What if

LeadingAge® North Carolina

2019 Annual Conference

Marriott Resort and Spa at Grande Dunes

Myrtle Beach, SC

May 6-9, 2019

LeadingAge® North Carolina

Who We Are

LeadingAge North Carolina, based in Raleigh, North Carolina, has 69 member communities statewide that include continuing care retirement communities (also known as life plan communities) and affordable housing providers. Our members employ 15,000 mission-oriented staff serving more than 20,000 North Carolinians. In addition, LeadingAge North Carolina has more than 70 business members who provide services, products, and trusted advice to our members. The Association offers education, advocacy, networking, and shared services and is the state affiliate for LeadingAge in Washington, DC.

Who attends and why should you?

Attendees represent CCRCs/Life Plan Communities, affordable housing communities, and other aging services providers throughout North Carolina. Industry leaders, decision makers and more attend the LeadingAge North Carolina Annual Conference each year to:

- Learn from forward thinking and nationally recognized industry experts and thought leaders on a wide variety of topics related to the field of aging.
- Connect with senior living professionals on the Expo floor and during networking opportunities.
- Discover new products, services, and business models presented by more than 70 exhibiting organizations.
- Celebrate individuals whose work makes their communities the best in quality care and services for older adults.
- Depart the conference with takeaways that can be implemented to enhance your community.

What if

What if **we were more passionate?**
What if **we embraced new ideas without any reservations?**
What if **we freely considered different perspectives?**
What if **we empowered our teams to take more strategic risks?**
What if **we could achieve more with new partners?**
What if **we had confidence to step outside the box, out of our lane and beyond our comfort zone?**
What if **we dreamed without limits?**
What if **we focused on our missions instead of our tasks?**
What if **we helped people find passion and purpose?**
What if **we made life better for older people, our staffs, our communities and our STATE?**

What If? Why Not?

Join us
May 6-9, 2019
Marriott Resort and Spa at Grande Dunes

Hotel Accommodations

A block of rooms is being held for conference participants at the Marriott Resort and Spa at Grande Dunes. Please call the resort directly at 800-228-9290 and be sure to request the LeadingAge North Carolina conference room rate of $179/night. Reservations must be made no later than April 12 to receive the discounted rate.

Marriott Resort and Spa at Grande Dunes
8400 Costa Verde Drive
Myrtle Beach, SC 29572
Ph: 800-228-9290

To make reservations online: Click Here

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 by FAX to: (919) 869-1811 or by mail to LeadingAge North Carolina, 222 N. Person Street, Suite 205, Raleigh, NC 27601. **Please do not email registration forms.** The registration deadline is April 29, 2019. For more information regarding registration please contact LeadingAge North Carolina at (919) 571-8333.

Cancellation Policy

Written requests for cancellation must be received at the LeadingAge North Carolina Office no later than April 19, 2019. All cancellations received prior to April 19, 2019 will be refunded less a $50.00 administrative fee. All cancellations received after April 19, 2019 will be non-refundable. Substitutions may be made for persons unable to attend by contacting the Association office directly.

Town Hall Conversation

The LeadingAge policy setting process begins with you! Join us on Monday afternoon from 2:30-4:00pm for the LeadingAge North Carolina Town Hall Conversation in conjunction with LeadingAge national. This is your opportunity to advise the staff and board of both LeadingAge national and LeadingAge North Carolina about the challenges and barriers you face as an aging services provider. What works? What is not working? Do you have any federal or state policy-related ideas for solutions? The Conversation will be VERY interactive and will utilize tools that will allow you to "vote" on specific questions and see results in real time. The issues and ideas you share will be combined with issues identified in Town Hall Conversations across the country and shaped into LeadingAge national's policy priorities and activities in Washington during the coming year. The input provided during last year's Town Hall Conversation process directly influenced LeadingAge's policy priorities for 2019. This is not just for "policy people." We invite and encourage all members to attend and share their experiences.

NEW Leadership Academy Alumni Shared Learning

Attention LeadingAge NC Leadership Academy Alumni and Coaches

You are invited to a unique shared learning session ***exclusively for Alumni and Coaches of the LeadingAge NC Leadership Academy***. Join your Academy peers to gain a ***fresh look*** at leadership, teamwork, handling pressure, and making work fun by engaging your mind and body in this memorable session.

Participants will work together in a high-energy session, learning, laughing, and ***competing in teams*** to solve puzzles and accomplish multiple activities with limited resources – sound familiar? In a few hours of play, you'll learn more about yourselves and others. Be prepared to have fun and create something that will make a long lasting difference to others.

This awesome session will be led by opening keynote speaker, Jonathan Fanning, on Wednesday, May 8 from 2:00pm-4:00pm. When completing your registration be sure to mark your plans to attend. The event is exclusively for all LeadingAge NC Leadership Academy Alumni and Coaches, past and present.

