Courtyard</td>
<td>5:00pm – 6:30pm</td>
</tr>
<tr>
<td>Board Meeting/Dinner</td>
<td>Tides 1 and 2</td>
<td>6:30pm – 8:30pm</td>
</tr>
</tbody>
</table>

## Tuesday – May 13, 2014

<table>
<thead>
<tr>
<th>Session/Event Title</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>6:00am – 9:30am</td>
</tr>
<tr>
<td>Early Bird Session*</td>
<td>7:00am - 8:30am</td>
</tr>
<tr>
<td>Opening Session*</td>
<td>9:00am – 10:30am</td>
</tr>
<tr>
<td>Vendor Exhibition</td>
<td>10:30am - 12:30pm</td>
</tr>
<tr>
<td>Attendee/Vendor Luncheon</td>
<td>12:30pm – 1:30pm</td>
</tr>
</tbody>
</table>

## Concurrent Sessions

<table>
<thead>
<tr>
<th>Session Number</th>
<th>Track</th>
<th>Title</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>CEO Track</td>
<td>The Role of Resident on CCRC Boards – Do’s and Don’ts</td>
<td>2:00pm - 3:00pm</td>
</tr>
<tr>
<td>1B*</td>
<td>CFO Track*</td>
<td>Financial Trends and Operational Best Practices from the Benchmark Trend Study</td>
<td>2:00pm - 3:00pm</td>
</tr>
<tr>
<td>1C**</td>
<td>Clinical Track**</td>
<td>Using Lean Six Sigma to Improve EMR Integration Strategies</td>
<td>2:00pm - 3:00pm</td>
</tr>
<tr>
<td>1D</td>
<td>Marketing Track</td>
<td>Better Tomorrow Plan</td>
<td>2:00pm - 3:00pm</td>
</tr>
<tr>
<td>2A</td>
<td>CEO, CFO Track</td>
<td>Privacy Liability Data Protection and Breach Response</td>
<td>3:15pm - 4:15pm</td>
</tr>
<tr>
<td>2B*</td>
<td>CFO Track*</td>
<td>Current and Future Directions for CCRCs: A View from CARF-CCAC</td>
<td>3:15pm - 4:15pm</td>
</tr>
<tr>
<td>2C**</td>
<td>Clinical Track**</td>
<td>Applying Sensory Designs to Senior Living Environments</td>
<td>3:15pm - 4:15pm</td>
</tr>
<tr>
<td>2D</td>
<td>Marketing Track</td>
<td>Embrace the Conversation: Strategies &amp; Tactics for Using Search &amp; Social Media to Engage and Attract Prospects/Residents</td>
<td>3:15pm - 4:15pm</td>
</tr>
<tr>
<td>3A</td>
<td>CEO Track</td>
<td>Growing Your Garden of Leaders</td>
<td>4:30pm - 5:30pm</td>
</tr>
<tr>
<td>3B*</td>
<td>CFO, HR Track*</td>
<td>Health Care Reform: What Employers Need to Know</td>
<td>4:30pm - 5:30pm</td>
</tr>
<tr>
<td>3C</td>
<td>Clinical Track</td>
<td>“Put the Drugs Down and Turn the Music Up!” How Technology Can Positively Impact the Lives of People Living with Dementia</td>
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</table>

