



# 2022 NIC Spring Conference

## Final Program



<b>2</b>	Table of Contents	<b>13</b>	First-time Attendee Gathering
<b>3</b>	Welcome	<b>14</b>	NIC MAP Vision
<b>4</b>	Health & Safety	<b>15</b>	General Information
<b>5</b>	Schedule At-A-Glance	<b>16</b>	Daily Session Schedule
<b>7</b>	Educational Program Formats	<b>22</b>	Upcoming Events
<b>8</b>	Educational Program Schedule	<b>23</b>	Partner Thank You
<b>9</b>	Important Information to Know	<b>24</b>	Sponsor Thank You
<b>10</b>	On-site Attendee Resources	<b>28</b>	Ally Bank Acknowledgement
<b>12</b>	Food & Social Functions		



# Welcome to the 2022 NIC Spring Conference

## Welcome

Thousands of senior housing and care leaders are preparing to meet in Dallas for the most impactful networking event of the Spring. The NIC condenses what would take months to accomplish into one event with unmatched opportunities to network and engage with industry decision-makers. At the end of this three-day event, attendees will have made new connections, secured deals, and gained insights on how to tackle the biggest challenges facing the industry.

## Putting Safety at the Forefront

The health and safety of attendees is our top priority. Each attendee is required to provide proof of vaccination in a simple, secure online process. We are also working closely with Safe Expo to best align with the latest guidelines for COVID-19 safety. [Learn more about our commitment to safety.](#)

## Making Connections

The NIC provides numerous formal and informal networking opportunities, such as networking lounges, receptions, and small group discussions focused on common topics of interest. No other event provides this level of opportunity to explore new collaborations and prospective partnerships, find capital and negotiate transactions. Attendees may also use the [Braindate™](#) platform to join small groups or schedule their own curated sessions.

## Insights You Can Use

NIC's educational program is expertly curated to provide capital providers, operators, and their partners in care with relevant, timely, and actionable insights. The NIC will feature eight non-concurrent educational sessions with innovative formats designed to stimulate collaboration and conversation.

We're thrilled to meet colleagues old and new as we host you all for what is sure to be an engaging and insightful event. See you in Dallas!

Warm regards,

## 2022 NIC Spring Conference Program Committee Co-chairs

**Colleen Blumenthal**

Chief Operating Officer & Partner  
HealthTrust

**Joel Mendes**

Managing Director  
JLL Capital Markets



## On-site Protocols

NIC takes the health and safety of all attendees seriously, which is why every attendee provided proof of vaccination, and has agreed to comply with the Code of Conduct.

### Follow the Code of Conduct including:

- Wash hands frequently with soap and water for 20 seconds or more
- Use hand sanitization stations
- Greet people according to their social distancing preference
- Be considerate, kind, and safe
- Don't attend if ill



## Safe Expo Check-in

Conference attendees whose badges have been pre-mailed to them must check-in at a Safe Expo Desk, located near the NIC Registration Desk, and on each level of the conference hotel next to the escalators before being granted full admittance into the conference.

Safe Expo staff, will be located near the purple Safe Expo sign and roaming about the conference.



A Safe Expo team member will scan the QR code on your badge and place a sticker on it. You only need to check-in to Safe Expo one time during the duration of the conference.

## EMT & Medical Assistance

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

## Social Distancing Buttons

Social distancing buttons will be located on tables near the concierge desks across the conference space. If you would like, pick up a button that suits your comfort level to indicate how you would like to be greeted by your fellow attendees.