Continuing Education Credit

North Carolina Board of Examiners for Nursing Home Administrators and North Carolina Division of Health Service Regulation and Adult Care Licensure

A maximum of 13.5 hours of continuing education credit for Nursing Home Administrators may be earned by attending 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.

National Association of State Boards of Accountancy

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 National Association of Long Term Care Administrator Boards

This program has been approved for Continuing Education for 12.5 total participant hours by NAB/NCERS—Approval #20200505-28-A52323-IN

NEW HR Certification Institute

This program has been submitted to the HR Certification Institute for review.

Participants must stay for the entire session to receive credit.

Monday, May 6

1:00pm-5:30pm	**Registration**
2:30pm-4:00pm	**Town Hall**
5:00pm-6:30pm	**Welcome Reception**

Tuesday, May 7

7:00am-9:30am	**Registration**
8:00am-9:00am	**Attendee Breakfast**
9:00am-10:30am	**Opening Session – Richard Hight**
10:45am-11:45am	**Concurrent Sessions**
11:30am-2:30pm	**Trade Show and Lunch**
2:30pm-3:30pm	**Concurrent Sessions 2**
2:30pm-4:30pm	**Regulatory Update (MCC/DOI/DHSR)**
3:45pm-4:45pm	**Concurrent Sessions 3**
4:30pm-5:30pm	**Trade Show and Reception**
6:00pm-7:30pm	**Leadership Academy Reception** *(Invitation Only)*

Wednesday, May 8

7:30am-9:30am	**Registration**
8:00am-9:15am	**Leadership Breakfast (CEOs and Platinum Business Members)**
8:30am-9:30am	**Attendee Breakfast**
9:30am-11:00am	**General Session – Jonathan Fanning**
11:00am-12:30pm	**Concurrent Sessions 4**
12:30pm-2:00pm	**Awards Luncheon**
2:00pm-4:00pm	**Leadership Alumni Shared Learning** *(Invitation Only)*
2:00pm-3:00pm	**Concurrent Sessions 5**
3:15pm-4:15pm	**Concurrent Sessions 6**
4:30pm-5:30pm	**Concurrent Sessions 7**

Thursday, May 9

9:00am-11:00am	**Closing Breakfast Session – Matt Thornhill**

TUESDAY, MAY 7 • 9:00AM – 10:30AM

Imagine That!

Creative Problem Solving and the Artist's Perspective

Richard Hight

"Richard skillfully stretches people's perceptions to see new possibilities and experience how their own imagination works."

Successful people take advantage of emerging opportunities; successful people also seek better solutions for their ongoing challenges. In both cases, creativity is the crucial ingredient. Creativity requires a broader and more imaginative way of thinking, but it's open to all and it can help anyone. And creativity isn't just for fancy projects—it's for everyday life!

Richard brings art, music, and spoken word together to inspire you to achieve fulfillment in your personal life and to challenge organizations to implement creativity and innovation to accomplish their mission.

To call Richard a "typical artist" would be akin to calling Lincoln a "typical politician." His visual style, depth of understanding, and ability to engage audiences are unparalleled; he brings the "Wow Factor" in full force to every one of his engagements. Through his words and demonstration, he shows audiences that their lives are works of art unto themselves, and therefore set apart in brilliance.

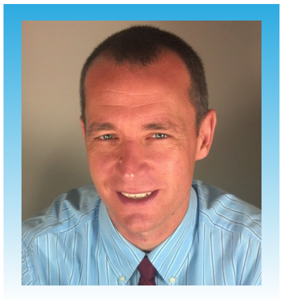
Richard has been named a Certified Speaking Professional (CSP) by the National Speakers' Association, and has appeared numerous times on CBS, NBC, ABC, and FOX networks to discuss his work and perform demonstrations. Richard has also launched numerous international tours and shared his work with millions of people abroad.

When Richard is not traveling, he resides in Tulsa, Oklahoma. In his spare time, he enjoys attending the theater, fishing, reading, and playing music. He is a dedicated husband to his wife, Marty, and a loving father to his two children, Averie and Coleman. As a family, they have actively supported Averie, who has Down Syndrome, in the Special Olympics.

WEDNESDAY, MAY 8 • 9:30AM – 11:00AM

Developing Emotional Intelligence

Jonathan Fanning



"Jonathan challenged and truly inspired our group. Material was insightful, passion was infectious, our leadership wants him back!" (Kristen S., AmeriCorps Leadership Summit)

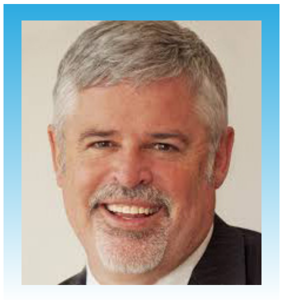
Engagement affects everything. How engaged are you? How well do you affect the engagement of people around you? Research shows that we know more about EQ (Emotional Intelligence/Quotient) than ever, yet very few are masters. Jonathan will discuss the demise of EQ in our text-crazy culture and what that means to leaders, parents, teachers, coaches, and you. This program is full of incredibly memorable stories, real-life scenarios, and a four-part process to take your EQ to the next level. Amygdala "hijacks" can tear apart a business or relationship in seconds. Do you have a strategy to master them? Can you teach your strategy to others? After this hilarious and engaging program, your answer will be "Yes!"

