

2016 Summer Conference



Our Aging Population: Dementia and Diversity

Join us at our 2016 Summer Conference, the only one of its kind dedicated exclusively to Ontario's growing retirement community sector - full of networking, education and fun!

This year's Summer Conference program touches on changing trends in senior living today, including the increase in residents living with dementia, the need to provide culturally competent services, and ensuring that our sector recognizes, respects and celebrates the diversity of Canada's population.

Summer Conference also offers:

- Networking** opportunities with leaders and suppliers in the sector
- Dinner** with ORCA's Board of Directors
- Golf Tournament** at Blue Mountain Golf and Country Club
- Chopped Kitchen competition** for non-golfers
- Hospitality suite** with entertainment
- Dynamic** keynote and session speakers
- ORCA Marketplace** showcasing latest in products and services
- Commercial Members' Meeting**
- And much more....**



September 26 - 28, 2016
Blue Mountain Resort

Summer Conference presented by:



Two ways to register

1. Fill out the following registration form and email to info@orcaretirement.com or fax to 905-829-1594
2. Visit the ORCA Members Website at www.orcaretirement.com/members/ and register on the Upcoming Events Calendar.

MONDAY AND TUESDAY ACTIVITIES

Monday September 26, 2016

- 3:15pm Commercial Members' Meeting**
Hosted by your Commercial Committee, this meeting will include a panel discussion on how to maximize your commercial membership and a presentation from former ORCA Board President Mike Lavallee on how to "Think Like an Operator".
- 5:00pm Dinner with a Board Member Cocktail Reception**
Join ORCA's Board Members for a cocktail before the meal begins
*Must have a ticket to the Dinner with a Board Member to attend
- 6:00pm Dinner with a Board Member**
An exclusive opportunity to network with ORCA's Board Members.
Board Members will rotate among tables as each course is served
*This dinner is not included with any package—tickets must be purchased separately
- 8:00pm Welcome Reception**
Everyone is welcome to kick off their Summer Conference experience with drinks and good company

Tuesday September 27th, 2016

- 8:00am Breakfast**
- 9:00am Golf Tournament Registration Opens—Blue Mountain Golf and Country Club**
Continental Breakfast available
- 10:00am Golf Tournament Shot Gun Start**
- 12:00pm Lunch for non golfers**
- 1:00pm Chopped Kitchen**
Teams will compete for glory in the kitchen. Ingredients and cooking equipment are earned through a variety of challenges. Teams will then dazzle a panel of judges by delivering an innovative marketing presentation.
- 5:30pm Cocktail Reception and ORCA Marketplace**
Kick off your evening with the cocktail reception, where you'll have a chance to browse the ORCA Marketplace
- 7:00pm Dinner**
The excellent dinner includes an awards ceremony recognizing the exceptional golfers of the day and the winners of the Chopped Kitchen competition
- 9:00pm Hospitality Suite and Entertainment**
Network with colleagues and dance the night away.

WEDNESDAY EDUCATION DAY

Our Aging Population: Dementia and Cultural Diversity

7:30 - 8:30 Registration and Buffet Breakfast

8:30 - 8:45 ORCA Association Update with CEO Laurie Johnston

8:45 - 9:30 Opening Keynote

Dementia Tsunami: The Challenges Ahead

Every hour, one Canadian is diagnosed with dementia. Within twenty years, more than 750,000 will be diagnosed. This will bring many challenges for families, and an increased burden on the system that itself is challenged to respond to the needs of patients and families with empathy and dignity. As a physician, medical broadcaster and a son, Dr. Brian Goldman gives his personal reflections on the struggles that lie ahead and the changes that need to be made.

Dr. Brian Goldman is one of North America's most trusted voices in medicine. He is seen as the doctor who thinks like a patient. Dr. Goldman is a bestselling author and hosts the award winning CBC radio show "White Coat, Black Art" where he takes listeners behind the sliding doors of hospitals and clinics, giving listeners what they need to know to get the care they need.



9:30 - 10:30 **Dementia: Global and National Research Initiatives**

Learn about the latest national and international initiatives that support world class research on dementia and contribute to the global pursuit of finding a cure or disease-modifying treatment for dementia.

