

What's Next - Senior Living of Tomorrow

ORCA CON

Networking

Education

Leadership

Presented by:



Join us online for ORCA CON
this October 5-7, 2021!

Connect with ORCA and Ontario's retirement community sector for an elevated and engaging virtual experience this fall! The event will encompass new activities, as well as the quality programming and events delegates have come to expect over the years. This year's theme: What's Next - Senior Living of Tomorrow.

ORCA CON 2021 features:



Opening Keynote Speaker
Bee Quammie



ORCA
Dragon's Den



Featured Speaker
Stephen Shedletzky

And marks the return of many delegate favourites:

- Marketplace
- Well-being Series
- Donna Holwell Legacy Award
- Panel Discussions
- ORCA Leadership Series
- Commercial Partner Symposium

Register online today!

Visit ORCA's member website to learn more and register.

October 5-7, 2021



Tuesday, October 5 - Day 1

Anytime



10:00 - 11:00



11:00 - 12:00

12:00 - 1:00



1:00 - 2:00



Gamification - Available Throughout the Entire Event

Earn points by interacting with the virtual platform for your chance to win! The delegate in first place at the end of the event will win a prize.

Fabulous Feud

A team-based live game show for networking and fun to kick off ORCA CON 2021!

ORCA Marketplace

Browse through the booths at the virtual ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business.

Well-being Series: All For You - Available Throughout the Entire Event

1. *Yoga & Mindfulness Meditation with Lillie*
2. *Meal Prep Demo with Seasons Care Dietitian Network*
3. *Active Energizer with StrongerU Senior Fitness*

Panel: Supporting Well-Being and Engagement - Resident and Family Perspectives

Moderator: Dr. Amy D'Aprix, Gerontological Social Worker, Life Transition Expert; Panelists: Dr. Robert Gaskin, Resident, Seasons Stoney Creek, Ziba Fischer, Resident, Cedarvale Lodge Retirement and Care Community, Mary-Jane Large, Resident, Belmont House; and Carol Ayton, Family Member of Resident at Palermo Village Retirement Residence

The restrictions resulting from the pandemic have changed us all collectively. Drawing on their own experiences, residents and family members will share what they need now and into the future, to live well and to be meaningfully engaged in the retirement communities they call home or visit.

Wednesday, October 6 - Day 2

9:00 - 10:00



10:00 - 10:30



10:30 - 11:15



Networking with the ORCA Board

Connect with members of the ORCA Board and other delegates about the latest news, activities and best practices in the sector.

Welcome Remarks & Association Update

Cathy Hecimovich, CEO, Ontario Retirement Communities Association

Remarks from the Premier and Minister for Seniors and Accessibility (TBC)

The Honourable Doug Ford and the Honourable Raymond Cho

Opening Keynote: Inclusive Leadership

Bee Quammie, Diversity & Pop Culture Journalist and Mental Health Expert

Given today's diverse workforce, leaders of today need to build inclusive work environments. What does inclusive leadership look like, how can we become more culturally competent and what do we need to do to ensure we attract and retain our valuable talent? These conversations are integral for business success. Bee will speak to her own experiences with racism and discrimination to inspire deeper conversations to support the next generations of teams and implement inclusive leadership.

11:15- 11:25

Break & ORCA Marketplace

Browse through the booths at the virtual ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business.

11:25 - 12:10

ORCA Leadership Series: An Interview with Karen Sullivan

Karen Sullivan, President & COO, Chartwell Retirement Residences, in conversation with Gillian Smith, Managing Partner, Toronto, NATIONAL Public Relations
Ontario's retirement community sector is full of exceptional leaders who are changing the way the world thinks about senior living. ORCA has the privilege of sharing these leaders' stories through the ORCA Leadership Series, a collection of interviews highlighting what retirement communities and their leaders are all about. ORCA continues its Leadership Series with its 5th interview featuring Karen Sullivan, President and COO, Chartwell Retirement Residences. Join us as Karen shares her journey, what it takes to be an influential leader in our sector, and her thoughts on the future of senior living.

12:10 - 12:20

Presentation: The Donna Holwell Legacy Award

Learn about the 2021 nominees and join us as ORCA announces and celebrates our 2021 Donna Holwell Legacy Award honouree.

