



Investing in Senior Housing & Care Properties

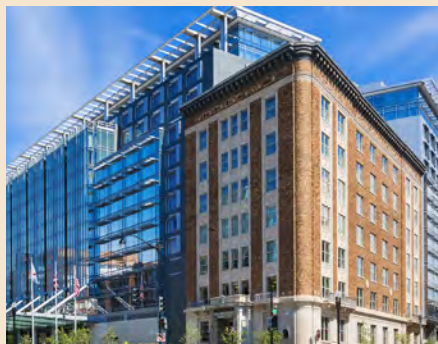
September 14-16 | Washington, D.C.

2022 NIC Fall Conference Program

Marriott Marquis Washington, D.C.

901 Massachusetts Avenue NW, Washington, District Of Columbia, USA, 20001

Table of Contents



Investing in Senior Housing & Care Properties

September 14–16 | Washington, D.C.

Marriott Marquis Washington, D.C.
901 Massachusetts Avenue NW, Washington,
District Of Columbia, USA, 20001

More information available at
fallconference.nic.org

02	TABLE OF CONTENTS	12	MAIN STAGE SESSIONS
03	WELCOME LETTER	13	DAILY SESSION SCHEDULE Session Details & Highlights
04	COVID SAFETY & BADGE PICK-UP On-site Protocols and Badge Information	21	NIC MAP VISION
05	SCHEDULE AT-A-GLANCE	22	ABOUT NIC
06	IMPORTANT INFORMATION TO KNOW	23	THANK YOU
07	ON-SITE ATTENDEE RESOURCES Creative Offerings for Attendees	24	SPONSOR THANK YOU
08	NETWORKING OPPORTUNITIES	28	2022 NIC FALL PLANNING COMMITTEE AND MEDIA PARTNERS
10	CUISINE OPTIONS & KOSHER ACCOMMODATIONS	29	SEYFARTH ACKNOWLEDGEMENT
11	GENERAL INFORMATION		

Welcome to the 2022 NIC Fall Conference

On behalf of the 2022 NIC Fall Conference Program Committee, Board of Directors, and NIC staff, we are excited for you to join us in Washington, D.C. for the “The NIC.” During our three days together, thousands of leaders from the senior housing and care industry will experience the most efficient and effective networking event of the year.

Forward Together, the theme of this year’s conference, speaks to our resilience and perseverance as an industry in providing housing and care to older Americans. As leaders in the industry with the vision, knowledge and experience, and wherewithal to pave the way into the future of senior housing and skilled nursing, your participation ensures a bright future.

We invite you to participate in a variety of formal and informal networking opportunities to connect with longtime industry colleagues and forge new relationships, while we share innovative ideas, concepts, and approaches to create positive momentum and outcomes despite the challenges facing the industry today.

The Fall Conference Program Committee is excited to present attendees with a lineup of 10 dynamic educational sessions geared to inform executives on topics that can help organizations flourish going forward. Sessions include the latest drivers behind demand, new revenue sources, and operational efficiencies.

You’ll hear:

- Why *now* is a good time to invest in senior housing despite relatively low average occupancy and increased operating expense pressures.
- A candid discussion on the rapidly growing Active Adult market from what is driving investor interest to how deals are structured to how operations are different.
- A panel of prominent operator CEOs share their perspectives for success going forward during this period of expected rapid and transformational change.
- Insights about the economic and financial markets from economist Jason Schenker, chairman of The Futurist Institute and president of Prestige Economics.
- How operators are repositioning properties due to market maturation.
- How a multi-community operator can effectively scale a management enterprise.
- Why ESG is suddenly so important to institutional capital providers and how it can benefit industry stakeholders.
- How to attract new consumers based on demographic patterns, including those identified using NIC MAP Vision data.
- Two earnestly anticipated valuation and capital market sessions, each dedicated to best address the unique features of senior housing and skilled nursing.

Safety remains a priority as we gather. Thank you for attending the 2022 NIC Fall Conference and sharing your expertise.

Sincerely,



Kurt Read

*Chair of the Board, NIC
Co-chair, 2022 NIC Fall Conference Program Committee
Managing Director, RSF Partners*



Susan Barlow

*Co-chair, 2022 NIC Fall Conference Program Committee
Co-founder & Managing Partner, Blue Moon Capital Partners*



Brian Jurutka

President & CEO, NIC

COVID Safety & Badge Pick-up

COVID Safety

Safety remains a priority for our industry, which is why all attendees, speakers, and staff participating in the event must be fully vaccinated or show proof of a negative COVID test (Antigen or PCR) that has been administered by an accredited lab, pharmacy, or clinic no more than 48 hours prior to badge pick-up. Further details are [here](#).

If you are supplying a negative COVID test, we strongly recommend that you have one administered before you arrive at the conference. If you do not get tested before arrival, we will be testing on site. On-site testing is available for \$95 in the Geranium Room, located on the Mezzanine Level of the Marriott Marquis Washington D.C. Once you have a negative test, your badge will be printed and you will gain admittance into the conference.

EMT & Medical Assistance

Through NIC's partnership with Safe Expo, a licensed EMT will be on-site to assist attendees.

Badge Pick-up

If you did not receive your badge in the mail, please go to the NIC Registration Desk located on the Mezzanine Level of the Marriott Marquis Washington D.C. If you submitted your vaccination record through the Safe Expo portal, simply walk up to the NIC Registration counter and enter your information to print your badge.

If you did not submit your vaccination record through the Safe Expo portal, you can show proof of vaccination to one of the Safe Expo members standing next to the badge printers. If you do not have proof of vaccination, you will need to supply proof of a negative COVID test.