Jonathan Fanning is the author of ***Who are you BECOMING?*** and has been coaching leaders – from Fortune 500 executives to sole proprietors – for more than 15 years. If you are familiar with TED talks, Jonathan was voted the best speaker at a recent TED conference. A traumatic car accident and several other "Frying Pan" moments in the middle of Fanning's career as a management consultant to Fortune 500 companies triggered a quest for a deeper sense of purpose, meaning, and significance. "***Who are you BECOMING?***" and "***Who are you helping others to BECOME?***" became central to Jonathan's life, businesses, and speaking. He has also built several successful businesses, including a national children's fitness franchise and Entrepreneur Adventure, which helps young people experience business start-up and ownership. He has inspired and challenged audiences with his message in 49 states and on 3 continents. Jonathan lives in NY with his amazing wife, Dominika, and two angelic little girls, Ella and Maya.

THURSDAY, MAY 9 • 9:00AM – 11:00AM

The Future of Senior Living

Matt Thornhill



What are the trends impacting senior living today and which ones really matter? Where are the opportunities? And what truly motivates older Boomers? As a research-driven futurist and generations expert, Matt will share eye-opening insights and perspectives on the future of senior living. He'll identify relevant demographic, societal, and cultural trends and how understanding the mindsets and preferences of Boomers will create new opportunities in this segment. He'll help you connect the dots and see things as you never have before. Matt will share the key traits found in the best, most successful senior living operators from around the country to round out your understanding of what's coming and what you can do today to get ready.

Matt Thornhill is the founder and managing partner of Boomer Project, a research-based think tank headquartered in Richmond, Virginia. Matt is a futurist, generations expert, thought leader, and author. His firm identifies the trends impacting organizations and communities, studies the people making those trends happen, and helps leaders determine how best to prepare for tomorrow.

Tapping into 54 years of Southeastern Institute of Research's research expertise, the Institute for Tomorrow has helped hundreds of organizations connect the dots between the meaningful cultural, societal, and demographic trends and their success.

Matt has delivered eye-opening keynote presentations to organizations including AARP, ACHCA, NCAL, and more than 25 LeadingAge and other senior living state-level organizations. In addition, Matt has keynoted or led sessions for companies including Ingleside, Eskaton, Christian Living Communities and Home Instead and served as a delegate-at-large for the White House Conference on Aging. Google, Walmart, Wells Fargo, and even the rocket scientists at NASA have hired Matt to help them see and make sense of what's ahead.

Frequently sought out by the media for his opinions and insights, Matt has appeared on NBC, CBS, CNBC, and in articles in Businessweek, TIME, The Washington Post, The New York Times and countless others. Matt is also co-author of the acclaimed book Boomer Consumer: Ten Rules for Marketing to America's Largest, Wealthiest, and Most Influential Group.

Concurrent sessions are designed to offer attendees a variety of topics under the aging services umbrella ranging from clinical care to strategic planning and leadership. Attendees are welcome to select any topic of interest.

1 TUESDAY, MAY 7 • 10:45AM – 11:45AM

1A New Ways of Looking at Growth and Development

Presenter: Robert Gall, HJ Sims

Recently many senior living communities have become available for purchase or acquisition through either a change in sponsorship or through times of financial distress. Organizational leadership and finance professionals need to develop creative acquisition strategies for a successful transaction to occur. Learn how to balance financial risk and exposure through different made-to-fit financial plans.

1B Innovation in Philanthropy

Presenter: Clare Jordan, Capital Development Services

This session will explore the new generation of givers and new ways of giving including: 1) social impact investing 2) social entrepreneurship 3) direct donations/crowdfunding 4) use of DAFs 5) use of social media 6) online giving and Giving Tuesday 7) income disparity and mega-gifts and 8) challenge gifts.

1C Workforce Retention During Turbulent Times

Presenter: Sandi Lane, Appalachian State University

In turbulent environments staff turnover often increases causing further instability and stressful work conditions. Hurricanes Florence and Michael created turbulence and instability for the long-term care workforce as individuals struggled with personal loss and the challenges of caring for their residents. Retaining staff during turbulent times requires purposeful planning and policies that support a culture of caring. This session will discuss cutting edge approaches and strategies that support staff and the human resources policies that benefit the workforce and the organization.