12:20 - 1:05

Lunch & ORCA Marketplace

Browse through the booths at the virtual ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business.

1:05 - 2:20



Panel: Seniors Living – Innovating Our New Reality

Moderator: John Beaney, SVP, Retirement, Revera; Panelists: Nancy Fox, CEO, and Megan Marama, Kallimos Communities, Michael Cherny, Senior Manager, Deloitte, and Dr. Sarah Colman, Geriatric Psychiatrist, Centre for Addiction & Mental Health

By 2040, the 65 plus age group is expected to account for 23% of Canada's population. So how will this influx of seniors impact the future of senior living? The pandemic has also changed the way we need to think about and do business. Our panel of experts will speak to several key issues that may influence the future of retirement living, including workforce, economics and business, and wellness and engagement.

2:20 - 2:30

Break & ORCA Marketplace

Browse through the booths at the virtual ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business.

2:30 - 3:15



Interactive Session: Reconnect with Your Purpose

Stephen Shedletzky, Speaker, Executive Coach and Advisor, in conversation with Nicola Major, Director of Communications & Initiatives, Responsive Group Inc.

The retirement home industry is a purpose driven sector. Stephen will speak to the importance of discovering and reconnecting with our purpose, especially in challenging times. He will also discuss how to foster a team's deeper connection to their shared cause and how to sustainably advance it.

3:15 - 3:20

Closing Remarks

Andrea Prashad, Senior Vice President, Resident Experience and Risk Management, Amica Senior Lifestyles, and ORCA Board Member

8:00 - 10:00

Networking & ORCA Marketplace

10:00 - 10:05

Welcome Remarks

Jessica Luh Kim, Vice President, Membership, Policy & Professional Development, and Lise Jolicoeur, Vice President, Public & Corporate Affairs, Ontario Retirement Communities Association

Remarks from the Deputy Premier and Minister of Health

The Honourable Christine Elliott

Remarks from the Minister of Long-Term Care

The Honourable Rod Phillips

10:05 - 11:05



Panel: Technology and Innovation

Moderator: Andrea Prashad, SVP, Resident Experience & Risk Management, Amica Senior Lifestyles; Panelists: Michael Chrostowski, PhD, Business Development & Industry Relations Manager, AGE-WELL; Raul Rupsingh, Chief Technology Officer, BookJane; Geert Houben, Founder & CEO, Cubigo

Technology has the ability to increase connections, aid efficiency and optimize resident health. How do we solve the challenges impacting the retirement communities and turn our attention to digital transformation to stay ahead of the curve and enhance the customer experience? Join this talk on how to leverage technology to support residents in your community.

11:05 - 11:15

Break & ORCA Marketplace

Browse through the booths at the virtual ORCA Marketplace to learn about the latest products and services for senior living that will help grow your business.

11:15 - 12:15



Concurrent Micro Sessions

1. Workforce

The pandemic has had a lasting impact on the senior living workforce and even across sectors. Under this theme, explore key workforce topics needed to appeal and keep today's post pandemic talent and the next generation of workers.

i) Equitable Recruitment

Dean Delpeache, Director, Consulting, Strasity and Diversity, Inclusion, Belonging & Equity Professor at George Brown College

Companies need to adapt their hiring practices to better tap into and meet the changing needs of talent and attract candidates from diverse backgrounds and experiences. The importance of equity in your workplace recruitment strategy will also be highlighted, including tips to boost your recruitment for greater organizational growth, progression and a competitive advantage.

ii) Workplace Culture and Connection

Mike Lavallée, CEO, Seasons Retirement Communities

Culture and connection are critical. A leader's role involves fostering relationships with team members, while also building trust with residents and family members. The role also includes nurturing and developing their people and creating opportunities for growth through purposeful work. Hear about the leadership skills that will be paramount in a post-COVID era and how to prepare staff for a future crisis.



iii) Talent Sourcing and Addressing the Wage Gap

Ryan Wood, Associate, Bass Associates

Acknowledging labour challenges and a wage gap in senior living, what are innovative and promising talent sourcing solutions? Ryan will speak to the current wage gap and a summary of awards and settlements in the arbitration world, an overview of the current staffing environment and talent sourcing considerations like international workers, students and universal workers.