* Early Bird Session with the North Carolina Department of Insurance
** Clinical Track Session
<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Leadership Network Breakfast</td>
<td>8:00am - 9:15am</td>
</tr>
<tr>
<td>Attendee Breakfast</td>
<td>8:15am - 9:15am</td>
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<tr>
<td>Attendee Breakfast</td>
<td>8:15am - 9:15am</td>
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<tr>
<td>Mirror Moments: The Most Meaningful and Lasting</td>
<td>9:30am - 11am</td>
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<tr>
<td>Performance Tool</td>
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<tr>
<td>Christopher Ridenhour</td>
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<tr>
<td>Real World Ideas for Creating Impact Now</td>
<td>11:15am - 12:15pm</td>
</tr>
<tr>
<td>Roger Randall and Tim Mallad, Greystone</td>
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</tr>
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<tr>
<td>Jonathan Cook and Lesley Olsen, The Cypress of Raleigh</td>
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</tr>
<tr>
<td>Annual Awards Presentation</td>
<td>12:30pm – 2:00pm</td>
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<tr>
<td>Point/Counterpoint: 9 Trends in 90 Minutes – Why We Can’t</td>
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<tr>
<td>Assessment and Financial Planning</td>
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<tr>
<td>John zumBrunnen, zumBrunnen, Inc.</td>
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<tr>
<td>Mario McKenzie, CPA, CliftonLarsonAllen, LLP</td>
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<tr>
<td>Mild Cognitive Impairment and Its Effect on Residential Communities</td>
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<td>Ben Saypol, Theater Delta</td>
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Continuing education credit for Nursing Home Administrators available for all educational sessions.
*CPE Credit available for all general sessions, CFO Tracks and NC DOI Breakfast Session.
**CNE Credit available for Nursing Symposium and all Clinical Tracks.
Session Descriptions

Tuesday – May 13, 2014
Educational Sessions

7:30am – 8:30am
EARLY BIRD SESSION*
1.00 CEU

Breakfast with the NC Department of Insurance
Updates the North Carolina Department of Insurance. There will also be time for questions.

Steve Johnson, NC Department of Insurance

9:00-10:30am
GENERAL SESSION*
1.50 CEUs

Emerging Demographics
Dr. James Johnson, University of North Carolina at Chapel Hill

Dr. James Johnson, William R. Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship, will lead us in a discussion regarding the changing demography of the US population and its effects on emerging consumer markets. Specific focus will be given to the effects on the field of aging in North Carolina.

2:00-3:00pm
CONCURRENT SESSIONS (1A, 1B, 1C, & 1D)
1.00 CEU

Concurrent 1A – CEO Track
The Role of Resident of CCRC Boards - Do's and Don'ts
Three person panel presentation describing best practices in resident involvement in CCRC governance. Moderated panel, three cases with personal experiences.

Don Stedman, Carolina Meadows

Concurrent 1B – CFO Track*
Financial Trends and Operational Best Practices from the Benchmark Trend Study
Using results from the Benchmark Trend Study that is now utilized by seven state LeadingAge Associations (Florida, Maryland, North Carolina, South Carolina, Texas, Tennessee and Virginia), this presentation will highlight trends and convey medians and best practices for staffing and costs by departmental operating units.

Jonathan Hansen, CliftonLarsonAllen LLP

Concurrent Session 1C – Clinical Track**
Using Lean Six Sigma to Improve EMR Integration Strategies
Electronic medical record systems are held out to revolutionize the accuracy and flow of information in healthcare. Recent research suggests, however, systems are failing to live up to their potential. Discover strategies for successful implementation and optimization of EMR systems using lean six sigma design processes. Whether you’re considering a system or already have one deployed, this session will help you maximize your investment while leveraging the technology to truly enhance person-directed care.

Sean Carey, eSSee Consulting

Concurrent Session 1D – Marketing Track
Better Tomorrow Plan
Currently, senior living communities have begun to see the push from residents and staff to implement organizational-level sustainability strategies or sustainability performance tracking. The concept of planning for tomorrow is very appealing to today’s seniors, and we need to take a proactive approach to changing our culture to become more engaged on this topic. This presentation will make a business case for a sustainability strategy and give attendees a road map to consider in creating a plan.

Todd Andrews, Sodexo Senior Living

3:15-4:15pm
CONCURRENT SESSIONS (2A, 2B, 2C, & 2D)
1.00 CEU

Concurrent 2A – CEO, CFO Track*
Privacy Liability Data Protection and Breach Response
The risk of financial harm to an organization due to data being compromised is very real. Most organizations are not prepared for the steps that need to be quickly taken when one of these scenarios occur. Legally, do I need to report the data breach? How will I notify the affected parties? How do I monitor the credit when financial information is stolen? What happens if I get sued by an affected party? How do I pay for all this? Didn’t I have something else to do today? This session will outline the risks in order to prepare steps to have in place in advance.