2 TUESDAY, MAY 7 • 2:30PM – 3:30PM

2A Enhancing Life: The Well-Spring Retirement Expansion Story

Presenters: Alan Moore, CJMW Architecture; Alan Tutterow, Well-Spring, A Life Plan Community; Garrett Saake, Well-Spring, A Life Plan Community; Cody Scott, The Christman Company

Attendees of this session will: 1) Learn how Well-Spring decided to undertake a major expansion of its resident activity and dining spaces to improve the lifestyles of existing residents and attract new seniors. 2) Learn about how to navigate such projects in an existing community, from managing tension between today's residents and those of the future, to strategies needed when undergoing a major dining transformation while remaining in operation. 3) Learn specific details regarding the new architectural design of the theater and dining spaces that are innovative and address important current trends in senior living.

2B Cybercrime and Ransomware: How to Minimize Risk at Your Community

Presenter: Forrest Kasler, CliftonLarsonAllen

In the last 12-18 months, the most common IT questions among health care leadership in relation to cybercrime and IT security. Ransomware and cyber-attacks are becoming more common within healthcare and most organizations are feeling extremely vulnerable. In this session, we will examine the 5 most common security threats against healthcare and discuss the strategies to fight back. We will look at real life scenarios, review the impact to the organization, and identify the areas that were left unchecked so others can learn from it.

TUESDAY, MAY 7 • 2:30PM – 4:30PM

Regulatory Update

Cindy Deporter, Division of Health Service Regulation; Geary Knapp, NC Medical Care Commission; Jeff Trendel, NC Department of Insurance

Join representatives from the NC Medical Care Commission, NC Department of Insurance and the Division of Health Service Regulation for a regulatory update related to issues that directly affect life plan communities.

3 TUESDAY, MAY 7 • 3:45PM – 4:45PM

3A Loneliness Kills: Leveraging Affordable Technology to Boost Social Connectedness

Presenters: Aisha Azher, Westminster-Canterbury on Chesapeake Bay; Benjamin Unkle, Westminster-Canterbury on Chesapeake Bay

Research indicates that social isolation for seniors is a difficult problem our society will face in the coming years. Can technology help seniors, their families and caregivers? A LeadingAge national award-winning academic study says "yes." Various technologies and LeadingAge CAST's case studies will be presented to illustrate proven tools which alleviate social isolation in retirement community settings.

3B Diversity Journey: National Research and Lessons Learned from Communities Seeking to Enhance Resident Diversity

Presenters: Robert Love, Love & Company; Suzanne Hodge Pugh, Aldersgate UMRC

Increasing diversity of ethnicity, sexual orientation, etc. in senior living communities is a priority for boards and management teams. Yet little progress has been made, mainly in increasing ethnic diversity. Attendees will: 1) Learn how national and local demographic trends impact their organizations' ability to attract a significant proportion of minority households. 2) Discover the attitudes of various ethnic groups towards Life Plan Communities, along with their reasons for considering a move to a community. 3) Understand the dynamics they need to address within their own organizations to prepare them to be able to attract a more diverse resident base.

4 WEDNESDAY, MAY 8 • 11:00AM – 12:30PM

4A Best Practices & Fiduciary Accountabilities for Retirement Plans

Presenters: Phil Thomas, Alex Brown; Jack Sheffield, Alex Brown; Veronica Bray, Retirement Plan Advisor Search, LLC; Monica Brame, Trinity Pension Group, LLC

Adherence to best practices and fiduciary standards is critical in today's litigious environment and plan sponsors should be evaluating their compliance. Best practices are broad and cover a range of issues. The evaluation process can be onerous and time consuming. Plan sponsors need to be informed of the issues and formulate a compliance strategy.

4B What If? – Envisioning the Next Generation Life Experiences in Senior Housing

Presenters: Tim Mueller, SFCS Architects; John Frye, Lutheran Services Carolinas; JD Landis, SFCS Architects

Learn about communities throughout the country and within the state of North Carolina who have met the evolving operational, marketing and physical needs of their campuses to create unique experiences, and enrich and engage life. Specifically, Lutheran Services Carolinas will discuss next generation ideas for their new campus in Wilmington. Detailed surveys and focus groups ascertained the desires of seniors who will join a campus at a much younger age, ranging from 62-72. The overall design looks and feels like a coastal resort where health and wellness are the drivers for moving to this more active living experience.

4C Managing Emergency Crises: Compliance, Legal and Practical Considerations

Presenters: Maureen Murray, Fox Rothschild LLP; Joseph Moore, Crisis Focus LLC

CMS Emergency Preparedness Rule One Year Later; Evacuation Considerations (both legal and operational); Lessons Learned from Hurricanes Michael and Florence; Unexpected Crisis Management Issues and How to Prepare; Advance Crisis Tools You Want From Your Lawyer.

4D Utilizing Visualization Technology to Communicate Design, Enhance Sales and Simplify Construction

Presenters: Matthew Rodda, Steele Group Architects; Mark Dunnagan, Frank L. Blum; Hoyle Koontz, GlynnDevins; David Caudle, GlynnDevins

Through a series of examples using member communities, the presenters will show how the use of visualization technologies have facilitated communication during the design, marketing and construction phases of new and renovation projects.

5 WEDNESDAY, MAY 8 • 2:00PM – 3:00PM

5A Housing 2020: Innovative Design and Financial Models for Independent Living

Presenters: Brent Stebbins, RLPS Architects; Christopher Linkey, RLPS Architects; Mario Mckenzie, CliftonLarsonAllen

This education session will explore evolving housing options, from pocket neighborhoods and downtown models to a range of hybrid home options that address these objectives. Equally, if not more important to entice consumers to move from their home into a life plan community is providing options that align with their preferred lifestyle. Examples of innovative lifestyle options for a new or satellite community, such as sustainable agri-hoods, urban living and co-housing options, will be shared. Innovative design concepts and amenities will be illustrated.

5B PDPM Strategic Partnership: Collaboration on the MDS (Section B and C)

Presenter: Elizabeth Reigart, Functional Pathways

The Payment Driven Payment Model is designed to improve incentives for comprehensive treatment of the resident. This presentation will identify opportunities for collaboration to capture medical complexity. Focus will be on the MDS Section B (hearing, speech and vision) and Section C (cognition). An interactive approach will be used to allow participants to analyze their current practice patterns to optimize admission and discharge processes.

5C Respecting Differences – What if We All Practiced Respecting Differences?

Presenters: Betsy Finger, Givens Estates; Ed Hillman, Givens Estates

The focus of Respecting Differences is to encourage understanding, patience, tolerance and respect, and build community in the presence of differences. The areas to be addressed include: Differences in Abilities, Ageism, Race and Culture, Sexual Orientation, Political Views, and Religion. These areas were chosen in response to reported behaviors and conversations where disrespect and frustration were evident. The goal is to address challenging topics and find ways to interact with respect.

5D Technology 360: IT Strategy, Compliance, Operations

Presenter: Daniel Cavolo, The Loyola Group, LLC

This presentation will empower organizations to take control of IT and help strengthen the IT foundation to support future IT initiatives (EMR, accounting systems, human resources, smart living, nurse call, eCall, wander management, financial systems, phone systems, mobile technology, and more). This presentation will outline how organizations can rate current technology systems, rate technology usage, manage IT vendors, and prepare for future initiatives. We will review the methodology to ensure continuous education for staff. We will also discuss managing IT operations and capital.

6 WEDNESDAY, MAY 8 • 3:15PM – 4:15PM

6A Thriving in a Highly Competitive Environment: A Primer to Beating For-Profits at Their Game

Presenter: Mario Mckenzie, CliftonLarsonAllen

Over the last few years, we've seen significant growth in for-profits entering the senior living space. This session will highlight the highly competitive market environment and help contrast the approach of for-profits vs. nonprofits. Focusing on the differences in governance, mission and entrepreneurial skill sets between nonprofits and for-profits will aide providers in understanding potential shifts that should occur within organizations to remain competitive in local marketplaces.

6B Opening the Door to Seniors in the Middle

Presenters: Aaron Campbell, Perkins Eastman Architects; James H. Petty, Acts Retirement-Life Communities, Inc.

With the most affluent provided for and those with limited assets partially addressed, serving the middle in a comprehensive manner has been overlooked. Middle income seniors are the majority, despite significant variance in financial ability. By focusing on the middle, providers have an opportunity to support all seniors through inclusive implementation. We will explore how communities can thrive and connect with this large population of seniors in a meaningful way through products that provide the middle with security, peace of mind, financial protection, enrichment, and quality of life.

6 WEDNESDAY, MAY 8 • 3:15PM – 4:15PM

6C Elevating HR for an Optimal Team Member (Employee) Experience

Presenter: Andrea McDade, The Forest at Duke

Senior Living faces a challenge when it comes to attracting and retaining talent. This challenge is largely due to competition from hospitals, hotels, fast food, restaurants, and retailers. Therefore, to be competitive, your Human Resources department has to take a different approach to talent management. We all hear how people leave jobs for more money and better opportunity. To an extent, this is true but not for all workers. This session will show how The Forest at Duke has elevated HR, and created an optimal team member experience that supports our mission, vision and values.