### Wednesday, March 23

7:00 AM – 6:30 PM	Registration
8:00 AM – 12:00 PM	NIC Skilled Nursing Boot Camp (prior registration required)
10:00 AM – 6:00 PM	Networking Lounges
10:00 AM – 5:30 PM	NIC Café (all day snacks) & Braindates
10:00 AM – 11:00 AM	NIC Café Morning Break
11:30 AM – 1:30 PM	NIC Café Lunch
12:00 PM – 1:00 PM	First-time Attendee Gathering
2:30 PM – 4:00 PM	NIC Café Afternoon Break
2:00 PM – 3:45 PM	Main Stage Session
4:30 PM – 5:30 PM	Main Stage Session
6:00 PM – 7:15 PM	Welcome Reception

### Thursday, March 24

7:00 AM – 6:30 PM	Registration
7:30 AM – 9:30 AM	NIC Café Breakfast
8:00 AM – 5:30 PM	Networking Lounges
8:00 AM – 5:00 PM	NIC Café (all day snacks) & Braindates
8:00 AM – 8:30 AM	First-time Attendee Morning Meet-up
8:30 AM – 9:30 AM	Main Stage Session
10:00 AM – 11:00 AM	Main Stage Session
10:00 AM – 11:00 AM	NIC Café Morning Break
11:30 AM – 1:30 PM	NIC Café Lunch
11:30 AM – 12:30 PM	Main Stage Session

**Thursday, March 24 (Continued)**

1:30 PM – 3:15 PM	Main Stage Session
2:30 PM – 4:00 PM	NIC Café Afternoon Break
3:45 PM – 5:00 PM	Main Stage Session
5:30 PM – 7:00 PM	Networking Reception

**Friday, March 25**

7:00 AM – 9:00 AM	Registration
7:30 AM – 9:30 AM	NIC Café Breakfast
8:00 AM – 11:30 AM	Networking Lounges
8:00 AM – 11:00 AM	NIC Café (all day snacks) & Braindates
8:00 AM – 8:30 AM	First-time Attendee Morning Meet-up
9:00 AM – 10:45 AM	Main Stage Session
10:00 AM – 11:00 AM	NIC Café Morning Break





NIC has curated this year's educational sessions to focus on the issues and trends most relevant to your business needs. Spring 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 forge the solutions of tomorrow.

The Spring Conference offers eight stand-alone, non-concurrent Main Stage sessions, all conveniently located in the Trinity Ballroom on Level 3—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 Trinity Ballroom.

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



#### **Main Stage Presentations**

Industry experts and respected business leaders. Each will present and discuss timely, relevant, and actionable insights.



#### **Main Stage + Deep Dive**

Two-part sessions that begin with expert insights from the main stage, followed by the opportunity for attendees to engage in facilitated small group discussions, allowing for a deeper dive into the topics.



#### **Peer-to-Peer Discussions**

Facilitated small group discussions with participants sharing insights and questions—a format designed to foster collaborative conversation.



### Wednesday, March 23

**2:00 PM – 3:45 PM | Main Stage Session**

A Roadmap for Building Back Occupancy

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

How to Increase NOI Today, Tomorrow and Into the Future

### Thursday, March 24

**8:30 AM – 9:30 AM | Main Stage Session**

Construction Trends and Macroeconomic Influences  
on Senior Care and Housing

**10:00 AM – 11:00 AM | Main Stage Session**

Leaning in and Leveraging Resources for  
Successful Partnerships

**11:30 AM – 12:30 PM | Main Stage Session**

Equity and Debt Trends in Senior Living

**1:30 PM – 3:15 PM | Main Stage Session**

The 'Forgotten Middle' Market: Vision to Execution

**3:45 PM – 5:00 PM | Main Stage Session**

The Time is Now: Developing the Active Adult Playbook

### Friday, March 25

**9:00 AM – 10:45 AM | Main Stage Session**

Fostering Meaningful Engagement: Industry Staffing  
and Labor Needs







## Registration

### Hours:

Wednesday, March 23	7:00 AM – 6:30 PM
Thursday, March 24	7:00 AM – 6:30 PM
Friday, March 25	7:00 AM – 9:00 AM

## Name Badge & Lanyard Colors

- Senior Housing Operator & Care Provider
- Healthcare Provider/Risk Bearer/Convener/Insurer
- Developer
- Lender/Debt Provider, Investor/Equity Provider, Financial Intermediary
- Transactional Services, Non-Transactional Services

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

## Badge Rules

Your registration includes one badge for general admission to the 2022 NIC Spring Conference. Only individuals who have registered and present a badge

may attend conference events, including all conference sessions, networking lounges, and receptions.