Mailed Badges

Conference attendees who registered, paid, and supplied proof of vaccination by August 1 should have received a badge in the mail. A Safe Expo staff member, located at the main entry points of the conference space, will place a one-time sticker on your badge to grant you full admittance into the conference. No need to stop by the NIC Registration counter, you can skip the line!



Schedule At-A-Glance

WEDNESDAY, SEPTEMBER 14

(NIC Café and Attendee Services available until 5:00 PM)

7:00 AM – 6:30 PM	Registration
9:30 AM – 2:00 PM	Skilled Nursing Boot Camp <i>Courtyard Washington Downtown</i>
10:00 AM – 5:30 PM	Atrium Networking Lounge Dignitary Networking Lounge Huddle Space Hub
10:00 AM – 11:00 AM	Women's Networking Meetup
10:00 AM – 11:00 AM	NIC Café Morning Break
12:00 PM – 2:00 PM	NIC Café Lunch + Food Trucks
1:15 PM – 2:15 PM	First-time Attendee Gathering <i>Courtyard Washington Downtown</i>
2:30 PM – 3:00 PM	NIC WELCOME & UPDATES
3:00 PM – 4:00 PM	NIC Café Afternoon Break
3:00 PM – 4:00 PM	MAIN STAGE SESSION Why Now is a Good Time to Invest in Senior Housing
4:15 PM – 5:30 PM	MAIN STAGE SESSION Rational Exuberance: Investing in The Rapidly Growing Active Adult Segment
5:30 PM – 7:00 PM	Welcome Reception
6:30 PM – 8:30 PM	Evening Car Service
8:30 PM – 10:30 PM	Evening Grab & Go Dessert Cart

THURSDAY, SEPTEMBER 15

(NIC Café and Attendee Services available until 5:00 PM)

7:00 AM – 6:30 PM	Registration
7:30 AM – 9:30 AM	NIC Café Breakfast

8:00 AM – 5:30 PM	Atrium Networking Lounge Dignitary Networking Lounge Huddle Space Hub
8:00 AM – 8:30 AM	First-time Attendee Morning Connection
8:30 AM – 9:45 AM	KEYNOTE SESSION Economic and Financial Market Outlook
10:00 AM – 11:00 AM	NIC Café Morning Break
10:00 AM – 11:00 AM	MAIN STAGE SESSION Rediscovering Our Identity: Repositioning and Making the Most of Senior Housing Properties
11:30 AM – 12:45 PM	MARQUEE SESSION Visions, Insights, and Perspectives: A Discussion with Industry CEOs
12:00 PM – 2:00 PM	NIC Café Lunch + Food Trucks
1:30 PM – 2:30 PM	MAIN STAGE SESSION Stay Focused and Keep Working: Effectively Scaling Your Operations
3:00 PM – 4:00 PM	NIC Café Afternoon Break
3:00 PM – 4:00 PM	MAIN STAGE SESSION Calling All Capital Providers and Operators: What Senior Living Needs to Know About ESG
4:30 PM – 5:30 PM	MAIN STAGE SESSION Boomer vs. Silent Generation: Understanding Consumer Behaviors to Innovate Your Product
5:30 PM – 7:00 PM	Networking Reception
6:30 PM – 8:30 PM	Evening Car Service
8:30 PM – 10:30 PM	Evening Grab & Go Dessert Cart

FRIDAY, SEPTEMBER 16

(NIC Café and Attendee Services available until 11:00 AM)

7:00 AM – 9:00 AM	Registration
7:30 AM – 9:30 AM	NIC Café Breakfast
8:00 AM – 11:30 AM	Atrium Networking Lounge Dignitary Networking Lounge Huddle Space Hub
8:00 AM – 8:30 AM	First-time Attendee Morning Connection
9:00 AM – 10:15 AM	MAIN STAGE SESSION Deal or No Deal: Trends in Senior Housing Capital Markets
10:00 AM – 11:00 AM	NIC Café Morning Break
10:30 AM – 11:30 AM	MAIN STAGE SESSION Valuing Skilled Nursing and Sourcing Capital in a Turbulent Market

Never Miss A Session!

Download the 2022 NIC
Fall Conference Mobile App.

The Mobile App is your one-stop portal to all conference information including:

- conference schedule
- attendee listing
- speaker presentations
- attendee profiles, maps, and much more



Important Information to Know

Registration & COVID Testing

Mezzanine Level, Atrium Networking Lounge

Hours:

Wednesday, September 14	7:00 AM – 6:30 PM
Thursday, September 15	7:00 AM – 6:30 PM
Friday, September 16	7:00 AM – 9:00 AM

Name Badge and Lanyard Colors

To aid attendees who have color-blindness, we have added a letter representing the registration type on the lanyards.

(R)	Senior Housing Operator & Care Provider
(Y)	Healthcare Provider/Risk Bearer/Convener/Insurer
(O)	Developer
(G)	Lender/Debt Provider, Investor/Equity Provider, Financial Intermediary
(B)	Transactional Services, Non-transactional Services
(P)	NIC Scholar

Attendees are required to wear their name badges throughout the conference, which provides admission to all conference-related activities.

Badge Rules

Your registration includes one badge for general admission to the 2022 NIC Fall Conference. Only individuals who have registered and present a badge may attend conference events, including all conference sessions, networking lounges, and receptions.

Keep your badge in a safe place. Replacement badges will be printed at a cost of \$150 to the attendee.

Badge swapping is not permitted. Anyone found wearing a badge that does not match his/her/their identification will be removed from the conference without a refund. In addition, the registration of any attendee whose badge is being worn by another individual will be forfeited. The NIC Conference does have security in place to ensure that only registered individuals have access to the conference space.

Attendee Listing

Located exclusively via the NIC Conference Mobile App, the Attendee Listing includes attendees who registered and chose to be listed. You can export the Attendee Listing to Excel to sort and print using the desktop version of the mobile app. In our new conference mobile app you can now filter by attendee type right in the app to get your networking started faster!

Meet-up Points

Meet-up points are located in several locations throughout the conference space. They are provided to assist with networking and make finding your industry peers easier! Check the back of your badge or the printed Schedule At-A-Glance for locations.



On-site Attendee Resources

On-site Attendee Resource Hours (unless otherwise indicated):

Wednesday, September 14	10:00 AM – 5:00 PM
Thursday, September 15	8:00 AM – 5:00 PM
Friday, September 16	8:00 AM – 11:00 AM



Coat & Item Check

M2 Level & M4 Level

Need a place to stash your coat or briefcase? Coat & Item Check can lighten your load.

Wednesday, September 14	7:00 AM – 7:30 PM
Thursday, September 15	7:00 AM – 7:30 PM
Friday, September 16	7:00 AM – 12:00 PM



Conference Concierge

Mezzanine Level, M1 Level, M2 Level, M4 Level

Our Conference Concierges are located throughout the conference space and will be delighted to assist you with any needs you might have—from mobile device chargers to other personal comforts.



Individual Private Workspaces

Mezzanine Level, Atrium Networking Lounge, M4, Liberty Ballroom

Need a quiet workspace during the conference? Take a break, make a call, check e-mail, or take a few minutes to wind down in one of the provided private workspaces.



Evening Grab and Go Dessert Cart

Lobby Level, Main Entrance

Cap off a sweet day with a sweet treat.

Wednesday, September 14	8:30 PM – 10:30 PM
Thursday, September 15	8:30 PM – 10:30 PM



Headshot Lounge

Mezzanine Level, Atrium Networking Lounge

The Headshot Lounge at the 2022 NIC Spring Conference was a huge success so we are bringing it back with an upgraded modern look and feel. Need to update your professional photo? Put your best face forward and stop by the Headshot Lounge to have your complimentary portrait taken. Use the kiosk provided in the Headshot Lounge to see and send your photo instantly



LinkedIn® Corner

Mezzanine Level, Atrium Networking Lounge

Improve Interactions. Build Connections. Increase Engagement. It's time to take a fresh look at your profile on the LinkedIn® platform. Through powerful insights from our LinkedIn® concierges, you'll have your understanding of today's LinkedIn platform transformed, discuss profile do's and don'ts, and learn how to reposition yourself as an expert and thought leader within the industry. You'll walk away knowing how to:

- Engage your professional network
- Build useful and meaningful connections
- Showcase yourself as a desirable, well-rounded professional
- Share ideas to stand out and be sought out



Evening Car Service

Lobby Level, L Street Entrance

Complimentary car service is available from the Marriott Marquis to transport you to your night out in downtown D.C. within a five mile radius of the conference hotel.



NIC Conference Mobile App

The NIC Conference Mobile App is your one-stop portal to all conference information, including:

- conference schedule
- up-to-date attendee list
- speaker presentations and handouts
- attendee profiles, maps, and much more

To download the app—search for “NIC Events” in your iTunes App Store or GooglePlay store. To access the desktop version go to networking.nic.org.



Relaxation Station

Mezzanine Level, Atrium Networking Lounge

Take a break from your busy schedule and visit the Relaxation Station to enjoy an upper-body chair massage between business meetings and sessions.



Specialty Coffee Bar

Mezzanine Level, Atrium Networking Lounge

Grab a complimentary cup of coffee in between business meetings and sessions.



Shoe Shine

Mezzanine Level, Atrium Networking Lounge

Polish your look with a complimentary shoe shine.



Wireless Internet Access

Enjoy complimentary wireless internet throughout the NIC Conference space.



Network: NICFALL22
Password: CIBC2022

Networking Opportunities

'The NIC' provides an abundance of networking opportunities to establish new relationships and foster existing ones. The conference features two receptions and numerous spaces configured for intimate discussions – all without the traditional tradeshow environment.



Networking Lounges

Comfortable networking areas are conveniently located and available for attendees to develop relationships and conduct business with industry peers. There are two areas in the hotel specifically designated as official Networking Lounges. The Atrium Networking Lounge is an open, light-filled bi-level space consisting of the Lobby Lounge and Mezzanine and the Dignitary Networking Lounge on the Lobby Level has a cozy, boutique atmosphere. Both spaces offer ample conversational areas available for business meetings and casual networking.

Additionally, the Atrium Networking Lounge will offer attendees a variety of resources including the Specialty Coffee Bar, Headshot Lounge, Relaxation Station, LinkedIn® Corner, and Shoe Shine.

Wednesday, September 14	10:00 AM – 5:30 PM
Thursday, September 15	8:00 AM – 5:30 PM
Friday, September 16	8:00 AM – 11:30 AM

Receptions

M4 Level, Independence Ballroom | 5:30 PM - 7:00 PM

NIC will host two receptions that you don't want to miss. Join your peers and your new business connections for two fun events before you head out for your night on the town.

- **Welcome Reception**
Wednesday, September 14
5:30 PM - 7:00 PM
- **Networking Reception**
Thursday, September 15
5:30 PM - 7:00 PM

Support for First-time Attendees

First-time attendees have access to activities and resources specifically designed to help prepare and quickly acclimate to the conference environment. You can indicate you are a first-time attendee by placing an identifying sticker on your badge. Stickers will be distributed at the First-time Attendee Gathering or you can pick one up at any of the Conference Concierge desks.



First-time Attendee Gathering

Courtyard Marriott Downtown, Lobby Level, Liberty Lounge

Meet other first-time attendees, NIC senior staff, and volunteer leaders.

- Wednesday, September 14 1:15 PM - 2:15 PM

First-time Attendee Morning Connections

Lobby Level, Great Room, located near the fireplaces

Build relationships with other first-time attendees, and NIC staff.

- Thursday, September 15 8:00 AM – 8:30 AM
- Friday, September 16 8:00 AM – 8:30 AM

Women's Networking Meetup

M2 Level, Marquis Ballroom

Women are invited to participate in an informal networking event co-sponsored by American Seniors Housing Association, Argentum's Women in Leadership, and Senior Housing Women's Initiative.

- Wednesday, September 14 10:00 AM – 11:00 AM

Cuisine Options & Kosher Accommodations

NIC Café

The NIC Café is a fresh market concept open during conference hours serving breakfast, lunch, and snacks. Re-fuel when it's convenient for you! Designed to create efficiencies for your meetings schedule as well as eliminate congestion around food functions, the NIC Café will serve as your hub for meals. The NIC Café is located on the Lobby Level of Marriott Marquis.

Wednesday, September 14

10:00 AM – 5:00 PM	All-day Break Items
10:00 AM – 11:00 AM	Morning Break
12:00 PM – 2:00 PM	Lunch + Food Trucks
3:00 PM – 4:00 PM	Afternoon Break

Thursday, September 15

7:30 AM – 5:00 PM	All-day Break Items
7:30 AM – 9:30 AM	Breakfast
10:00 AM – 11:00 AM	Morning Break
12:00 PM – 2:00 PM	Lunch + Food Trucks
3:00 PM – 4:00 PM	Afternoon Break

Friday, September 16

7:30 AM – 9:30 AM	Breakfast
10:00 AM – 11:00 AM	Morning Break

Food Trucks

During lunch on Wednesday and Thursday, go to the NIC Café or enjoy the two exclusive NIC food trucks located right outside the NIC Café doors on L Street.



Kosher Meals

Mezzanine Level, Atrium Networking Lounge

Glatt kosher options are available for attendees who requested kosher meals in advance. Glatt kosher will also be available at the receptions on Wednesday and Thursday nights. Glatt kosher meal times follow the NIC Café schedule.

Minyan

M2 Level, Salon 11

A space is available for use to observe Minyan during the following times:

Wednesday, September 14	6:00 PM – 8:00 PM
Thursday, September 15	6:00 AM – 8:00 AM / 6:00 PM – 8:00 PM
Friday, September 16	6:00 AM – 8:00 AM

General Information

Business Center

The FedEx managed business center is located on the Mezzanine Level.
(one level above lobby)

Wednesday, Thursday, and Friday from 7:00 AM – 7:00 PM

Lost and Found

Any lost items may be available to claim at NIC Registration. NIC will secure items until the end of each day and then turn them over to the Marriott Marquis security.

Photos and Videos

NIC reserves the right to use photographs/video taken of attendees at the conference for its purposes. Attendees waive any right to inspect or approve finished photographs/video or copy used for promotional purposes.

Speaker Presentations

Attendees can view available session slides via the NIC Conference Mobile App. From the Home screen, click on “Schedule”, then “Event Agenda” where you can search by session title. Attendees can access video recordings of the presentations approximately one week after the conference.



Be Social

*Join the social buzz & share your
conference experience using*

#NICFALL22



ntl_invctr



@Nat_Inv_Ctr

Main Stage Sessions

NIC has curated this year's educational sessions to focus on the issues and trends most relevant to your business needs. Fall Conference attendees will hear from some of the nation's most knowledgeable and experienced experts and leaders – sharing insights, timely data, and actionable strategies.

Don't miss these opportunities to explore your options and develop strategies as we go **Forward Together** for the solutions of tomorrow.

The Fall Conference offers 10 stand-alone, non-concurrent Main Stage sessions, all conveniently located in the Marriott Marquis Ballroom on Level M2—designed with comfortable seating for viewing and participating in small group discussions. Attendees can also view sessions from the Live Streaming Lounge, located outside the Marquis Ballroom.

This year's sessions are designed to be informative, inspiring, and engaging.



Daily Session Schedule

Wednesday, September 14

MAIN STAGE SESSIONS

2:30 PM - 3:00 PM

3:00 PM – 4:00 PM

4:15 PM – 5:30 PM

All sessions take place on Meeting Level 2 (M2) located two levels down from the lobby in the Marquis Ballroom.
If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside of the Marquis Ballroom.

2:30 PM – 3:00 PM | Main Stage

NIC Welcome and Updates

Gather together as we kickoff the conference. NIC President & CEO Brian Jurutka will share opening remarks, NIC Board Chair and RSF Partners Managing Partner Kurt Read will give an update on NIC's strategic direction, and Caroline Pearson, SVP of Health Care Strategy from NORC at the University of Chicago, will provide insights into the demographics of residents in various congregate care settings.

Speakers:

Brian Jurutka, President & CEO, NIC

Kurt Read, Managing Partner, RSF Partners and NIC Board Chair

Caroline Pearson, SVP of Health Care Strategy, NORC at the University of Chicago



3:00 PM – 4:00 PM | Main Stage***Why Now is a Good Time to Invest in Senior Housing***

This session will address that, even during this period of disruption and despite current low occupancies as well as upward pressures on operating expenses, continued investing in senior housing properties can still benefit capital. This debate-style session will highlight why now is a good time to invest by reviewing different investment strategies and explaining demographics and structural characteristics of the industry. Hear varying perspectives on development, value add, and stable cash flow as well as how to get better quality and price sensitivity at lower costs.

Moderator:

Robb Chapin, CEO, Bridge Seniors Housing

Speakers:

Julie Ferguson, Executive Vice President, Senior Living, Ryan Companies

David Selznick, Chief Investment Officer, Kayne Anderson Real Estate Advisors

Adam Zeiger, Director, Senior Housing Vertical, Hudson Advisors L.P.