Joanne Goldberg, Assistant Director, Institute of Aging, Canadian Institutes of Health Research

10:45 - 12:15 **Dementia: From Global Attitudes to Retirement Communities with Laura Booi, PhD Candidate and Mary Beth Wighton, Ontario Dementia Advisory Group**

How do we as providers prepare our staff and communities to work, support and understand persons with dementia?

During her presentation, Laura, a researcher, dementia advocate and founder of the World Young Leaders of Dementia, will talk about global attitudes in dementia care, ways to adapt communities to be more friendly to persons with dementia and universal design elements. Following Laura, Mary Beth will share her experiences as an advocate and person living with dementia. Laura and Mary Beth will then engage in a candid conversation that will explore multiple facets of experiencing, researching and accommodating dementia, while opening the floor to audience questions.

Laura Booi is a researcher, dementia advocate and founder of the [World Young Leaders of Dementia](#), the only international youth-led network for emerging professionals in the area of dementia. She was selected as both a Canadian and youth representative for the World Health Organization's First Ministerial Conference on Dementia. Laura has a Masters of Arts in Health Psychology and is a PhD candidate in Gerontology at Simon Fraser University.



To see full biographies of our Summer Conference speakers, please [click here](#).

WEDNESDAY EDUCATION DAY

12:15 - 1:15 Lunch and ORCA Marketplace

Browse through the stalls at the ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business. All attendees will receive a shopping list to visit the marketplace vendors. Have your shopping list stamped and be eligible for the many prizes offered by vendors and ORCA.

Marketplace Participants :

- Bath Fitter Inc.
- BINPAK Compactors
- Cardinal Health Canada
- Enercare Commercial Services
- Gordon's Estate Services Ltd.
- Lifemark Seniors Wellness
- Nationwide Window Cleaning
- Neolumens Inc.
- MED e-care Healthcare Solutions
- Rexall Health Solutions
- Panasonic Canada
- Zodiac Light Waves

Afternoon Session: Cultural Diversity

Kelly McDonald, Multicultural Marketing and Business Trends Expert

Kelly McDonald is considered one of the nation's top experts in marketing and consumer trends. Her client experience includes brands such as Toyota, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams. *Advertising Age* has twice named her company one of the top ad agencies in the U.S.



She has been featured on CNBC, in Forbes, Bloomberg BusinessWeek, Fast Company, on CNNMoney.com and on Sirius/XM Radio and is the author of two bestselling books.

1:15 - 2:15 Providing Culturally Competent Services to Diverse Populations

Diversity comes in many forms: racial, ethnic, gender, generational, sexual preference, linguistic, life stage, and level of affluence, among others.

In this era, the key to maximizing relationships and business opportunities is understanding differences in values among different groups. This session will focus on why diversity should be recognized as a business opportunity. We will discuss how leaders can grow their organizations by better understanding their co-workers, their customers, and the community in which they live and work, today and tomorrow.

2:30 - 3:45 Inclusion Matters: Fostering Welcoming Environments for Diverse Populations

Moderator: Kelly McDonald; Panelists: Allison Kocanovic, Manager of Quality Services, St. Hilda's Towers; Kate Hazell, Specialist, Education and Training, The 519; LeZlie Lee Kam, Chair, Senior Pride Network.

As operators of congregate living environments, it is imperative to recognize and embrace the diverse residents and staff that make up the current and future populations of retirement communities. Join representatives from the LGBTQ community and a dynamic multicultural retirement community as they share their experiences, expertise, and expectations for diverse and inclusive retirement communities.

To see full biographies of our Summer Conference speakers, please [click here](#).

Thank you to our Sponsors!

2016 ORCA Summer Conference Presenting Sponsor



We thank all of our sponsors for their generous support of the 2016 ORCA Summer Conference.

We couldn't do it without you!



PACKAGES AND PRICING

[A] All-Inclusive Packages

Includes access to all events, meals (except Dinner with a Board Member) and your choice of Tuesday activity.

i) All Inclusive Golf @ Blue Mountain Golf and Country Club

Member Rate **\$589** Non-Member Rate **\$689**

ii) All Inclusive Chopped Kitchen Competition

Member Rate **\$599** Non-Member Rate **\$699**

[B] Tuesday—Full Day

Includes a choice between Golf or Chopped Kitchen as well as evening events (reception, dinner and hospitality suite).

i) Golf @ Blue Mountain Golf and Country Club

Member Rate **\$399** Non-Member Rate **\$499**

ii) Lunch and Chopped Kitchen Competition

Member Rate **\$409** Non-Member Rate **\$509**

Note: You can also book online on the ORCA Members Website.

