Retirement-Specific Programming

This year’s Together We Care Convention will be bigger and better than ever, with a wide range of education sessions and influential keynote speakers discussing timely topics and trends in senior living. Register today!

- **Canada’s largest** gathering of retirement home and long-term care professionals
- **1200+ delegates and 300+ exhibitors** from the retirement and long-term care sectors
- **Experts and leaders** sharing international and national models and trends
- **Leadership Dinner, Exhibitor Extravaganza & After Parties** for mingling and networking

Choose between ORCA’s retirement-specific streams, in addition to fantastic joint presentations and keynotes!

- **Evolving Operations to Meet the Needs of Tomorrow’s Seniors**
- **Prevalent and Emerging Quality of Care and Quality of Life Issues**
- **Investing in Our People — Advancing Leadership and Workforce Capacity**

**Joint Programming**
- **Open to all ORCA & OLTCA delegates**

**Culinary and Nutrition**
- **Open to all ORCA & OLTCA delegates**

**Hospitality**
- **Open to all ORCA & OLTCA delegates**

REGISTRATION, PROGRAM DETAILS & MORE AT TOGETHER-WE-CARE.COM
MONDAY, APRIL 1, 2019

2:15 pm  ▲ ORCA Annual General Meeting
Operator Members are invited to the Delta Hotel to attend ORCA’s Annual General Meeting and vote for the new Board of Directors.

6:30 pm  ▲ Leadership Cocktail Reception, Dinner & After Party
A great way to kick off your conference experience at the Toronto Congress Centre South Building.
*Tickets for this event are purchased separately. After party at Delta Hotel at Lot 41.

TUESDAY, APRIL 2, 2019

8:30 am  ▲ Opening Remarks
Cathy Hecimovich, CEO, ORCA & Dan Kaniuk, Board Chair, OLTCA

8:45 am  ▲ Special Remarks
Hon. Christine Elliott, Minister of Health and Long-Term Care (Invited)

9:00 am  ▲ Opening Keynote—Life Lessons from Arlene Dickinson
Arlene Dickinson, Investor, TV Personality and Bestselling Author
Success is often taken for granted; few stop to think about where it came from, what shaped it, what trials were involved. In this refreshing business talk, Arlene Dickinson tells her story, providing a rare look into the making of one of Canada’s most powerful business women. Brimming with lessons in self-doubt, self-confidence and thoughts on aging, this refreshing talk is underscored by humour, grit, and enormous heart.

10:30 am  ▲ Plenary Session—Deep Service
Bill Carr, Communication Expert & Award-Winning Humourist
Every industry is a service industry, every life is a life of service on some level. The deep truth is whether at work, in our community, or in our home life, we do, in fact, serve somebody. As leaders and managers, we serve our company, our fellow employees and our clients; and to an important, often neglected sense, we serve our community, our society and our world. The depth and quality of this service is directly affected by how we see ourselves as being “in service”. Perception drives performance. When our lives are seen from a “service” perspective, it deepens our understanding of our place and mission in the world. Deep Service explores the idea of servant leadership in your specific industry context.

10:30 am  ◆ Sub-Plenary—Hospitality Session
Rocky Ozaki, Future of Work Evangelist, Culture Transformationalist
* Full program description available online
What’s Changing the Game in the Retirement Sector?
Moderator: John Wright, CEO - Insight, DART Insight and Communications Inc.
Panelists: Cathy Hecimovich, CEO, Ontario Retirement Communities Association; Michael Lavallée, CEO, Seasons Retirement Communities; Jay O’Neill, CEO & Registrar, Retirement Homes Regulatory Authority; [2:30pm—3:30pm]
With changing demographics, rising acuity levels, workforce challenges and shifts in political, regulatory and economic trends - how do we continue to maintain resident choice as a priority in this ever-changing world? Join a panel of experts to discuss these realities as they offer sustainable solutions to meet the evolving needs of seniors - today and in the future.

Memory Care Design, Staffing, and Programming
Andrew Carle, President, Carle Consulting LLC [2:30pm—3:30pm]
Nearly 800,000 Canadians live with Alzheimer’s or related dementia, with the number expected to more than triple, to nearly three million in the next three decades. Meeting the needs of people living with dementia and their family caregivers will require the development of extra memory care senior housing communities in the years ahead, as well as renovation of existing models. Learn about current best industry practices in memory care community design, staffing, and programming, including examples of award winning communities from around the world. Discussion will include understanding the triad of creating environments that are “safe, directional, and therapeutic,” in order to maximize quality of life for the residents they serve.

Hospitality Session, TBC
Speaker TBC [2:30pm—3:30pm]

“Mystery Shops” Teach Valuable Lessons
Andrew Carle, President, Carle Consulting LLC [3:45pm—4:30pm]
At an overall value of more than $100,000 per move-in, senior housing providers should set the standard for how to turn a phone call into a sale. Through extensive research (400+ mystery shops), learn how actual senior housing providers often come up short in the critical areas of “First Impression,” “Ability to Assess Need,” “Ability to Meet Need,” and “Closing”. Learn the mistakes made when Sales Rep’s resort to “iTunes marketing” techniques such as “Play,” “Pause,” “Fast Forward,” “Shuffle,” and how to improve your own organizational performance to reach your sales and occupancy goals.