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/or print using the desktop version of the mobile app.

## Meet-up Points

### LOBBY:

- 1: Pegasus Networking Lounge



### LEVEL 2:

- 2: Pre-function foyer (near Arts District 4)
- 3: Pre-function foyer (near guest elevators)

### LEVEL 3:

- 4, 5, 6: Dallas Ballroom Foyer/NIC Café
- 7, 8, 9: Inside the Dallas Ballroom Networking Lounge
- 10: Trinity Ballroom Foyer

## Wireless Internet Access

Enjoy complimentary wireless internet throughout the NIC Conference space.



Network: NICSPRING22  
Password: VENTAS22



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

Wednesday, March 23	10:00 AM – 5:30 PM
Thursday, March 24	8:00 AM – 5:00 PM
Friday, March 25	8:00 AM – 11:00 AM



#### Coat & Item Check

Level 2, near escalators

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

Wednesday, March 23	10:00 AM – 6:30 PM
Thursday, March 24	7:30 AM – 6:30 PM
Friday, March 25	7:00 AM – 12:00 PM



#### Headshot Lounge

Level 3, Dallas Ballroom Networking Lounge

We have upgraded our headshot lounge to a more 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!



#### Individual Private Workspaces

Level 3, Dallas Ballroom Networking Lounge and Dallas Ballroom Foyer

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.



#### LinkedIn® Corner

Level 3, Dallas Ballroom 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 of contacts
- Build connections that are useful and meaningful
- Showcase yourself as a desirable, well-rounded professional
- Share ideas to stand out and be sought out



#### Shoe Shine

Level 3, Dallas Ballroom Networking Lounge

Polish your look with a complimentary shoe shine.



#### Specialty Coffee Bar

Level 3, Dallas Ballroom Foyer

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



## Need Assistance?

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.

### Networking Spaces

Extensive, unique, and comfortable networking areas are provided for you to conduct business with your industry peers. Enjoy abundant networking opportunities available throughout the conference space.

The Dallas Ballroom Networking Lounge on Level 3 has ample seating and tables for business meetings and contains the following Attendee Resources: Headshot Lounge, Shoe Shine area, and LinkedIn® Corner.

The Pegasus Networking Lounge on the Lobby Level offers a lively smaller-scale setting.

### Dallas Ballroom Networking Lounge, Level 3

Wednesday, March 23	10:00 AM – 6:00 PM
Thursday, March 24	8:00 AM – 5:30 PM
Friday, March 25	8:00 AM – 11:30 AM

### Pegasus Networking Lounge, Lobby Level

Wednesday, March 23	10:00 AM – 5:00 PM
Thursday, March 24	8:00 AM – 5:00 PM
Friday, March 25	8:00 AM – 11:30 AM







### The NIC Café

#### Level 3, Dallas Ballroom Foyer

Implemented for the first time at our 2021 NIC Fall Conference, we are bringing back the very popular NIC Café to the 2022 NIC Spring Conference. 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.

#### Hours:

##### Wednesday, March 23

10:00 AM – 5:30 PM	All-day break items
10:00 AM – 11:00 AM	Morning Break
11:30 AM – 1:30 PM	Lunch
2:30 PM – 4:00 PM	Afternoon Break

##### Thursday, March 24

7:30 AM – 9:30 AM	Breakfast
8:00 AM – 5:00 PM	All-day break items
10:00 AM – 11:00 AM	Morning Break
11:30 AM – 1:30 PM	Lunch
2:30 PM – 4:00 PM	Afternoon Break

##### Friday, March 25

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

### NIC Receptions

NIC will host two receptions, taking place on Wednesday and Thursday nights. Wednesday night's Welcome Reception will take place from 6:00 PM – 7:15 PM and will be an outdoor block party. Thursday night's Networking Reception will take place from 5:30 PM – 7:00 PM on Level 3 in the Dallas Ballroom Networking Lounge and Dallas Ballroom Foyer.

