

ORCACON

Networking | Education | Leadership

Join us at ORCA Conference 2019 for thought provoking educational programming, networking, and fun! This is the **only event of its kind** dedicated to Ontario's retirement community sector.



Presenting Sponsor:

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Education Day

Key Drivers of Change in Senior Living

The National Investment Center for Seniors Housing & Care (NIC) has identified four key drivers of change impacting the senior living industry: **healthcare, consumer preferences, technology, and labour**. To address these areas, we've brought together thought leaders, researchers and experts to highlight the latest trends and innovation in senior living.



Opening Keynote - Alfredo Tan



Closing Keynote - David Allison

Activities



Influential Keynote
and dynamic session
speakers

ORCA Marketplace
showcasing the latest
products and services

Banquet Dinner
and awards

**Dinner with a
Board Member**
dine with leaders

Golf Tournament
or
**Collingwood's Finest
Brewery & Winery
Tour**
connecting ORCA
Members and Partners

Exclusive Networking
with sector leaders
and suppliers

Hospitality Suite
in Blue Mountain Village

Register

Fill out the attached registration form and email to info@orcaretirement.com or fax to 905-829-1594, or register by visiting the ORCA Member Website!



Overview

Wednesday, September 25, 2019

- 2-4 pm Commercial Partner's Symposium
- 5 pm Cocktail Reception (*Ticketed Event*)
- 6 pm Dinner with an ORCA Board Member (*Ticketed Event*)
- 8 pm Welcome Reception



Dinner with a Board Member

Thursday, September 26, 2019

- 7 am Breakfast and Registration
- 9 am Golf Tournament Shotgun Start or
- 12 pm Brewery & Winery Tour
- 5:30 pm ORCA Marketplace Cocktail Reception
- 7 pm Banquet Dinner and Awards
- 9 pm Hospitality Suite in the Village



Golf Tournament Shotgun Start

Friday, September 27, 2019 Education Day

- Full Day Programming with Leaders and Experts in Senior Living
- Breakfast and Lunch
- See Next Page for Full Program



Education Day

Education Day

8:00 - 9:00

Registration and Buffet Breakfast

9:00 - 10:00



Opening Keynote: Building a Cohesive Culture of Innovation through Key Drivers of Change in Senior Living

Alfredo Tan, Chief Digital & Innovation Officer, WestJet Airlines

Learn the values your company needs to embody to truly embrace the future and stay ahead of the curve. Alfredo will introduce the key drivers of change in senior living and share forward-thinking examples and methods you can start implementing right away, making even the most high-tech concepts accessible to you. Focus on impact. Don't get stuck doing business the way it was done 30 years ago. It's time for your organization to champion innovation and welcome a new level of success!

10:00 - 10:20

Association Update

Cathy Hecimovich, CEO, Ontario Retirement Communities Association

10:20 - 10:40

Remarks from the Minister for Seniors and Accessibility

The Honourable Raymond Cho, Minister for Seniors and Accessibility

10:40 - 10:55

Refreshments and Networking Break

10:55 - 12:15

What's in Store for the Senior Living Sector

Brian Jurutka, President and CEO, NIC (Moderator)

Elroy Jespersen, Project Leader, The Village Langley

Dr. Jennifer Boger, Schlegel Chair in Technology for Independent Living, Research Institute for Aging & Assistant Professor at the University of Waterloo

Deborah Bakti, President, Think Breakthrough Inc.

Part One: Learn about the latest trends and innovative approaches relating to the key drivers of change in senior living and an overview of how each are interconnected. Find out from our panel of experts about what is up and coming in the areas of labour, technology, housing models, and consumer preferences. Hear about shifting demographics, the newly opened Village Langley, Canada's first "dementia village", high and low tech supporting aging seniors, and the interplay of the key drivers of change with the resident and family experience, staffing and more.

Part Two: In part two of the session, our panel of experts will share successes they have seen in the sector, and will also speak to what is missing and where we need to be going. Leave with key take-aways into how the key drivers of change will impact our sector and how to best prepare for them!

12:15 - 1:15

Networking Lunch and 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.



1:15 - 1:45

Dragon's Den: Innovative Products and Services from the Marketplace

Moderator: Rose Lamb, Vice President of Operations (East Region), Schlegel Villages

Hear from ORCA Commercial Partners as they aim to impress the ORCA CON dragons and highlight their new and innovative product and services that aim to improve senior living. Vote for your favourite at the end of this session!

1:45 - 2:15

ORCA Leadership Series: An Interview with a Leader

Thomas G. Wellner, President & Chief Executive Officer, Revera

ORCA continues its Leadership Series with a face-to-face interview with Thomas G. Wellner, President and Chief Executive Officer of Revera, and Closing Keynote, David Allison. Learn what it takes to be an influential guide in the retirement community sector and hear Thomas' vision for the future of senior living in Ontario.