Richard Todd, BB&T Insurance Services; De’Andre Salter, Professional Risk Solutions; Steven Sanders, IDentity Theft 911

Concurrent 2B – CFO Track*
Current and Future Directions for CCRCs: A View From CARF-CCAC
Our field is changing and dynamic CCRCs are evolving into diverse continuums. These models are being developed in response to demographic, social, political, and economic factors. These factors might dramatically change how CCRCs strategically position themselves. Independent review of CCRCs shows relevant stakeholders that organizations are providing high quality, efficient, and effective services to residents and to the community. Leaders of accredited CCRCs and CARF-CCAC personnel will offer insights regarding the accreditation process and the future accreditation program for CCRCs.

Susanne Matthiesen, CARF International; Stephen Fleming, Wellspring Retirement Community; Kevin McLeod, Carolina Meadows
Concurrent 2C – Clinical Track**

**Applying Sensory Designs to Senior Living Environments**
The jolt of adrenaline from viewing an intense fire. The comfort of the aroma of fresh croissants. The serenity invoked by the roll of the surf. Our emotions are awakened through seeing, hearing, touching, smelling, and tasting. Borrowing from the hospitality industry, sensory design has only recently been embraced to engage senior living residents intuitively so they develop long-lasting positive relationships with their environments. This session explores the application of multi-sensory experience to create vital and marketable senior living spaces beyond merely the visual aesthetic.

*Brooke Pearssall and Barbara Summerford, GMK Interiors; Bonnie Blair and Bobby Sumner, Retirement DYNAMICS*

Concurrent 2D – Marketing Track

**Embrace the Conversation: Strategies & Tactics for Using Search & Social Media To Engage and Attract Prospects/Residents**

Gain real-world perspective on how to take advantage of social media for your audiences with greater success. Well-received by many LeadingAge state affiliates, focus is on how senior living/aging care communities can create a positive impression and maximize impact in the increasingly interactive marketplace. Through an engaging hands-on approach, learn how to enhance your online presence, create efficiencies, strengthen your website, search, and social media programs. A showcase of relevant industry examples to highlight key strategies and tactics that achieve the best results for your market today will be provided.

*Nicole Wagner, Stevens & Tate Marketing*

4:30-5:30pm

CONCURRENT SESSIONS (3A, 3B, 3C, & 3D)

1.00 CEU

Concurrent 3A – CEO Track

**Growing Your Garden of Leaders**

One of the greatest challenges for the ultimate, long term success of any team is to grow your team's skills and leadership potential. This is made all the more difficult because finding the WHO and knowing what that person needs at each point of the process is critical, yet, too often a guessing game. This does NOT have to be the case, growing your garden of leaders is an art form, like growing roses. Not easy, but, with the right tools to learn how to identify great potential leaders and how to move them through the seasons of leadership, can be achieved.

*Sangita Lewis, Therapy Management Corporation*

Concurrent 3B – CFO, HR Track*

**Health Care Reform: What Employers Need to Know**
The presentation will cover an overview of the Patient Protection and Affordable Care Act focusing on what organizations need to be aware of and plan for from an employer perspective. The session will include time for Q&A to address the specific concerns of the audience.

*Wes Bartlett, Senn Dunn Insurance*

Concurrent 3C – Clinical Track**

"Put the Drugs Down and Turn the Music Up!" - How Technology Can Positively Impact the Lives of People Living with Dementia

This presentation showcases real world examples of how multimedia technologies, delivered through adaptive computer systems, are able to deliver quality of life benefits to individuals with dementia and to their caregivers. The systems demonstrated have been specifically designed for individuals with cognitive disabilities and little or no computer experience. The presentation focuses on practical application about how the residential care team may work to integrate the computer system into daily programming.

