



Future Forward for Senior Living
Check out this year's dynamic programming!

Conference Program Book

Deerhurst Resort | September 10-12, 2024

[Register](#) for ORCA CON 2024!

Presenting Sponsor:



Contributing Sponsors:



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Conference essentials



About this event

ORCA CON is the signature event of the Ontario Retirement Communities Association (ORCA). After over a decade, it has become one of the most respected retirement communities conferences in Canada. This conference is a popular meeting place for retirement community leaders and provides a great opportunity to connect with peers, commercial partners, speakers, and other community members. As an attendee you will have the chance to learn, network, and share valuable insights that will improve your professional success and help further enhance the future of the sector.



Future forward for senior living

Join us to hear from dynamic keynotes and to learn about the sector's current trends, best practices and how to overcome today's challenges. Our education days are attended by by sector leaders, operators, commercial partners, and government representatives, who forge strategic partnerships to enhance the future of senior living. Learn more about this year's speakers on the next page.



Conference activities

GOLF TOURNAMENT

Deerhurst Highlands is recognized as one of the top golfing destinations in Muskoka and one of Canada's top public golf courses. This par 72 championship golf course was co-designed in 1990 by Robert Cupp and Thomas McBroom. To learn more about this incredible course, [click here](#).



ALTERNATE ACTIVITIES

This year we have two alternate activities to choose from. Looking for a relaxed environment to mingle? Sign up for the **Sip & Paint** activity. Looking to network through collaboration and friendly competition? The **Scavenger Hunt** is the way to go!



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Conference speakers



Education Day 1: Wednesday, September 11

Nikolas BADMINTON | *Chief Futurist, Futurist Speaker, and Hope Engineer*



PRESENTER

FUTURE TRENDS AND SIGNALS

By 2030 seniors will number over 9.5 million and make up 23% of Canadians, and the senior care industry will look and feel differently from how it does today. Advancements in exponential technologies - data growth, machine learning and robotics, wearables, and spatial computing - will aid the transformation of the industry. However, that does not stand in isolation from creating a deep sense of connection and quality of life that defines an overall ecosystem of care.

Nikolas Badminton will look at the signals and trends shaping the futures of our experiences and question whether we are destined for a new path for deeper compassion and a more connected, human experience.

Jamison GOSSELIN | *Fractional CMO, Business Strategist, B2C & B2B Expertise*



MODERATOR

PANEL: NAVIGATING THE SENIOR LIVING JOURNEY - INSIGHTS FROM FAMILY MEMBERS

Join us for an insightful conversation led by executive marketing consultant Jamison Gosselin, as we delve into the challenges and concerns faced by adult children seeking the right senior living community for their aging loved ones. We will hear firsthand experiences from individuals who have recently navigated this process and explore the key factors they prioritized in finding and selecting a community for a loved one. We'll also unveil results from recent buyer journey research. Panelists to be announced.



The ORCA Leadership Series Returns!

This year Jane Taber will interview James Schlegel, President and CEO of Schlegel Health Care.

Don't miss out - register now.

James SCHLEGEL | *President & CEO, Schlegel Health Care*



INTERVIEWEE

THE ORCA LEADERSHIP SERIES: AN INTERVIEW WITH JAMES SCHLEGEL

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 James Schlegel in conversation with renowned journalist Jane Taber.

Jane TABER | *Senior Vice-President, Public Affairs, NATIONAL Public Relations*



MODERATOR

THE BENEFITS OF A SENIORS TAX CREDIT

As the Baby Boomer generation ages, a significant demographic transformation is in progress. In Ontario, it is anticipated that the population over 80 will double by 2040. Yet, our understandings of aging and the advancements in seniors' care and housing have not matched this rapid change. Quebec has had in place a seniors monthly tax credit for nearly 25 years. What can Ontario learn from this model and how can it serve other provinces?

Join us for a compelling panel discussion as we learn from Quebec and showcase how Ontario can respond to the aging population and the role retirement living can play in alleviating hospital and LTC pressures.

PANELISTS:



Philippe COUILLARD

Former Premier of Quebec



Frédéric SOUCY

President, Retirement Home Division, Cogir Real Estate



Rosalie WYONCH

Senior Policy Advisor, C.D. Howe Institute

Hesam MAHDAVI | *CEO, Zodiac Light Waves*



MODERATOR

PANEL: COMMERCIAL PARTNER SYMPOSIUM

This session will include an update from the Commercial Committee Chair. Also hear from a panel of operators and Commercial Partners as they speak to topics including what operators look for in vendors and their purchasing processes, and tips for establishing successful partnerships. All attendees are welcome to join this session. Panelists to be announced.



Education Day 2: Thursday, September 12

Katrina MULHOLLAND | *Vice President, Human Resources, Steeves & Rozema Group*

Christy PARSONS | *Vice President of People, Schlegel Villages*

WORKSHOP: HHR INNOVATIVE SESSION



CO-FACILITATOR



CO-FACILITATOR

Discover the latest in staffing strategies in Ontario's senior living sector. This interactive forum is designed for operators, vendors, and industry professionals who have implemented or are exploring innovative solutions to staffing challenges. Come ready to share your experiences, discuss hurdles you've overcome, and brainstorm with peers.

The workshop aims to facilitate collaborative learning and networking. Participants will leave with actionable staffing ideas sourced directly from their peers. Build a supportive network of innovators, inspire each other, and forge collaborations to tackle Ontario's human resources staffing challenges together. Don't miss this opportunity to contribute to and benefit from the collective wisdom of industry leaders.