4:15 PM – 5:30 PM | Main Stage***Rational Exuberance: Investing in the Rapidly Growing Active Adult Segment***

As the industry is learning more about Active Adult communities, there is a growing interest in investing in them. In this session, current investors in Active Adult will have a candid dialogue about operations, debt flow, and investors. Hear what is driving investor interest, deal structures, and debt term and how operations are different in an Active Adult community. Using NIC MAP Vision Data on Active Adult, this session will make comparative analysis to Independent Living.

Moderator:

Moderator: Mitchell Brown, Principal, Senior Housing Consulting

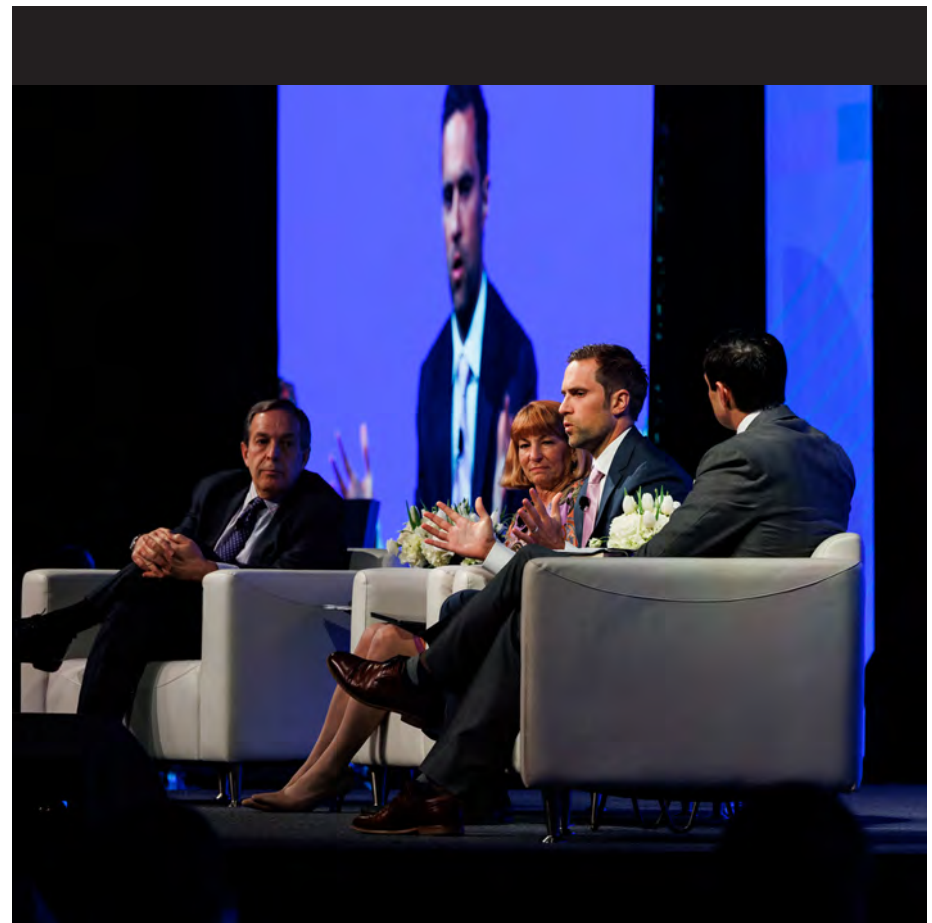
Panelists:

Joseph Fox, Co-founder and Co-chief Executive Officer, Livingston Street Capital

Todd Goldberg, Managing Director, PGIM Real Estate

Jacki Rhone, Executive Director US Real Estate - Active Adult, Greystar

Kathleen Ryser, Senior Director, Seniors Housing Underwriting and Credit, Freddie Mac



Daily Session Schedule

Thursday, September 15

MAIN STAGE SESSIONS

8:30 AM – 9:45 AM	1:30 PM – 2:30 PM
10:00 AM – 11:00 AM	3:00 PM – 4:00 PM
11:30 AM – 12:45 PM	4:30 PM – 5:30 PM

All sessions take place on Meeting Level 2 (M2) located two levels down from the lobby in the Marquis Ballroom.

If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside the Marquis Ballroom.

8:30 AM – 9:45 AM | Keynote Main Stage Session

Economic and Financial Market Outlook

As the nation grapples with a bear market, senior living leaders need the latest data and insights to make informed business decisions. That's why the 2022 NIC Fall Conference keynote session, "The Economic Outlook: Leading Financial Futurist Jason Schenker," is not to be missed. Schenker is the President of Prestige Economics and Chairman of The Futurist Institute, which has been ranked by Bloomberg News as a top financial forecaster in 46 categories. His work has been featured in The Wall Street Journal and The New York Times, and he has appeared on CNBC, CNN, ABC, NBC, MSNBC, Fox, Fox Business, and the BBC. Schenker has authored 36 books, 15 of which have been #1 best sellers, including The Future After COVID, Recession-Proof, and Futureproof Supply Chain.

Mr. Schenker will share several themes and lessons from "The Future of Healthcare," one of the many courses offered within The Futurist Institute, including his perspectives on new and emerging technologies and how improvements in data collection can be used to push innovation and improve outcomes. Takeaways from this keynote session will also include the major changes that are occurring in how people access their healthcare, use their health insurance, and receive medical entitlements including Medicare and Medicaid.

Keynote Speaker:

Jason Schenker, Futurist & Economic Forecaster, Founder of Prestige Economics, and Chairman of The Futurist Institute

10:00 AM – 11:00 AM | Main Stage Session***Rediscovering Our Identity: Repositioning and Making the Most of Senior Housing Properties***

Market maturation coupled with the pandemic has accelerated the need to reposition senior housing assets. It has left many operators dealing with occupancy issues post-COVID questioning where new demand will be coming from, and searching for their new “fit.” This session will discuss considerations when making the decision to reposition such as rebranding and how to assess the current market landscape to ensure existing properties meet current consumer demand.

Moderator:

Beth Mace, Chief Economist, NIC

Panelists:

Tana Gall, President, Merrill Gardens

Chris Guay, CEO, Vitality Living

Dennis Murphy, Formerly with Benchmark

11:30 AM – 12:45 PM | Marquee Main Stage Session***Marquee Session: Visions, Insights, and Perspectives: A Discussion with Industry CEOs***

Our industry is undergoing a period of rapid and transformational change, and it has never been more important to showcase an unparalleled environment for operators and investors to exchange ideas, insights, and information to foster positive change and growth. Join us as we hear industry thought leaders representing a cross-section of the senior housing industry discuss a wide range of topics from customer preferences, new workforce dynamics, evolving service models, and essential partnerships.

Moderator:

Kurt Read, Managing Director, RSF Partners

Panelists:

Brenda Bacon, President & CEO, Brandywine Living

Cindy Baier, President & CEO, Brookdale Senior Living

Sevy Petras, CEO and Co-founder, Priority Life Care

Greg Smith, President & CEO, Maplewood Senior Living



**SCAN ME TO
DOWNLOAD APP**

NIC Conference Mobile App

The NIC Mobile App is your one-stop portal to all conference information, including:

- conference schedule
- up-to-date attendee list
- speaker presentations and handouts
- attendee profiles, maps and much more



To download the app—search for “NIC Fall Conference” in your iTunes App Store or GooglePlay.

1:30 PM – 2:30 PM | Main Stage Session***Stay Focused and Keep Working: Effectively Scaling Your Operations***

With constant change in the industry, leaders are trying to find ways to grow their build and scale their business. In this session hear from entrepreneurs who give perspective on how to do so while offering insights that highlights possible challenges. Discover opportunities from case studies that discuss how to capitalize a business by optimization and revenue innovations.

Moderator:

Moderator: Bryan Starnes, CFO, ALG Senior

Speakers:

Speakers: Leigh Ann Barney, CEO, Trilogy Health Services
Kristopher Woolley, Founder & CEO, Avista Senior Living
Jamie Cobb, Managing Director, Columbia Pacific Management

3:00 PM – 4:00 PM | Main Stage Session***Calling All Capital Providers and Operators: What Senior Living Needs to Know About ESG***

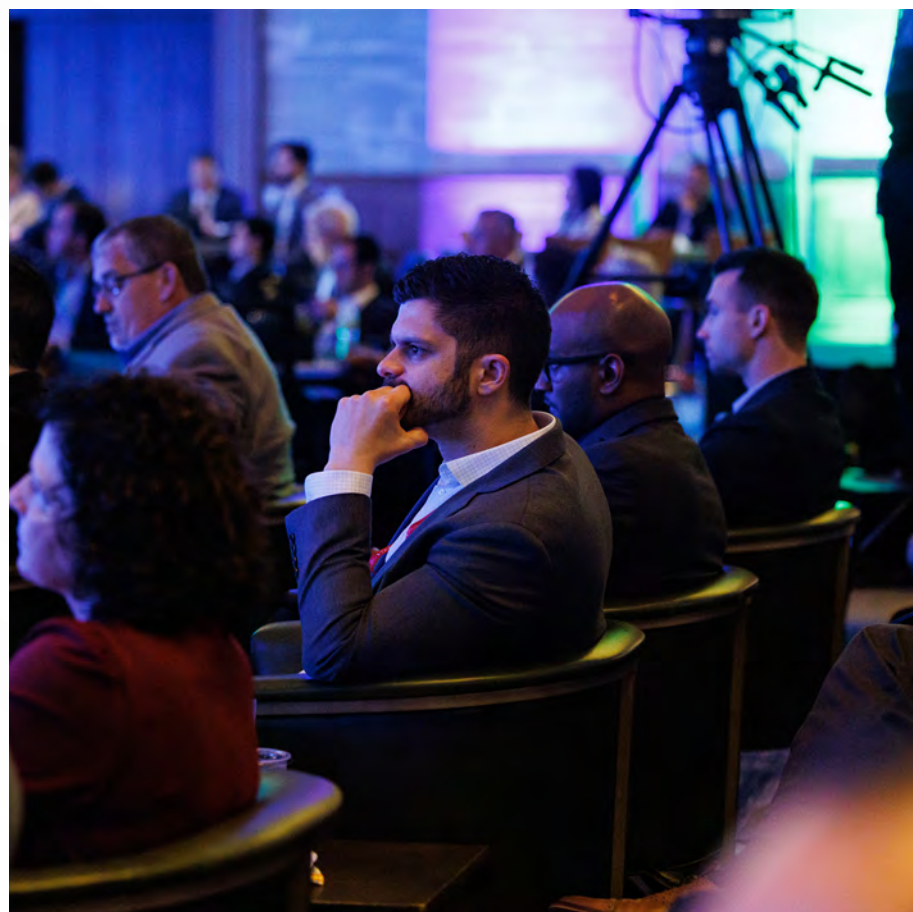
Environmental Social and Governance (ESG) are acronyms you may have heard of, but do you know what it means for your company and its impact? Investors are requiring a deeper analysis of environmental factors that can have significant impact on financial metrics. Operators need to understand these metrics and how showing value can not only have a positive impact for resident experiences but also on your business. Discover the baseline for tracking many of the ESG factors and uncover items operators may already doing but not receiving credit.