### Glatt Kosher Meals

#### Level 3, Dallas Ballroom Foyer

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.





We are so glad you have decided to attend! First-time attendees have access to activities and resources specifically geared to help you successfully navigate the conference, including a First-time Attendee Gathering and Morning Meet-ups. 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

This is your chance to network with fellow first-time attendees, meet NIC Leadership, grab some food and drinks, and hear tips and tools for how to make the most of your conference experience.



### Location:

Hops and Hens, across the street from the hotel entrance

### Hours:

Wednesday, March 23      12:00 PM – 1:00 PM

## First-time Attendee Morning Meet-ups

Meet up with other first-time attendees and conference veterans to jump start your day.

### Location:

Level 3, Dallas Ballroom Foyer

### Hours:

Thursday, March 24      8:00 AM – 8:30 AM  
 Friday, March 25      8:00 AM – 8:30 AM



# NICMAP VISION

## THE MOST TRUSTED DATA FOR SENIOR HOUSING AND CARE

NIC MAP Vision is a leading provider of comprehensive market data and analytics for the senior housing and care sector.

**1B+** Demand & Demographic Data Points

**15+** Years of Historical Market Performance Data

**35K+** Properties Nationwide with Inventory Data

Rate & Occupancy Data for  
**140 Markets**

### DATA WE PROVIDE

**CONSTRUCTION  
PIPELINE**

**SALES**  
TRANSACTIONS

**EXISTING  
STOCK**

**PROPERTY  
CHARACTERISTICS**

**HOSPITAL  
LOCATIONS**

  
**DEMOGRAPHICS**

**OCCUPANCY &  
RATE COMPS**

### THERE'S NO SUBSTITUTE FOR A GOOD CONVERSATION



Stop by the NIC MAP Vision meeting room or schedule a meeting in advance:

[info.nicmapvision.com/nic-spring-2022-conference](https://info.nicmapvision.com/nic-spring-2022-conference). Our hours are:

Wednesday  
March 23, 2022  
10:00AM – 6:00PM

Thursday  
March 24, 2022  
8:00AM – 5:30PM

Friday  
March 25, 2022  
8:00AM – 11:00AM





### Business Center

#### Level 2

A UPS managed business center is available for use during the following times:

Monday, March 21 – Friday, March 25      7:00 AM – 6:00 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 Omni Dallas security.

### Minyan

#### Level 2, Arts District 3

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

Wednesday, March 23	6:00 PM – 8:00 PM
Thursday, March 24	6:00 AM – 8:00 AM & 6:00 PM – 8:00 PM
Friday, March 25	6:00 AM – 8:00 AM

### 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 “All Sessions” 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

**#NICSPRING22**



ntl\_invctr



@Nat\_Inv\_Ctr



# Wednesday, March 23

2:30 PM – 3:45 PM Main Stage + Deep Dive

4:30 PM – 5:30 PM Main Stage

All sessions take place on Level 3 in the Trinity Ballroom

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

2:30 PM – 3:45 PM | Main Stage + Deep Dive

## [A Roadmap for Building Back Occupancy](#)

Senior living is combatting significant supply increases due to pre-pandemic demand—while navigating labor shortages and consumer preferences shifting to a needs-based model. Hear industry and outside experts discuss how they're navigating the current landscape today to build back occupancy for tomorrow.

### Key Takeaways:

- Understand consumer preferences to make adjustments to your business models
- Hear where the industry is in the recovery process
- Explore what steps can be taken to enhance your sales and marketing plans

### Moderator:

Colleen Blumenthal, Chief Operating Officer & Partner, HealthTrust

### Speakers & Facilitators:

Derek Dunham, Vice President, Client Services, Varsity Branding

Joseph Kiernan, Chief Strategy Officer/SVP, Network Development, Ocean Healthcare

Lana Peck, Senior Principal, NIC

Courtney Siegel, President, Oakmont Senior Living



**4:30 PM – 5:30 PM | Main Stage****How to Increase NOI Today, Tomorrow and Into the Future**

Increasing revenue and managing expenses is an ongoing challenge requiring creativity, organization, and anticipation. Hear industry leaders discuss strategies to help senior housing and skilled nursing owners maximize their operating income and enhance their business model, both through better implementation of existing practices as well as advancement of new strategies.