*Jack York, It's Never 2 Late*

Concurrent 3D – Marketing Track

**Smart Marketing When Your Community Is Full**

What is the optimal way to market yourself when you enjoy stabilized occupancy? Maximize your marketing ROI, while preparing for unexpected challenges, by addressing key issues such as: adjusting your marketing program to deal with limited inventory; determining lead generation levels when you don’t have much to sell; accounting for attrition; developing and managing a wait list; keeping your sales skill sets and technology up to date; and proactively keeping your community appealing for tomorrow’s prospects. The session will include a case study of Pennybyrn at Maryfield.

*Rich Newman, Pennybyrn at Maryfield; Lisa Pearre and Lauren Haddaway, Love and Company*

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**CNE Credit available for Nursing Symposium and all Clinical Tracks.
Transforming the cultures of our organizations requires each of us to grow into highly effective and inspirational role models. Only after we master our own behaviors and attitudes, can we expect the actions of our colleagues to improve for greater staff engagement and productivity. This session provides multiple opportunities for the learners to reflect on their impact, identify areas for growth, and develop a plan for greater influence and effectiveness.

Concurrent Session 4A – CEO Track
Real-World Ideas for Creating Impact Now
The senior living industry often looks for grand, sweeping strategies to affect major change. Opportunities also abound for execution of small or simple ideas that can create a positive impact on resident satisfaction and bottom-line results. This session will address these ideas by placing emphasis on operating efficiency and other cost-saving ideas for community finance, management, and marketing. National consultants who work with senior living providers on planning and finance, management and marketing will address these topics using real-time case studies that share challenges and successes.
Roger Randall and Tim Mallad, Greystone

Concurrent Session 4B – CFO Track*
Renewable Energy Financing Solutions for CCRCs
This presentation will address the three main methods for financing renewable energy systems for CCRCs. It will cover the basics of the renewable energy investment structure, as well as detail the differences between a typical for-profit and non-profit Pro-Forma. Presenters will also speak generally to theories and best practices for moving forward in the renewable energy sector.
Josh Ball and Josh Bowman, Weaver Cooke Construction

Concurrent Session 4C – Clinical Track**
Living a Skilled Life: Adventures in Aging
Toto, I have a feeling we are not in Kansas anymore. If there is no place like home, then why do we try to move our seniors into almost home? This session attempts to answer these questions through the experience of design professionals aging forward into their eighties and living among residents in nursing homes across the country. Get ready for an informative and entertaining expose as the presenters share their observations and discoveries from the perspective of a resident.
Kevin Deck and Melissa Pritchard, SFCS Architects

Concurrent Session 4D – HR Track
LEAD Program, Leadership Education and Development
The LEAD initiative program has been developed to provide motivated employees with tools needed to progress professionally. The program was developed by Cypress leadership team members who are experts/forward thinkers in their chosen discipline. LEAD consists of 5 Key Modules deemed necessary to succeed in any Health Care related leadership role: Conflict Resolution, Health Care Administration Overview, Communication/Hospitality, HR and Financial Management. LEAD is a 6 month program. Upon completion of all modules, participants receive a certificate, recognition and an increase in hourly wage.
Jonathan Cook and Lesley Olsen, The Cypress of Raleigh Club

2:30-4:00pm
CONCURRENT SESSIONS (5A, 5B, 5C, & 5D)
1.50 CEUs

Concurrent Session 5A – CEO Track
Point / Counterpoint: 9 Trends in 90 Minutes - Why We Can’t Do That in Our Community
How do retirement communities navigate the changing landscape of senior living, plan for the future and introduce new models of care and housing? Mimicking the Point/Counterpoint segment of the TV show, “60 Minutes”, the Architect will introduce design trends, address different types of housing, levels of care and communities. The Owner will respond with objections of why the trends cannot be implemented. The speakers will debate feasibility/implementation, including market and financial viability and discuss ways to overcome the objection/incorporate variations at retirement communities.
Dave Hinson, Highland Farms; Gregg Scott, RLPS Architects