Moderator:

Isela Rosales, CAIA, Managing Director, Head of ESG & Sustainability, Bridge Investment Group

Panelists:

Jill Brosig, Managing Director, Chief Impact Officer, Harrison Street
Kathy MacDonald, SVP of Investor Relations, Brookdale
Greg MacKinnon, Director of Research, PREA



4:30 PM – 5:30 PM | Main Stage Session

Boomer vs. Silent Generation: Understanding Consumer Behaviors to Innovate Your Product

There are consumer differences between the silent and boomer generation. Understanding these behaviors can impact care needs and identify new trends in senior living communities. Using NIC MAP Vision data learn the demographic patterns on the new consumer base and how to attract and appeal to them.

Moderator:

Joe Daniels, Vice President, Business Development, Direct Supply

Panelists:

Traci Bild, Chief Visionary Officer, Bild & Co

Mercedes Kerr, President, Belmont Village

Arick Morton, Chief Executive Officer, NIC MAP Vision

William Swearingen, Senior Vice President, Marketing and Sales, Spectrum Retirement Communities, LLC



Daily Session Schedule

Friday, September 16

MAIN STAGE SESSIONS

9:00 AM – 10:15 AM

10:30 AM – 11:30 AM

All sessions take place on Meeting Level 2 (M2) located two levels down from the lobby in the Marquis Ballroom.
If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside the Marquis Ballroom.

9:00 AM – 10:15 AM | Main Stage Session

Deal or No Deal: Trends in Senior Housing Capital Markets

Hear a panel of experts, including debt and equity lenders, operators and developers, and brokers, provide information on investment and operation considerations. Using case studies that highlights current trends in senior housing, panelist will decide to “Deal or No Deal” opportunities. Attendees will hear how panelist address their decisions while gaining insight on current market conditions.

Panelists:

Michelle Kelly, Senior Vice President, National Health Investors

Dana Scheppman, Vice President, PGIM Real Estate

Chris Taylor, Managing Director, Capital One



10:30 AM – 11:30 AM | Main Stage Session

Valuing Skilled Nursing and Sourcing Capital in a Turbulent Market

An enduring favorite and staple topic at NIC conferences, this interactive session will feature expert analysis and perspectives from seasoned valuations experts representing a public REIT, operating companies and brokers. Hear the latest trends, emerging factors for consideration, views on operational management, and short- and long-term outlooks for valuations.

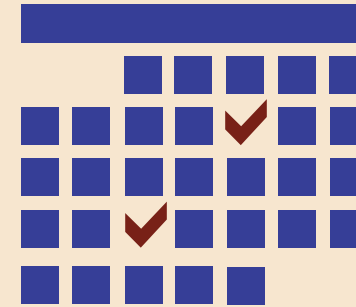
Moderator:

Bill Kauffman, Senior Principal Research and Analytics, NIC

Panelists:

Clint Malin, Co-president & CIO, LTC Properties, Inc.

Amy Sitzman, Senior Director, Blueprint Real Estate Advisors



Save the Dates

Join us next time

2023 NIC Spring Conference
March 1 - 3 | San Diego, CA

NIC Skilled Nursing Boot Camps
Spring & Fall 2023

Leadership Huddle Webinars
Spring & Fall 2023

NIC Senior Housing Boot Camps
Summer 2023

2023 NIC Fall Conference
October 23 - 25 | Chicago, IL

NICMAP VISION

THE MOST TRUSTED DATA & ANALYTICS FOR SENIOR HOUSING & CARE

- ✓ Active Adult
- ✓ Independent Living
- ✓ Assisted Living
- ✓ Memory Care
- ✓ Nursing Care
- ✓ CCRCs

15+
Years of Historical
Market Performance
Data

35K+ Properties
Nationwide with
Inventory Data

1B+ Demand &
Demographic
Data Points

Rate & Occupancy
Data for
140 Markets

OUR HOURS:

WEDNESDAY

September 14, 2022
10AM - 5:30PM

THURSDAY

September 15, 2022
8AM - 5:30PM

FRIDAY

September 16, 2022
8AM - 11:00AM

Location: Cherry Blossom Room on the Mezzanine Level

THERE'S NO SUBSTITUTE FOR A GOOD CONVERSATION

Stop by the NIC MAP Vision meeting room
or scan the QR code to schedule a meeting
in advance:



About NIC

NIC's Mission Statement: Enabling access and choice by providing data, analytics, and connections that bring together investors and providers.

The National Investment Center for Seniors Housing & Care (NIC), is a 501(c)(3) organization, working to enable access and choice for older adults by providing data, analytics, and connections that bring together investors and providers.

NIC promotes transparency, which improves the flow of capital. Thousands of subscribers enjoy original content published by NIC every week of the year, including interviews, analysis, the latest market trends, industry insights, and more.

NIC is also a platform for thought leadership and a catalyst for a new generation of leaders and innovators. We support a bright future through our Future Leaders Council, internship program, scholarships, academic outreach, and research partnerships.

Partners and sponsors have many valuable opportunities to align with our brand and our mission. [Learn More](#).

Subscribe, Register, and Connect | Visit NIC.ORG/Subscribe for:

Timely, objective, and actionable content

- NIC Notes Blog
- NIC Insider Newsletter
- Upcoming NIC Events
- NIC Recap Newsletter
- NIC Chats Podcast

Upcoming NIC Events

- 2023 NIC Spring Conference – March 1–3, San Diego, CA
- 2023 NIC Fall Conference – October 23-25, Chicago, IL

NIC Research and Analytics, available on NIC.ORG

- Executive Survey Insights
- Insights from NIC MAP® data, powered by NIC MAP Vision
- Skilled Nursing COVID-19 Tracker
- COVID-19 Impact Study (NORC at the University of Chicago)
- Lending Trends Report
- The Forgotten Middle: Middle Market Senior Housing Study



Sponsorship Opportunities

Whether your goal is to gain year-round brand visibility, boost executive exposure and corporate thought leadership, grow your footprint at a premier national event, or align with the NIC mission, NIC offers a variety of options, all of which connect you with decision-makers in senior living.