2:15 - 3:00

Closing Keynote: Who Wants to Work Here, Why, and What do They Want Most?

David Allison, Consumer Behaviour Expert, Marketing Advisor & Valuegraphics Data Pioneer

How we can attract and retain the best people in our industry is about to change dramatically. Here's why. New data has been collected from people around the world that tells us exactly what people value, and what we value determines what we do. Called Valuegraphics, this new information can help leaders better understand their current staff, what they value, what incentives and programs will motivate them most, and how to find new employees who will fit into their corporate culture the best. David will explain his research and share the findings he's extrapolated from the Valuegraphics Database for our sector. His session will change the way you think about your corporate culture, and hiring and retention practices.



3:00 - 3:15

Closing Remarks and Door Prizes

Packages

[A] All-Inclusive Packages

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

i) All Inclusive Monterra Golf at Blue Mountain Resort

Member Rate **\$620**

Non-Member Rate **\$725**

ii) All Inclusive Brewery & Winery Tour

Member Rate **\$625**

Non-Member Rate **\$735**

[B] Wednesday Dinner with a Board Member

Separate Ticketed Event

Member Rate **\$135**

[C] Thursday Full Day

Includes a choice between Golf or Brewery & Winery Tour, as well as evening events (reception, dinner and hospitality suite).

i) Monterra Golf at Blue Mountain Resort

Member Rate **\$420**

Non-Member Rate **\$525**

ii) Brewery & Winery Tour

Member Rate **\$430**

Non-Member Rate **\$535**

[D] Thursday Evening Events Only

Includes cocktail reception, dinner, hospitality suite, and entertainment.

Member Rate **\$215**

Non-Member Rate **\$290**

[E] Thursday Evening & Friday Education Day

Includes cocktail reception, dinner, hospitality suite, entertainment, and Friday Education Day

Member Rate **\$400**

Non-Member Rate **\$500**

[F] Friday Education Day

Includes full Education Day, breakfast, lunch, and refreshment breaks.

Member Rate **\$200**

Non-Member Rate **\$260**

Registration

The registration form is available on the next page or ORCA's Member Website.

Booking Accommodations

Contact the Reservations Department at Blue Mountain Inn at 1-877-445-0231 and reference "**ORCA September Conference 2019**," or book online using **Code: GB00001180** at bmrbooking.bluemountain.ca.

Questions?

Contact us at 1-888-263-5556!

Thank You Sponsors

ORCA CON 2019 Presenting Sponsor



Thank you to all our sponsors for their generous support of ORCA CON 2019!
We couldn't do it without you!



ORCA CON Registration Form

Name: _____

Company/Title: _____

Email: _____

Member Status: Operator Member Commercial Partner Non-Member (Operators Only)

Do you require a vegetarian or gluten free meal? Vegetarian Gluten Free Not Applicable

By registering for this event, you consent to have your contact information shared with ORCA Conference sponsors.

Packages circle choice(s)

	Member/ Partner	Non-Member (Operators Only)	
(A) All Inclusive Package (Dinner with a Board Member not included)			
_____ All Inclusive Golf @ Monterra Golf	\$620	\$725	
_____ All Inclusive Brewery and Winery Tour	\$625	\$735	SOLD OUT <i>Contact us to be placed on the wait list.</i>
(B) Wednesday Dinner with a Board Member	\$135	N/A	
(C) Thursday Full Day			
_____ Golf @ Monterra Golf	\$420	\$525	
_____ Brewery and Winery Tour	\$430	\$535	SOLD OUT <i>Contact us to be placed on the wait list.</i>
(D) Thursday Evening Events Only	\$215	\$290	
(E) Thursday Evening & Friday Education	\$400	\$500	
(F) Friday Education Day	\$200	\$260	

All Payments to:

Ontario Retirement Communities Association
2401 Bristol Circle, Suite 202
Oakville, ON L6H 5S9

**All payments must be received prior to event*

Subtotal: _____

Add 13% HST (#130845936) _____

Total: _____

Method of Payment

Cheque Credit

*We accept:
Visa, Mastercard and AMEX*

Name on Card: _____

Credit Card #: _____ Expiry: _____

Signature: _____

Cancellation Policy

An admin fee of \$25 will be charged for cancellations received in writing before September 4th, 2019. Cancellations after this date are non-refundable. No shows are non-refundable, substitutions are permitted any time.

Golf Registration Form



**Thursday, September 26, 2019 at
Monterra Golf at Blue Mountain Resort.**

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

Golf Teams:

Must have two commercial partners.

Player 1: _____ **Company:** _____

Player 2: _____ **Company:** _____

Player 3: _____ **Company:** _____
Commercial Partner

Player 4: _____ **Company:** _____
Commercial Partner

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.
A list of teams will be emailed Friday prior to event.*