6D Reducing Hospital Admissions with the Help of the RUSH Act of 2018

Presenter: Bobby Park, MD, RelyMD

The RUSH Act of 2018 is a bill introduced to reduce hospital admissions from nursing homes by allowing Medicare to selectively enter into value-based arrangements with medical groups to provide acute care at SNFs using a combination of a telehealth connection to an emergency physician and on-site first responders. The concept isn't new, but the additional support to implement advances in technology will help all facilities push forward where resources were previously lacking. In this session, you'll learn how the RUSH Act could impact your facility financially and operationally.

7 WEDNESDAY, MAY 8 • 4:30PM – 5:30PM

7A Medicare Certification & Regulatory Update

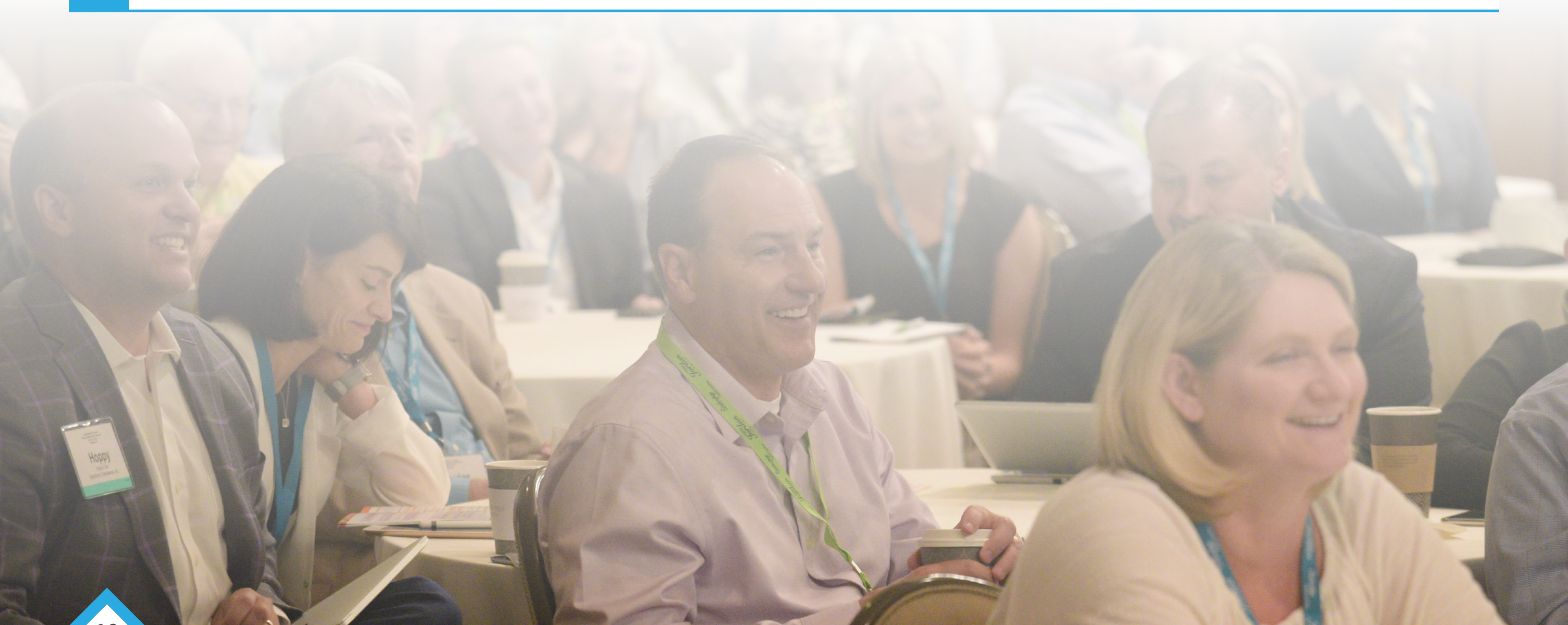
Presenter: Andy Page, Dixon Hughes Goodman LLP