SOON IN 2024

COMING



LEADERSHIP DEVELOPMENT PROGRAM

[Click here to learn more.](#)



2024 Fall Road Shows

NEW LOCATIONS TO BE ANNOUNCED & REGISTRATION OPENING THIS FALL!

STAY TUNED FOR MORE INFORMATION.



THE ORCA
DRAGON'S DEN COMPETITION
IS BACK!



The finalists will pitch a new and innovative product or service that aims to improve senior living – and the audience is the judge. Don't miss out - [register today!](#)

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Program *exact timing may be subject to change



TUESDAY SEPTEMBER 10, 2024

8:00 am	Registration Opens
9:00 am	Golf Registration
10:00 am	Golf Tournament & Lunch
12:00 pm	Lunch & Alternate Activities
5:00 pm	Cocktail Reception & Dinner with an ORCA Board Member <small>*ticketed event</small>
8:30 pm	Conference Welcome Reception

WEDNESDAY SEPTEMBER 11, 2024

8:00 am	Breakfast & Registration Opens
8:30 am	ORCA Update & Minister Remarks
9:00 am	Future Trends and Signals
10:00 am	Networking Break
10:30 am	Panel: Navigating the Senior Living Journey - Insights from Family Members
11:30 am	The ORCA Dragon's Den Competition
12:15 pm	ORCA Marketplace & Lunch
1:15 pm	The ORCA Leadership Series
2:00 pm	Panel: The Benefit of a Seniors Tax Credit
3:00 pm	Networking Break
3:15 pm	Commercial Partner Symposium
5:30 pm	ORCA Marketplace Cocktail Reception
7:00 pm	Banquet Dinner & Awards
9:00 pm	Cocktail Mixer & Game Night

THURSDAY SEPTEMBER 12, 2024

8:00 am	Breakfast Opens
9:00 am	Workshop: HHR Innovation Session
11:00 am	Closing Remarks, Prize Draw & Snack Grab and Go

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Event packages



Regular Rates

Tuesday Dinner with an ORCA Board Member

SOLD OUT **\$160**

This event is currently sold out.
Please email [Member Services](#) to have your name added to our waitlist.

All-Inclusive Deerhurst Highlands Golf Tournament

\$735

Includes access to all events from Tuesday to Thursday, except for Dinner with an ORCA Board Member.

All-Inclusive Alternate Activity: Sip & Paint OR Scavenger Hunt

\$735

Includes access to all events from Tuesday to Thursday, except for Dinner with an ORCA Board Member.

Education Day 1 & 2

\$495

This package offers you access to the Wednesday & Thursday Education Days, including all meals and evening events.



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Location Deerhurst Resort



Resort facilities

As a guest of the Deerhurst Resort, you and your family will have access to a variety of amenities and activities during free time including:

✓ Outdoor activities

hiking, mountain bike trails, boating, pools, treetop trekking, axe throwing, paintballing, disc golf & foot golf course and more! To see a full list and to book your outdoor adventure, [click here](#).

✓ Indoor activities

zig zag escape cabins, indoor pool, fitness center, indoor rock wall, indoor treehouse, eclipse art gallery and more! To learn more and to book your indoor activity, [click here](#).

✓ Amba Spa

body treatments, massage therapy, facials, manicures and pedicures and more. To discover packages and book your treatment, [click here](#).

✓ Kids activities

paddle boating, scavenger hike, dancing, arts & crafts, sunset beach campfires and more! To see a complete schedule of activities, [click here](#).

Disclaimer: Please note that delegates are responsible for the additional cost of booking recreational facilities and activities.



Restaurants

ON-SITE

Eclipse Restaurant & Terrace

Maple Pub

Compass Grill & Lounge

The Antler Steakhouse

To see more details about each restaurant or make reservations, [click here](#).

NEAR BY

Boston Pizza - [menu](#)

On The Docks Pub - [menu](#)

Muskoka On The Rocks - [menu](#)

Smokin' Hot BBQ - [menu](#)

LOCATION



Address: 1235 Deerhurst Drive,
Huntsville, Ontario, Canada P1H 2E8

Phone: 1-800-461-4393 or 705-789-6411

E-mail: info@deerhurstresort.com

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Event details & protocols



Event details

Registration

To register for this event, you must login to the ORCA [member website](#) and visit the [Upcoming Events Calendar](#). If you need help signing in, contact [Member Services](#).

Payments

Registration payments are only available by credit card. ORCA accepts VISA, MasterCard and AMEX credit cards. All payments must be received prior to the event.

Cancellation Policy

An administrative fee of \$25 will be charged for cancellations received in writing before **August 23, 2024**. Cancellations after this date are non-refundable. No shows are non-refundable. Substitutions are permitted at any time.

Booking Accommodations

Conference Rate Sold Out!

The regular conference rate is no longer available, and a higher rate is now applicable. **Please contact Deerhurst at 1-800-461-4393 for further details.** Additionally, please consider checking alternate hotels for accommodation options:

- [Home2Suites by Hilton](#) – 8.8 km
- [Holiday Inn Express & Suites](#) – 9.1 km
- [Best Western Plus, Muskoka Inn](#) – 9.2 km
- [Hidden Valley Resort](#) – 1.1 km



Event protocols

Health & Safety

Please stay home if you have any symptoms of illness. For more information, visit this [website](#).



Questions?

If you have questions about ORCA CON 2024, or need help registering for this event, please email the [ORCA Team](#). We are happy to assist you! If you have questions specific to Deerhurst Resort, you can contact [them here](#).



| Register today!



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Presented by:

