

# Seniors Housing and Care Leadership Summit 2010

## Back to Basics: Shrewd Investment Strategies to Build Your Bottom-Line

Thursday, September 16, 2010  
10:00 AM-5:30 PM ET

**Featured Session at 12:00 ET**  
**Seniors Housing M&A Market**  
**Forecast 2011: A Mid-Year Review**

**Session 1 (10:00 - 11:30)**  
Control Costs and Maximize  
Revenues: How to Optimize Operational  
Performance

**Session 2 (1:30 - 3:00)**  
Boost Your Census: Solutions for  
Financially Challenging Times

**Session 3 (3:30 - 5:00)**  
Repositioning Senior Care Assets: Proven  
Strategies to Maximize Market Success

**Who Should Attend:**  
Owners, Operators and Developers of  
Seniors Housing & Long-Term Care  
Facilities, Appraisers, Institutional  
Investors, Advisors, Bankers, Venture  
Capitalists, Analysts and Professional  
Service Providers.

**Presented by: The SeniorCare Investor**  
[www.seniorcareinvestor.com](http://www.seniorcareinvestor.com)

### *Coming to a conference room near you!*

In the Featured Session, you'll hear top experts debate the Outlook for Seniors Housing M&A in 2011. Seniors housing and care survived the Great Recession in better condition than every other asset class. In addition to releasing key mid-year M&A results, these experts will explore questions critical in today's deal market. Where will unit prices and cap rates move? Who will be buying and when will private equity companies follow Blackstone's lead? What impact will the Skilled Healthcare Group verdict have on values? You will have plenty of time to get answers to YOUR questions in this fully interactive session.

This is a must-attend event for seniors housing executives and investors who want to learn shrewd strategies in today's market from the top industry leaders. Register today and discover, in the different sessions HOW TO ....

- Help residents and their families increase their liquidity
- Boost census without giving away free rent or discounts
- Maintain 98% occupancy levels in today's market
- Decrease staff turnover to increase stability and avoid unnecessary costs
- Cut corners without compromising quality
- Decide if repositioning is the right strategy for you
- Determine if a modest face-lift is sufficient or if sweeping changes are necessary
- Get on the repositioning bandwagon if you are a developer or investor

**Plus:** You will also receive the virtual conference notebook with all the speaker biographies, case studies, and corporate literature.

# Program Agenda

Each session is listed in Eastern Time.

## Thursday, September 16

### 10:00-11:30 - Control Costs and Maximize Revenues : How to Optimize Operational Performance

**Panelists:** Jim Moore, President of Moore Diversified Services, Inc.; Jennifer Schwalm, Principal of Parente Randolph, LLC; Elias Pappasavvas, Founder and CEO of Elderlife Financial Services; Daniel Gray, President of Continuum Development Services; Theresa Kolaz, President and CEO of the Lutheran Community, Telford

Pressure on operating margins has been growing as costs escalate. Census and revenues have been impacted by the housing crisis and economic downturn. Providers can take action today to ensure that they have sufficient operating cash flow to weather the current financial storm and continue to provide

quality care.

Successful strategies exist to help control, and in some cases reduce, operating costs, without compromising care. In addition, some communities are 100% occupied without giving away free rent. There are also financial tools available to make it easier to get residents in the door, especially when they are dealing with their own economic uncertainty. Find out what is working in today's environment from our panel of experts.

### 11:30-12:00 - Break

Tune into brief video interviews in the broadcasting room.

### 12:00-1:30 - Featured Session: Seniors Housing M&A Market Forecast 2011: A Mid-Year Review

**Panel Moderator:** Steve Monroe, Editor of The SeniorCare Investor

This session will be the cornerstone of the Seniors Housing and Care Leadership Summit 2010. The much awaited release of the mid-year M&A statistics for the 8th year in a row will happen during this session. Find out if new trends are emerging. Banks, REITs, private equity firms and others have been stockpiling their cash and are looking towards seniors housing and care investments, the one real estate asset class that has outperformed others. Will the supply of non-stabilized properties wind down or will owners of high end properties be compensated for navigating the troubled waters? You will be given ample chance to ask questions during this fully interactive conference.