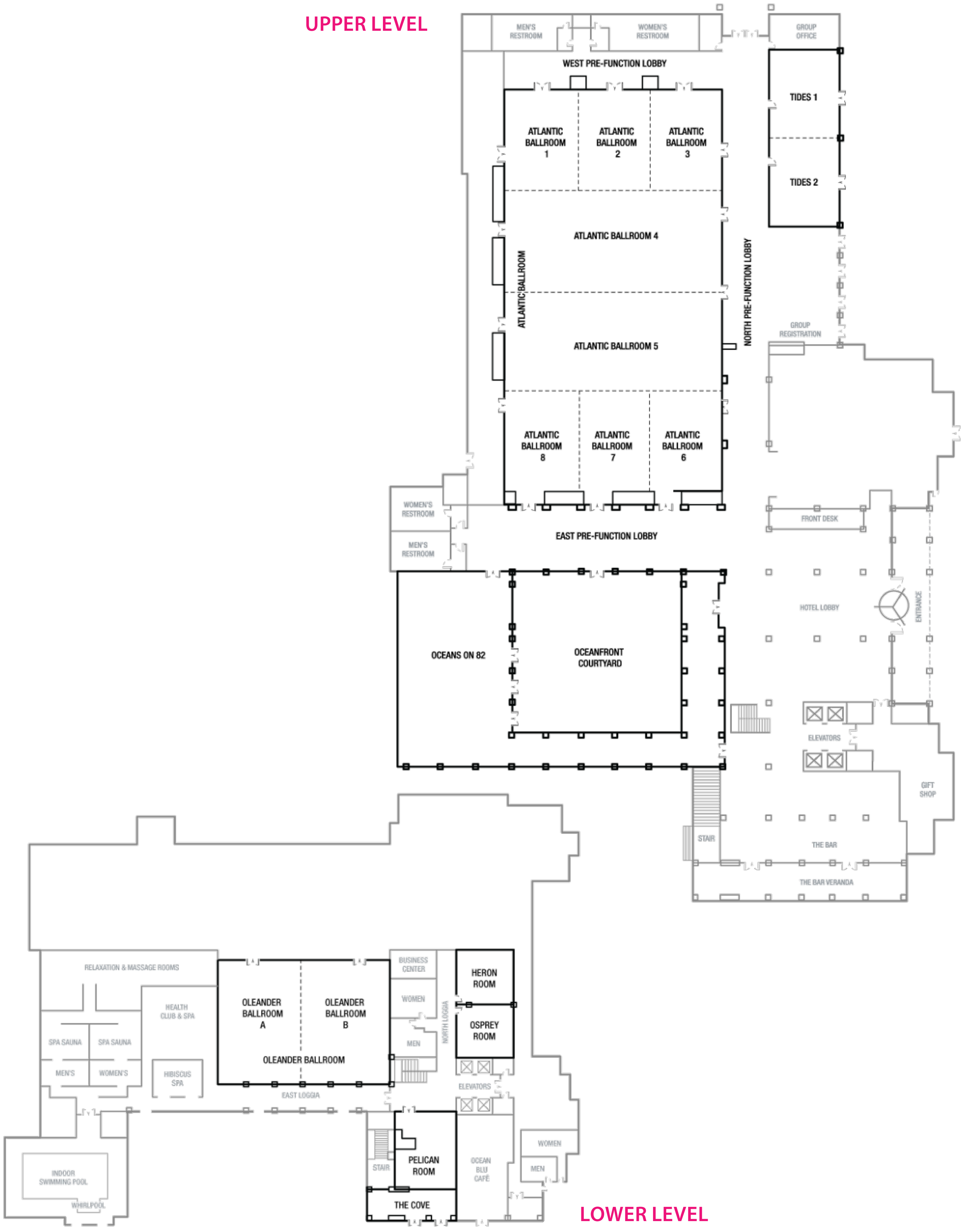
This session will address the pros and cons of Medicare certification within an LPC Health Center. We will show financial examples and analysis relative to the profitability and revenue streams associated with Medicare. We will also address the various compliance aspects of becoming Medicare certified. Additionally we will provide an update on the current regulatory updates specific to Medicare compliance and reimbursement.

7B How Your Childhood Affects How You Work Today

Presenter: Kristin Scroggin, genWHY Communication Strategies

In this presentation Kristin Scroggin, a generational diversity expert, explores the era in which you grew up and how it shapes the way you interact with co-workers. While examining generational trends on work ethic, intelligence, respect, and social norms, Kristin will have you roaring with laughter. Do you wonder why your boss is so stingy? Or why they care if you're late? Why do certain things get under your skin more than others? Explore perspectives outside of your age group in this hilarious and eye-opening presentation. You will increase understanding of yourself and co-workers and improve your relationships at work when you realize that people aren't doing things JUST to ruin your day.




UPPER LEVEL
MEN'S RESTROOM
WOMEN'S RESTROOM
GROUP OFFICE
WEST PRE-FUNCTION LOBBY
TIDES 1
TIDES 2
ATLANTIC BALLROOM 1
ATLANTIC BALLROOM 2
ATLANTIC BALLROOM 3
ATLANTIC BALLROOM 4
ATLANTIC BALLROOM
ATLANTIC BALLROOM 5
NORTH PRE-FUNCTION LOBBY
GROUP REGISTRATION
ATLANTIC BALLROOM 8
ATLANTIC BALLROOM 7
ATLANTIC BALLROOM 6
WOMEN'S RESTROOM
MEN'S RESTROOM
EAST PRE-FUNCTION LOBBY
FRONT DESK
OCEANS ON 82
OCEANFRONT COURTYARD
HOTEL LOBBY
ENTRANCE
ELEVATORS
GIFT SHOP
STAIR
THE BAR
THE BAR VERANDA
RELAXATION & MASSAGE ROOMS
HEALTH CLUB & SPA
SPA SAUNA
SPA SAUNA
MEN'S
WOMEN'S
HIBISCUS SPA
OLEANDER BALLROOM A
OLEANDER BALLROOM B
OLEANDER BALLROOM
EAST LOGGIA
BUSINESS CENTER
WOMEN
MEN
NORTH LOGGIA
HERON ROOM
OSPREY ROOM
ELEVATORS
INDOOR SWIMMING POOL
WHIRLPOOL
STAIR
PELICAN ROOM
THE COVE
OCEAN BLU CAFÉ
WOMEN
MEN
LOWER LEVEL