**Key Takeaways:**

- Understand how to increase your NOI through growth and diversification strategies
- Learn real-time revenue and expense enhancement models
- Hear how coordination with the broader healthcare continuum can produce superior property-level financial results

**Moderator:**

Joel Mendes, Managing Director, JLL Capital Markets

**Speakers:**

Adam Kaplan, CEO, Solera Senior Living

Lynne Katzmann, CEO & Founder, Juniper Communities

Peter Longo, Principal & Managing Partner, Cantex Continuing Care Network





# Thursday, March 24

8:30 AM – 9:30 AM	Main Stage
10:00 AM – 11:00 AM	Main Stage
11:30 AM – 12:30 PM	Main Stage
1:30 PM – 3:15 PM	Main Stage + Deep Dive
3:45 PM – 5:00 PM	Peer to Peer

All sessions take place on Level 3 in the Trinity Ballroom

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

## 8:30 AM – 9:30 AM | Main Stage

### Construction Trends and Macroeconomic Influences on Senior Care and Housing

Join NIC's chief economist, Beth Mace, and Ken Simonson, chief economist for the Associated General Contractors of America, the leading trade association for the construction industry as they discuss current macroeconomic trends. Topics include challenging labor markets, Fed policy, higher interest rates, rising inflation, construction trends, supply chain challenges, and development delays. See how these influencing factors may shape the outlook of the senior care and housing industry.

#### Key Takeaway:

- Hear the current market trends to understand potential impacts to your business model

#### Speakers:

Beth Mace, Chief Economist and Director of Research & Analytics, NIC

Ken Simonson, Chief Economist, Associated General Contractors of America

**10:00 AM – 11:00 AM | Main Stage****Leaning in and Leveraging Resources for Successful Partnerships**

Partnerships between senior living operators and ancillary service providers across the care continuum benefit residents, consumers, and partners alike. Discover forward-thinking strategies that innovative operators implemented to create additional revenue streams and better resident outcomes.

**Key Takeaways:**

- Hear successful and innovative partnerships across the care continuum
- Gain insights on valuable ways to meet both resident and consumer needs
- Hear insights on creating new revenue streams

**Co-moderators:**

Brian Cloch, CEO, Innovative Health

Amy Kaszak, President, Special Needs Plans, AllyAlign

**Speakers:**

Alan Fairbanks, COO, Bickford Senior Living

Laurie Geschrey, Director of Value Based Care & Partner Relations, Pathway to Living

Sheryl Marcet, Co-founder & CIO, Arcus Healthcare Partners

Chirag Patel, MD, CMO, Hansa Medical Group

**11:30 AM – 12:30 PM | Main Stage****Debt and Equity Trends in Senior Living**

This session will explore the current state of the financing market. As debt and equity in senior housing continues to change and grow, understanding the current stage of the market and competition is essential. Operators and capital providers will tackle pressing questions on the future of debt and equity, share lessons learned and their perspectives on new investment trends and provide an analysis of emerging debt strategies.

**Key Takeaways:**

- Hear expert analysis on the current state of the market
- Understand the types of capital sources that will best align with your business needs
- Hear alternative debt strategies and equity trends to help build your capital stack

**Moderator:**

Morgin Morris, SVP, KeyBank Real Estate Capital

**Speakers:**

Don Husi, Managing Director, Ziegler Capital Markets

Jessica Johnson, Managing Director, Healthcare Banking, Western U.S., BOK Financial

Elliot Pessis, Managing Director, Harrison Street

Darrin Smith, EVP, Investments, Sabra Health Care REIT, Inc.