Concurrent Session 5B – CFO Track*
Can We Afford our Strategic Plan? Using the Tools of Capital Assessment and Financial Planning
Strategic planning must be grounded in the core mission & vision of the community. A nonprofit must answer: what are physical limitations and capital replacement needs of my facilities, what services and improvements are needed and what can we afford? Providers must have tools to evaluate their facilities condition and determine needs. This session presents, based on actual case studies of CCRCs and HUD properties, the strategic planning process of evaluating your financial and physical health, needs and capabilities in light of market defendability and demand for new facilities and services.
John zumBrunnen, zumBrunnen, Inc.; Mario Mckenzie, CPA, CliftonLarsonAllen LLP
Concurrent Session 5C – Clinical Track**
**Mild Cognitive Impairment and Its Effect on Residential Communities**
Discussion regarding the latest research on Mild Cognitive Impairment and its effect on the residents in our Residential Communities including the need for Wellness Programming focusing on "maintaining a resident's independence" by "maintaining cognitive function at its highest level." Discussion will conclude with an open forum discussion of programs that are "working" and what to do when or if it progresses to more than just MCI.
*Delle Crowe and Jodi Betts, Genesis Rehab Services*

Concurrent Session 5D – HR Track
**Utilizing Coaching Skills to Enhance Your Leadership**
To lead, a person must have followers. Have you ever wondered how to get your staff to be creative and confident in their abilities? Think of the many meetings you have led and not had the responses you were looking for or even just one creative idea expressed. In this session, you will learn the basic coaching skills that will enable you to bring out the best in your staff: Deep listening; powerful questions; use of metaphor; challenges; strategies. For example, in coaching, you will ask those powerful questions that make persons go deeper within to discover answers they never knew.
*Patricia Suggs, Faith Journey*

Thursday – May 15, 2014
Educational Session

9:00-11:00am
BREAKFAST CLOSING SESSION*
2.00 CEUs

**The Conversation**
*Ben Saypol, Theater Delta*

Join Ben Saypol for unique performance-based exercises to have dialogues focusing on challenges facing long term care. This will be a great opportunity to get the creative juices flowing and to converse with your peers! The session will conclude with an overview provided by the NC Culture Change Coalition.

Continuing education credit for Nursing Home Administrators available for all educational sessions.
*CPE Credit available for all general sessions, CFO Tracks, and NC DOI Breakfast Session.
**CNE Credit available for Nursing Symposium and all Clinical Tracks.
LeadingAge North Carolina Special Events
(All in the Marriott Grande Dunes)

Monday, May 12, 2014
Nursing Symposium
1:00pm-4:00pm

Early Bird Registration
4:30pm-5:30pm

Welcome Reception
5:00pm-6:30pm

Board Meeting
6:30pm-8:30pm

Tuesday, May 13, 2014
Registration
6:00am-9:00am

Breakfast with the North Carolina Department of Insurance
7:00am-8:30am
Breakfast available at 7:00am
Group Discussion with Steve Johnson (NC DOI) begins at 7:30am

Vendor Exhibition
10:30am-12:30pm
Join our vendors to seek out the newest and best products now available.

Attendee and Vendor Luncheon
12:30-1:30pm

Wednesday, May 14, 2014
Leadership Network Breakfast
8am-9:15am
Presidents/CEOs/Executive Directors of Member Communities,
LeadingAge North Carolina Board and Platinum Business Members Only

LeadingAge North Carolina Awards Presentation & Luncheon
12:30pm-2:00pm
Please join us for a luncheon honoring the recipients of LeadingAge North Carolina’s 2014 Awards of Excellence

Thursday, May 15, 2014
Closing Breakfast Session
9:00am-11:00am
Please check the following as they apply (all included with full registration):

___ I am a President/CEO/ED of a Member Community and will attend the Leadership Breakfast

I plan to attend the following meals/events:

**Monday:**

Vendor/Attendee Reception;

**Tuesday:**

Breakfast with DOI; Lunch

**Wednesday:**

Attendee Breakfast; Awards Luncheon

**Thursday:**

Closing Breakfast

Please circle your desired concurrent educational sessions.