3 WAYS TO REGISTER BY APRIL 29, 2019

1. **Online by entering your information with credit card via our Web site: www.LeadingAgeNC.org. LANC members should log on to receive the Member Discount.**
2. **Fax your completed registration form with credit card information to 919-869-1811.**
3. **Mail your registration form with a check or credit card information to LeadingAge NC, 222 N. Person Street, Suite 205, Raleigh, NC 27601. Please do not email registration forms.**

STEP 1: CONTACT INFORMATION

Attendee Type: ❑ Provider ❑ Non Provider ❑ Speaker NHA License # ____________

Attendee First and Last Name & Title: ____________

Organization: ____________

Mailing Address: ____________

City: ____________ State: ________ Zip Code: ____________

Telephone: (_____)____________ Fax: (_____)____________ EMAIL: ____________

STEP 2: PLEASE CHECK THE FOLLOWING IF THEY APPLY. (All included with full registration.)

❑ I plan to attend the Town Hall on Monday, May 6, 2:30pm-4:00pm

❑ I am a President/CEO/ED of a Member Community and will attend the Leadership Breakfast on Wednesday, May 8 at 8:00am

❑ I am a LeadingAge NC Leadership Academy Alum or past/present Coach and will attend the Shared Learning Session on Wednesday, May 8, 2:00pm - 4:00pm

I plan to attend the following meals/events:

Monday, May 6:	❑ Welcome Reception at 5:00pm		
Tuesday, May 7:	❑ Attendee Breakfast at 8:00am	❑ Trade Show Lunch at 11:30am	❑ Trade Show Reception at 4:30pm
Wednesday, May 8:	❑ Attendee Breakfast at 8:30am	❑ Awards Luncheon at 12:30pm	
Thursday, May 9:	❑ Closing Breakfast at 9:00am		

❑ Dietary Restrictions, if any: ____________

STEP 3: CIRCLE EDUCATION SESSIONS

Tuesday, May 7	**10:45am – 11:45am**	1A	1B	1C	
	2:30pm – 3:30pm	2A	2B		
	2:30pm – 4:30pm	Regulatory Update			
	3:45pm – 4:45pm	3A	3B		
Wednesday, May 8	**11:00am – 12:30pm**	4A	4B	4C	4D
	2:00pm – 3:00pm	5A	5B	5C	5D
	3:15pm – 4:15pm	6A	6B	6C	6D
	4:30pm – 5:30pm	7A	7B		

STEP 4: CALCULATE REGISTRATION FEES

A	FULL CONFERENCE Fees include all educational sessions and admission to all meals and events.		COST
	1st Attendee	$645	$
	Additional Attendee*	$595	$
	Member Community Board of Directors or Resident	$250	$
	Concurrent Session Speaker	$400	$
	Non-Member	$750	$
		SECTION A TOTAL	$

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

B	DAILY REGISTRATION FEES		COST
	Tuesday Only (Includes Monday Welcome Reception, All Educational Sessions, Breakfast, and Trade Show)	$400	$
	Member Community Board of Directors or Resident	$125	$
	Non-Member	$550	$
	Wednesday Only (Includes all Educational Sessions, Breakfast, Awards Luncheon, and Thursday Closing Session)	$400	$
	Member Community Board of Directors or Resident	$125	$
	Non-Member	$550	$
		SECTION B TOTAL	$

C	GUEST PASS *Guest pass includes access to all events, activities and meals. Available to spouse, partner, family and/or friend of Community Member conference participant. Must accompany full conference registration $100/person. Please list name and email address of individual(s) receiving extra tickets (if applicable)*		
	FULL NAME	EMAIL	COST
	1.		$
	2.		$
		SECTION C TOTAL	$

TOTAL REGISTRATION FEES			TOTAL ENCLOSED
SECTION A $	SECTION B $	SECTION C $	$

STEP 5: PAYMENT INFORMATION

Charge to: ❑ Visa ❑ Master Card ❑ Discover ❑ American Express

Credit Card Number: ____

Security Code: ____________ Expiration Date: ____________________

Card Holder name: ____

Signature of Card Holder: ______________________________________

Billing Address: ____

City/State/Zip: ____

Telephone: ____