**1:30 PM – 3:15 PM | Main Stage + Deep Dive****The 'Forgotten Middle' Market: Vision to Execution**

Neither able to afford current private-pay senior living options, nor qualify for Medicaid, millions of Americans will be left without options unless new and innovative models arise. Learn what strides have been made and types of strategies to incorporate innovative solutions into your business model.

**Key Takeaways:**

- Learn about the key components considered essential to having a successful middle market product
- Understand what questions to consider as you plan your middle market strategy

**Moderator:**

Diane Burfeindt, Managing Partner, Trilogy Connect

**Speakers & Facilitators:**

Ryan Brooks, Senior Principal, NIC

Beth Mace, Chief Economist and Director of Research & Analytics, NIC

Sharon Ricardi, President, Northbridge Advisory Services

Amy Schectman, President, 2Life Communities

Jim Thompson, SVP & Director, Senior Housing Investments, BOK Financial

**3:45 PM – 5:00 PM | Peer to Peer****The Time is Now: Developing the Active Adult Playbook**

The hot investment in senior living is active adult-providing a wide range of opportunities for older adults with lower acuity needs. What are its prospects? Who are the investors? And how are their investment strategies different?

**Key Takeaways:**

- Explore what Active Adult is and how it is defined
- Understand why traditional senior housing operators want to include Active Adult in their portfolio
- Participate in discussions about consumer demographics and preferences and why this asset class is attractive to investors

**Speakers & Facilitators:**

Jane Arthur Roslovic, CEO & Founder, Treplus Communities

Mitchell Brown, Principal, Senior Housing Consulting

Benjamin Burke, CEO, Headwaters Group

Alex Fisher, Co-founder, Sherpa, LLC

Ryan Maconachy, Vice Chairman, Health & Alternatives Assets, Newmark Grubb Knight Frank

Maria Nadelstumph, SVP, Brandywine Center of Excellence, Brandywine Living

Lana Peck, Senior Principal, NIC

Douglas Schiffer, President & CEO, Allegro Senior Living





# Friday, March 25

9:00 AM – 10:45 AM Main Stage + Deep Dive

All sessions take place on Level 3 in the Trinity Ballroom

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

9:00 AM – 10:45 AM | Main Stage + Deep Dive

## Fostering Meaningful Engagement: Industry Staffing and Labor Needs

The senior care industry has been greatly impacted by labor shortages and staffing needs—front line and executive positions. As an industry, how can we retain staff and help them feel a sense of purpose? Industry experts will share ideas on alternative solutions to meet the demand of growing industry needs.

### Key Takeaways:

- Discover the benefits of fostering meaningful engagement with staff
- Hear industry trends, challenges, and key drivers
- Insights on successful strategies on hiring right

### Speakers & Facilitators:

Craig Deao, Managing Director, Huron Consulting Group

Ed Frauenheim, Co-founder, The Teal Team

John Getchey, Chief Investment Officer, ReNew REIT

Jacquelyn Kung, CEO, Activated Insights

Michael Kurliand, Director, Telehealth & Process Improvement, West Health

Myra Norton, CEO, Arena Analytics

## 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 Conference” in your iTunes App Store or GooglePlay store.





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](https://www.nic.org) for:

### Timely, objective, and actionable content

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

### Upcoming NIC Events

- NIC Skilled Nursing Boot Camps – March 23, 2022
- NIC Skilled Nursing Boot Camp (virtual) – May 5, 2022
- Leadership Huddle Webinars – Spring & Summer 2022
- NIC Senior Housing Boot Camp – June 28, 2022, Denver, CO
- NIC Senior Housing Boot Camp (virtual) – Fall 2022
- 2022 NIC Fall Conference – September 14-16, Washington, DC
- 2023 NIC Spring Conference – March 1-3, San Diego, CA

### NIC Research and Analytics, available on [NIC.org](https://www.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

## Sponsor and Partner 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.

### Corporate 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.

Be In The Know | Visit [www.nic.org/sponsorship](https://www.nic.org/sponsorship) today!