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**REGISTRATION FEES:**

**FULL Conference (Fee includes all educational sessions and admission to all meals/events)**

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<thead>
<tr>
<th>Tiered Pricing</th>
<th>Facility Board Member and/or Resident:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member Communities - $200</td>
</tr>
</tbody>
</table>

*(Third person plus discount applies after first and second person fees are applied. Individual communities within multi-facility organizations are considered separate communities for purpose of applying discounts for multiple participants. The corporate headquarters of a multi-facility organization is considered to be a community in this context and may apply the discount for multiple participants who are employed at the corporate headquarters.)*

**DAILY Registration Fees & Additional Special Event Tickets**

*(Additional tickets may only be purchased in addition to full and daily conference participation and cannot be purchased separately.)*

**Tuesday Only - $320** (Includes Monday Welcome Reception, All Educational Sessions, Breakfast, & Trade Show)

| Board Member/Resident - $125 | Non-Member Fee - $170 |

**Wednesday Only - $360** (Includes All Educational Sessions, Breakfast, Awards Luncheon & Reception, and Thursday Closing Session)

| Board Member/Resident - $125 | Non-Member Fee - $140 |

**Total Registration Fees**

$ __________

Charge to: __ Visa  __ Master Card  __ Discover

Credit Card Number ____________________

Expiration Date ____________________

Card Holder Name ____________________

Signature of Card Holder ____________________

Billing Address: ____________________

Register online: [www.leadingagenc.org](http://www.leadingagenc.org), mail or fax. Please DO NOT email completed registration forms!

Checks should be made payable to LeadingAge North Carolina.

Return payment with registration form to:

LeadingAge North Carolina
100 Carolina Meadows
Chapel Hill, NC 27517
Fax: (919) 869-1811
Phone: (919) 571-8333
# Extra Ticket Fees

*Must accompany full conference registration.*

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
<th>Quantity</th>
<th>Total</th>
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<th>Total</th>
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<tr>
<td>Monday</td>
<td>Welcome Reception</td>
<td></td>
<td>$45.00 pp</td>
<td></td>
<td>$60.00 pp (Non Member)</td>
</tr>
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<td>(5/12/14)</td>
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<tr>
<td>Tuesday</td>
<td>Trade Show</td>
<td></td>
<td>$90.00 pp</td>
<td></td>
<td>$120.00 pp (Non Member)</td>
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<tr>
<td>(5/13/14)</td>
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<td>Wednesday</td>
<td>Awards Luncheon</td>
<td></td>
<td>$40.00 pp</td>
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<td>$65.00 pp (Non Member)</td>
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<tr>
<td>(5/14/14)</td>
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<td>Attendee Reception</td>
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<td>$30.00 pp</td>
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<td>$60.00 pp (Non Member)</td>
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<tr>
<td>Thursday</td>
<td>Closing Breakfast/</td>
<td></td>
<td>$50.00 pp</td>
<td></td>
<td>$65.00 pp (Non Member)</td>
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<td>(5/15/14)</td>
<td>Session</td>
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<td>Guest Pass</td>
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<td>$100.00 pp</td>
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</tbody>
</table>

Please list name and email address of individual(s) receiving extra tickets (if applicable)

Full Name ___________________________ EMAIL: ___________________________

Full Name ___________________________ EMAIL: ___________________________

**Total Extra Ticket Fees** $___________

**Total Conference Fees** $___________

Charge to: ___Visa ___Master Card ___Discover

Credit Card Number ___________________________

Security Code ___________ Expiration Date ___________

Card Holder Name ___________________________

Signature of Card Holder ___________________________

Billing Address: __________________________________________

Register online: [www.leadingagenc.org](http://www.leadingagenc.org), mail or fax. Please DO NOT email completed registration forms.

Please make checks payable to LeadingAge North Carolina.

Return payment with registration form to:

LeadingAge North Carolina
100 Carolina Meadows
Chapel Hill, NC 27517
Fax: (919) 869-1811
Phone: (919) 571-8333