NIC Sponsorships

NIC produces and publishes timely, original content every week of the year. NIC content is often quoted in industry and national news outlets and is widely trusted and relied upon across the industry. Your sponsorship aligns your brand with the most trusted source of insight and thought leadership available in senior housing. We also offer sponsors the opportunity to submit their own original content, from white papers to leader interviews.

NIC Content Sponsorships

- Newsletters and blogs
- Podcasts and webinars
- Executive interviews

Event Sponsorships

NIC convenes leaders in the senior living industry at events large and small, including the year's most important industry events, the NIC Fall Conference and the NIC Spring Conference.

Visit nic.org/sponsorship today!

Thank You Corporate Partners

We would like to thank our year-long partners for their support and commitment to advancing NIC's mission.

Premier Partners



L U M E N T



Official Partners



B L U E P R I N T



BOK FINANCIAL



CAPITAL FUNDING GROUP



SECTOR
FINANCIAL
INC.



VENTAS®



VIUM
CAPITAL



WHITE OAK
HEALTHCARE FINANCE

Thank You Sponsors

We would like to thank our sponsors for their support and commitment to advancing NIC's mission.



Evening Amenity – Thursday



Individual Private Workspaces



Welcome Signage



Mirror Clings and Amenity Trays



Headshot Lounge and NIC Insider



Know Before You Go Email



Tip of the Week



Evening Dessert Cart – Wednesday



Networking Reception



Coat & Item Check



Conference Wi-Fi



Mortgage

Leadership Huddle



Schedule At-A-Glance



Welcome Reception



NIC Conference Mobile App



Event Website



Graphic Recording



Hydration Station - Guest Rooms



Schedule at-a-Glance



Escalator Clings



NIC Café



Welcome Reception



Tip of the Week



Dignitary Networking Lounge



Specialty Coffee Bar



Conference Concierge



Street Fare Food Trucks



Escalator Clings



Atrium Networking Lounge



Evening Amenity - Wednesday



Conference Concierge



First-time Attendee Morning Connections



Hotel Key Cards



Main Stage Sessions



Street Fare Food Trucks



Hydration Station - Conference Space



First-time Attendee
Webinar & Gathering



Badges and Lanyards



Kosher Accommodations



Daily Recap Email



Welcome Reception



Interview Article on NIC Notes
and White Paper



LinkedIn® Corner



Meet-up Points



Evening Dessert Cart - Thursday



Mobile Charging



Shoe Shine & Tip of the Week



Education Break Station



Tip of the Week



Tip of the Week



Kosher Accommodations



NIC Café



Electronic Final Program



Turndown Service



Electronic Attendee Listing



Networking Reception



NIC Chats Podcast - On the Road!



Relaxation Station &
Electronic Preliminary Program



Welcome Area Gesture



NIC Scholarship Program



Evening Car Service



Elevator Clings



NIC/ASHA/Argentum Leadership Reception

Thank You

2022 Fall Planning Committee

Susan Barlow, Co-chair, Co-founder & Managing Partner, Blue Moon Capital Partners

Aaron Becker, Senior Managing Director, Lument

Zachary Bowyer, Managing Director, JLL Valuation Advisory

Mitch Brown, Principal, Senior Housing Consulting

Randy Bufford, Founder & COB, Trilogy Health Services President & CEO, Synchro Health Services

Pilar Carvajal, Founder & CEO, Innovation Senior Living

Lori Coombs, Managing Director, Wells Fargo Multi-Family Capital

Joe Daniels, Vice President of Business Development, Direct Supply/Aptura

Ben Firestone, Executive Managing Director & Co-founder, Blueprint Healthcare Real Estate Advisors

Bre Grubbs, SVP, New Business, Leisure Care

Dave Harper, Senior Vice President, Capital One Services

Chuck Harry, Staff Contact, Chief Operating Officer, NIC

Justin Hutchens, Executive Vice President, Ventas, Inc.

Brian Jurutka, Staff Contact, President & CEO, NIC

Michelle Kelly, SVP of Investments, National Health Investors

Mercedes Kerr, President, Belmont Village Senior Village

Beth Mace, Chief Economist, NIC

Kurt Read, Co-chair, Managing Director, RSF Partners

Matthew Ruark, SVP & Head of Commercial & Healthcare Production, KeyBank Real Estate Capital Market Group

Steven Schmidt, National Director, Seniors Housing Group, Freddie Mac

Ken Segarnick, Chief Corporate Officer, Brandywine Living

Brian Sunday, Managing Director/Senior Portfolio Manager, AEW Capital Management

Steven Swain, Chief Financial Officer, Brookdale Senior Living

Charlie Trefzger, Chief Executive Officer, ALG Senior

Industry & Media Partners

Aging Media Network | Senior Housing News

Argentum

Bridge the Gap

France Media | Senior Housing Business

Institutional Real Estate, Inc.

Informa | Wealth Management Real Estate

Levin | The SeniorCare Investor

McKnight's | Long-Term Care News & Senior Living

Senior Living Foresight



High Stakes. High Volume. High Impact.

Our law firm is uniquely positioned to partner with providers in the senior housing industry, whether equity providers, debt providers, owners, operators, or other care providers, to develop successful strategies for navigating and responding to industry-specific pressures. We foster a collaborative approach, offering clients comprehensive, thoughtful, real-world solutions that positively impact their strategies and operations.

Seyfarth is a proud supporter of NIC.