# Thank You

## Corporate Partners

The support of our Partners helps NIC deliver its mission through research, analytics, data, education, and connections that increase transparency in the senior housing and care sector.

## PREMIER PARTNERS



GREYSTONE



## OFFICIAL PARTNERS





# Thank You 2022 NIC Spring Conference Sponsors

The support of our Spring Conference Sponsors helps NIC convene senior executives for unmatched networking and programming to build relationships and inform decision making.



Electronic Final Program



Conference Countdown Clock



Event Website



Meet-up Points



Know Before You Go Email



Headshot Lounge



Speaker Ready Lounge



Turndown Service



Welcome Reception



Networking Space- Dallas Ballroom  
Networking Lounge



Graphic Recording



Shoeshine



LinkedIn® Corner

GREYSTONE

Welcome Reception



Networking Space - Pegasus  
Networking Lounge



NIC Leadership Reception



NIC Conference Mobile App



Tip of the Week



Escalator Clings



Evening Amenity



Hotel Room Keys



Escalator Clings



FTA Webinar, Gathering, & Meet-ups



Specialty Coffee Bar



Hydration Station - Conference Space



Evening Amenity



Schedule at-a-Glance



Badges & Lanyards



NIC Skilled Nursing Boot Camp



Elevator Clings



Tip of the Week



Kosher Accommodations



NIC Café



Daily Onsite Email



Electronic Preliminary Program



Wireless Internet



Schedule at-a-Glance



Pre-conference Mailing



Live Streaming Area



Welcome Signage



NIC Café



Welcome Area Gesture





# Thank You

## Industry & Media Partners

Aging Media Network | Senior Housing News

Argentum

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

### 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.

[Learn More](#)

## 2022 Spring Conference Program Committee

Colleen Blumenthal, Chief Operating Officer & Partner, HealthTrust (Co-chair)

Diane Burfeindt, Managing Partner, Trilogy Connect

Benjamin Burke, CEO, Headwaters Group

Brian Cloch, Chief Executive Officer, Innovative Health

John Getchey, Chief Investment Operator, ReNew REIT

Brandi Healey, Vice President, Asset Management, Harrison Street

Amy Kaszak, President, Special Needs Plans, AllyAlign Health

Lynne Katzmann, CEO & Founder, Juniper Communities

Joseph Kiernan, Chief Strategy Officer & SVP, Network Development, Ocean Healthcare

Michael Kurliand, Director, Telehealth & Process Improvement, West Health

Peter Longo, Principal & Managing Partner, Cantex Continuing Care Network

Andre Maksimow, Chief Diversified Growth Officer, Bon Secours Mercy Health

Sheryl Marcet, Chief Investment Officer, Arcus Healthcare Partners

Alex Markowits, President & Chief Executive Officer, Spring Hills Senior Communities

Kelsey Mellard, Chief Executive Officer & Founder, Sitka

Joel Mendes, Managing Director, JLL Capital Markets (Co-chair)

Morgin Morris, Senior Vice President, KeyBank Real Estate Capital

Maria Nadelstumph, Senior Vice President, Brandywine Center of Excellence, Brandywine Living

John Rijos, Chairman and Chief Executive Officer, Chicago Pacific Founders

James Thompson, Senior Vice President & Director, Senior Housing Investments, BOK Financial



**The Ally Healthcare Real Estate & Asset Based Lending team will work with you to find the financing solution you're seeking. We understand the healthcare industry and will listen to you to understand your financing needs.**

Have working capital, acquisition or replacement financing needs?

We'll work with you to structure a financing solution to meet those needs.

### **YOUR TEAM**

**Steve Anderson**

Steven.Anderson@Ally.com  
312-775-7073

**Patrick Coffey**

Patrick.Coffey@Ally.com  
301-273-6041

**Shane Passarelli**

Shane.Passarelli@Ally.com  
323-333-9943

**Patrick Tracy**

Patrick.Tracy@Ally.com  
716-870-8058