[C] Tuesday—Evening Events

Includes cocktail reception, dinner, hospitality suite and entertainment.

Member Rate **\$205** Non-Member Rate **\$279**

[D] Tuesday Evening & Wednesday Education

Includes cocktail reception, dinner & hospitality on Tuesday evening and Wednesday Education Day.

Member Rate **\$379** Non-Member Rate **\$479**

[E] Wednesday Education Day

Full Education Day includes breakfast, lunch & refreshment breaks.

Member Rate **\$189** Non-Member Rate **\$249**

Add on Events:

[F] Monday Dinner with Board Member

Dine with ORCA's Board Members.

Member Rate **\$125**

This is a member only event

BOOKING ACCOMMODATIONS

Contact Blue Mountain Resort at 1-877-445-0231 and quote **Group Name ORCA Fall 2016**.

Village 1 Bedroom—\$195.00 + applicable taxes

Village Bachelor—\$182.00 + applicable taxes

Village Studio—\$169.00 + applicable taxes

Additional accommodation is available at Blue Mountain Resort outside the room block including 2 and 3 bedroom suites.

QUESTIONS?

Contact the ORCA office at 1-888-263-5556 or maureen@orcaretirement.com.

Make cheques payable to **Ontario Retirement Communities Association** & mail to:

ORCA

2401 Bristol Circle, #202 Oakville, ON L6H 5S9

All payments must be received by ORCA prior to the scheduled event.

REGISTRATION FORM

Name: _____

Company: _____

Email: _____

Member Status: Operator Member Commercial Member Non-Member

Do you consent to having your email included in a mailing list that will be provided to conference sponsors?

Yes No

Packages

Member

Non-Member

(A) All Inclusive Package,

_____ All Inclusive Golf @ Blue Mountain Golf Club \$ 589 \$ 689

_____ All Inclusive Chopped Kitchen Competition \$ 599 \$ 699

(B) Tuesday Full Day, *includes Tuesday evening events*

_____ Golf @ Blue Mountain Golf Club \$ 399 \$ 499

_____ Chopped Kitchen Competition \$ 409 \$ 509

(C) Tuesday Evening Events \$ 205 \$ 279

(D) Tuesday Evening & Wednesday Education \$ 379 \$ 479

(E) Wednesday Education Day \$ 189 \$ 249

(F) Monday Dinner with Board Member \$ 125 N/A

Cancellation Policy:

Admin fee of \$25 will be charged for cancellations received in writing before September 6th, 2016.

Cancellations after this date are non-refundable. No shows are non-refundable, substitutions are permitted at any time.

Subtotal: _____

Add 13% HST (#130845936) _____

Total: _____

Method of Payment: _____ Cheque to follow _____ VISA _____ Mastercard

Credit Card Number: _____ Expiry: _____/_____

Name on card: _____ Signature: _____

GOLF AND CHOPPED KITCHEN REGISTRATION FORM



If you would like to register a team for the Golf Tournament or Chopped Kitchen, please complete the information below and return to the ORCA office by fax 905-829-1594 or email maureen@orcaretirement.com

Golf teams must have at least 1 Commercial Member

Player 1: _____ Player 2: _____

Player 3: _____ Player 4: _____

Name: _____ Company: _____

Please check where appropriate below:

- The foursomes listed above are pre-selected and confirmed registrants.
- The names listed above are my preference only, and players are not confirmed.

ORCA will make every effort to accommodate all players. List of foursomes will be emailed Friday prior to event.

Chopped Kitchen teams must have at least 1 Commercial Member

Player 1: _____ Player 2: _____

Player 3: _____ Player 4: _____

Player 5: _____ Player 6: _____

Name: _____ Company: _____

Please check where appropriate below:

- The team listed above are pre-selected and confirmed registrants.
- The names listed above are my preference only, and are not confirmed.

ORCA will make every effort to accommodate all teams. List of teams will be emailed Friday prior to event.