2. Economics & Business

Dive into more top-of-mind issues related to senior living operations and business sustainability now and into the future of the sector.

i) Insights on Prospects' Changing Behaviours and How to Better Engage Them

James Shi, Marketing Manager, Comfort Life

The pandemic has impacted many prospective residents and family members' approach to looking for a retirement community, and organizations' sales and marketing approaches need to change to follow suit. Learn how consumer needs and search behaviours have changed as evidenced by Comfort Life's online traffic trends, and what learnings can be applied for marketing your community to set your organization apart for greater occupancy.

ii) Driving Innovation in Design: Lessons Learned and New Ideas for the Future

Tony Baena, President and CEO, PARC Retirement Living

Innovative and future-focused design trends along with lessons learned will be highlighted in this session featuring British Columbia's PARC Retirement Living. PARC's retirement residences offer inspired spaces, with thoughtful design and distinct character, but also focus on connecting with and contributing to the well-being of the local surrounding communities.

3. Wellness & Engagement

Staying healthy in mind, body and spirit is important for both residents and team members' well-being. Hear from leading experts/researchers on how to continue supporting the health and well-being of all who work, live, and visit the retirement community and how to balance risk and safety in this COVID world and beyond.

i) RHRA COVID-19 Impact Analysis

Jay O'Neill, CEO and Registrar, Retirement Homes Regulatory Authority (RHRA)

The RHRA will share data on key sector trends and outcomes during the pandemic as evidenced in the RHRA's COVID-19 Analysis. They will also discuss implementation and sector comparison of performance related to public health measures along with the impact of COVID-19 on retirement home residents.

ii) Life Enrichment & Resident Engagement Post-Pandemic

Sara Kyle, PhD, Founder & Principal, and Kelly Stranburg, Principal, LE3 Solutions

New and innovative approaches to programming and engagement are needed to support residents, including building greater connections both within and outside the community. Sara Kyle and Kelly Stranburg from L3Solutions will share some of the innovative work they are engaged in to support operators foster stronger resident relationships and engagement. Consideration for both small, independent and structured large group activities will also be discussed, with a focus on meaningful engagement for greater resident satisfaction.

iii) Searching for Meaning in Life and Promoting Mental Health and Well-Being in Older Adults

Dr. Marnin Heisel, PhD, Associate Professor, Western University

Treating mental health problems is necessary but not sufficient; "upstream" approaches are also needed to promote residents' mental health and well-being. Learn from Dr. Marnin Heisel about the importance of facilitating meaningful and purposeful engagement opportunities to enhance psychological resilience, restore a sense of hope or optimism, and reduce the risk for poor mental health.

12:15 - 1:00

Networking & ORCA Marketplace

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1:00 - 1:45

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ORCA Dragon's Den

Rose Lamb, SVP, East, Schlegel Villages (Moderator); Michael Chrostowski, PhD, Business Development & Industry Relations Manager, AGE-WELL NCE, Petia Tchouk, Director, Health Ecosystem Development, MaRS Discovery District, Stuart Feldman, General Manager, Canada, PointClickCare, Finalists TBC

In collaboration with MaRS Discovery District, a supporter of Canada's most promising startups, and AGE-WELL, Canada's technology and aging network, hear from three final companies as they aim to impress the ORCA CON Dragons and highlight their new and innovative product or service that aims to improve the senior living sector. Vote for your favourite company at the end of this exciting session!

1:45 - 2:15

Commercial Partner Symposium

Kyle Donovan, VP, Seasons Care Dietitian Network; Commercial Partner Committee Chair, and Astrum Nanji, Founder and CEO, Metta Lifestyles; ORCA Board Liaison

All delegates are welcome to join this session, which will include a brief update from ORCA's Commercial Partner Committee Chair, and Board Liaison. Also hear from operators and Commercial Partners as they speak to some of the new challenges and realities of senior living, and share examples of successful and valuable partnerships.

2:15 - 2:30

Prize Draw & Closing Remarks

Angelo Colalillo, VP, Eastern Canada, Complete Purchasing Services Inc. and Cathy Hecimovich, CEO, Ontario Retirement Communities Association

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