### 1:30-3:00 - Boost Your Census : Solutions for Financially Challenging Times

## Our Expert Panelists

**Traci Bild** of Dynamic Performance International, Inc., is a consultant, speaker and author. Ms. Bild's primary work is currently within the seniors housing market. Clients include: Summerville Senior Living, Carlton Senior Living, Capital Health Care, Senior Star Living, ACTS Retirement Life Communities, and more. She has published over 50 articles and a book, *7 Secrets to Successful Selling*. Ms. Bild is the winner of two Entrepreneurial Excellence Awards from Working Woman Magazine and has founded five companies to date.

**Timothy Buchanan** is the owner and CEO of Legend Senior Living, LLC. Legend owns and operates retirement and assisted living residences in Kansas, Oklahoma, and Florida. Previously, Mr. Buchanan was Co-founder, Chairman and CEO of Sterling House Corporation, a national provider of housing and services to seniors and

President and Vice Chairman of the Board of Alterra Healthcare that operated over 350 assisted living facilities after the merger with Sterling.

**Pamela Claassen**, Senior Vice President, Finance and Chief Financial Officer of American Baptist Homes of the West (ABHOW), joined the organization in 2000. Previously, she served for several years on ABHOW's Board of Directors and various committees. Prior to joining ABHOW, she was a partner with KPMG LLP.

**Daniel H. Gray** is President of Continuum Development Services and has worked with more than 100 providers across the country. He has conducted operating reviews, achieved successful turnarounds of facilities and has provided technical experience to health systems and long-term care organizations. His clients include leading accounting firms and he is a past Board

member of the American Association of Homes and Services for the Aged and the Catholic Health Association. He is a frequent speaker at industry conventions and forums. Mr. Gray is a licensed administrator in Tennessee and has held administrator licenses in a number of other states.

**Bruce H. Hedrick**, VP of Development at McNichols & Associates, Inc. was formerly the Senior Vice President of Development for Smith/Packett Med-Com, LLC, a healthcare development firm that specializes in the design, development, financing, marketing, strategic planning and operation of healthcare facilities. He has over 20 years of management experience in long term care development and operations with proven expertise in market and financial feasibility, new business management, site selection, construction design and management, marketing

and multiple community operations. He was formerly a regional vice president with Balanced Care Corporation.

**Daniel J. Hermann**, Managing Director and Group Head at Ziegler Capital Markets, has far-ranging experience in the management, structure and financial analysis of every type of senior living financing. He is responsible for managing Ziegler's Senior Living Finance Group activities in each of its six offices nationwide. Since joining Ziegler, Mr. Herman has structured and managed more than 150 senior living financings exceeding \$3.3 billion. He is a certified public accountant, a frequent lecturer nationally and internationally, and has served as a member of the Continuing Care Accreditation Commission's Financial Advisory Panel.

**Theresa (Terry) Kolaz**, is President and CEO of the Lutheran Community at

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**Panelists:** Chris Orestis, President of Life Care Funding Group; Timothy Buchanan, Owner and CEO of Legend Senior Living, LLC; Elias Papasavvas, Founder and CEO of Elderlife Financial Services; Traci Bild, Dynamic Performance International

This session provides solutions and strategies for improving seniors housing occupancy levels in these financially challenging times. With average occupancy rates declining steadily and rate discounting on the rise, find out how you can buck the trend and increase your census by 200 to 300 basis points or more without rent discounts. The expert panel will provide useful information on supplemental funding, sales and marketing, and solutions to increase your occupancy at market rates.

## **3:00-3:30 - Break**

Tune into three minute interviews in

the broadcasting room.

## **3:30-5:00 - Repositioning Senior Care Assets: Proven Strategies to Maximize Market Success**

**Panelists:** Daniel J. Hermann, Managing Director & Group Head, Ziegler Capital Markets; Pamela Claassen, Senior Vice President, Finance and Chief Financial Officer, American Baptist Homes of the West; Bruce H. Hedrick, VP of Development at McNichols & Associates, Inc.

As America's population ages, so do scores of seniors housing and care facilities in every state across the nation. Independent living complexes that were top-of-the-line 30 years ago are now deemed "drab" and "outdated." Traditional one-corridor nursing homes are viewed as obsolete and ill-equipped to care for higher-acuity patients. Con-

sumer dissatisfaction coupled with increased competition is reflected in declining occupancy rates, profitability and liquidity. Repositioning such existing old assets has led to dramatic turn-arounds at skilled nursing facilities and independent living, assisted living and continuing care retirement communities.

As a not-for-profit or for-profit provider, how can you determine if repositioning is right for you? How can you ascertain whether a modest face-lift will be sufficient, or sweeping changes in your physical plant and community programming are necessary? As a lender, consultant, developer or investor, how can you get on the repositioning bandwagon?

## **5:00-5:30 - Wrap Up**

Wrap up the day with Steve Monroe.

## Our Expert Panelists

Telford. Ms. Kolaz established a proven track record over the past thirty years in senior housing and health care management. She has served as the Healthcare Administrator for three for-profit healthcare systems located in Tennessee and Illinois before entering the non-profit, faith-based arena. Kolaz's experience includes Medicaid and Medicare certified facilities operations; Medicare, rehabilitation, independent living community, and assisted living unit start-ups; full-scale continuing care retirement communities operations corporation restructuring; and operations enhancement. She has had oversight of facilities as small as 84 beds to sites as large as 380 units.

**Jim Moore**, president of Moore Diversified Services, Inc. has over 40 years of industry experience, and his company has served thousands of national

and international clients. The company is primarily involved in market feasibility studies, detailed financial pro forma analysis, strategic planning, operations analysis and investment advisory services. Jim has personally conducted over 2,000 major seniors housing and health care consulting engagements in over 750 markets across 49 states. Jim is a frequent guest lecturer and the author of several books on seniors housing and provides articles and a syndicated column for leading senior housing and health care publications. Jim is currently active in five major industry trade associations and serves on the advisory boards of several seniors housing and health care organizations.

**Chris Orestis**, president of Life Care Funding Group, is a veteran and acknowledged expert of both the insurance and long-term care industries. His career began with senior

positions on a number of political campaigns before working for both the White House and the Senate Majority Leader on Capitol Hill. He has been a vice president and senior vice president, respectively, for the Health Insurance Association of America (HIAA) and the American Council of Life Insurers. He is the recipient of an HIAA award for distinction and service to the industry. He is a frequent speaker and a featured columnist and contributing editor to a number of industry publications.

**Elias P. Papasavvas** is founder and CEO of Elderlife Financial Services, a provider of nationwide financing options for senior living. He spent over a decade studying the impact of consumer financing in different industries prior to creating a consumer financing program for senior living consumers and for the providers who serve them.

Elias executed a successful pilot which saw individual communities' census increase by 1% to 5%. Previously, Mr. Papasavvas was a CPA at Arthur Andersen.

**Jennifer Schwalm**, Principal, Parente Randolph, LLC has more than fifteen years of experience assisting senior living clients and lenders--in both the public and private sectors--with business solutions. Prior to joining Parente Randolph, Jennifer was Director of the Senior Living Service Practice at KPMG LLP. Jennifer is a frequent speaker at industry conferences. She is a member of the American Institute of Certified Public Accountants, the Pennsylvania Institute of Certified Public Accountants, the American Association of Homes for the Aging and the Pennsylvania Association of Nonprofit Homes for the Aging. She is licensed as a Certified Public Accountant.

# Seniors Housing and Care Leadership Summit 2010

## Virtual Education An Inexpensive and Unique Way to Train Your Entire Team

Equip your team with shrewd investment strategies to use in today's market. These leading experts in the seniors housing and care field will help your team get back to the basics and ensure a healthier financial profile during these turbulent times.

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## Registration Form

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