Forces Pushing for Change in Seniors Housing
Brian Jurutka, President & CEO, National Investment Center for Seniors Housing & Care (NIC) [3:45pm—4:30pm]
Using data from the premier provider of comprehensive market data for the seniors housing and care sectors, Brian Jurutka, CEO of NIC, will provide an overview of macro trends pushing for change in senior housing products and services over the coming years.

Nutritional Care in the Butterfly Dementia Model
Lennie Iskender and Mary Connell, Dementia Advisors & Butterfly Project Managers, Region of Peel [2:30pm—3:30pm] * Full program description available online

Weight Struggles: Promoting Body Positivity vs Weight Stigma
Rebecca Horsman, Consulting Dietitian [3:45pm—4:30pm] * Full program description available online
TUESDAY, APRIL 2, 2019

4:30 pm ▲ Hospitality Hour and Networking
Browse the exhibit floor during happy hour. Say hello to ORCA at booth # 238!

6:30 pm ▲ Dinner and Entertainment—Motown Dinner Party
Delegates and exhibitors will gather to dine and dance in the Plaza ABC ballroom at the Delta Hotel. Get ready to step back in time with an evening of Motown music, featuring the Sounds of Motown Show! Dinner will be served with reception to follow. Make sure to wear your finest 60’s retro fashion attire!
*Tickets for this event are purchased separately if attending Tuesday only.

WEDNESDAY, APRIL 3, 2019

8:30 am ▲ Opening Remarks
Michael Lavallée, President, ORCA & CEO, Seasons Retirement Communities

8:45 am ▲ Special Remarks
Hon. Raymond Cho, Minister for Seniors and Accessibility

9:00 am ▲ Opening Plenary—Darkness and Hope: Depression, Sports and Me
Michael Landsberg, TV Personality and Mental Health Advocate

One of the best-known personalities in Canadian broadcasting, TSN’s Michael Landsberg is also one of Canada’s most vocal advocates for mental health awareness and has been an ambassador for Bell Let’s Talk since its inception. Relating to his own struggle with depression, Michael’s keynote address touches on mental health in the workplace and beyond. He explains why mental illness isn’t a weakness—and how, together, we can beat the stigma, fight back and save lives.
10:30 am  
**Staff Engagement and Retention: Why Can’t We Get Good Staff to Stay?**  
*Barb Campbell, Owner, Energize Staff Training*

[10:30am—11:30am]

Staff engagement and retention is relevant to all homes today, especially with the changing demands and levels of care. How does this impact staff? It is becoming increasingly difficult to provide quality care for our residents in the current environment when so much time, money, and energy is put into hiring, interviewing, and training new hires. What will be your competitive edge that draws new hires to your organization? This workshop looks at how to engage all members in the organization to create a culture that provides quality care while retaining committed and loyal staff. Workshop participants will be able to go back to their places of employment with the tools necessary to initiate an effective staff engagement program.

11:30 am  
**Trade Show & Lunch**

Browse the exhibit floor while enjoying lunch and say hello to ORCA at booth #238!

1:00 pm  
**Alzheimer’s: Up Close, A Person-Centred Approach**  
*Brian LeBlanc, International Alzheimer’s Advocate*

[1:00pm—2:00pm]

Brian, a person living with dementia, will discuss how being Engaged, Empowered and Enabled assists individuals with dementia-related illnesses, such as Alzheimer’s, to live a more productive and meaningful life. Brian will speak openly and honestly about his own Alzheimer’s life and how he overcame negativity, isolation and other challenges life with an invisible disease can bring.

1:00 pm  
**Leveraging Your Workplace Culture for Greater Innovation and Client Service**  
*José Tolovi Neto, Managing Partner, Great Place to Work Canada*

[1:00pm—2:00pm]

Did you know that your workplace culture may be your organization’s greatest competitive advantage? Research shows that organizations characterized by high levels of workplace trust also enjoy more engaged employees, higher levels of profit, lower turnover, increased innovation and more satisfied customers. Using specific case studies from the best workplaces in the healthcare industry, we’ll show you how organizations that foster trust, pride and camaraderie have leveraged their workplace culture to outperform their peers.
1:00 pm  ★ Recruitment and Retention: The Kitchen Staffing Crisis
Moderator: Carol Donovan, President, Seasons Care Dietitian Network
Panelists: Jill Estioko, Food & Nutrition Consultant, Schlegel Villages; Ann Avery, Coordinator Food Service Worker Program, Conestoga College; Christeen Read, Menu Analyst, Sienna Senior Living;
[1:00pm—2:00pm]
* Full program description available online

CONCURRENT SESSIONS

2:15 pm  ● Diversity and Inclusion: Courageous Conversations
Moderator: Deanna Matzanke, Senior Director, Ideas, Insights and Innovation, Canadian Centre for Diversity and Inclusion. Panelists: Brian LeBlanc, International Alzheimer’s Advocate; LeZlie Lee Kam, Queer Dyke Activist; Vanda Koukounakis, General Manager, Village of Wentworth Heights
[2:15pm—3:15pm]
With the increase of diverse populations in retirement communities, fostering a work culture that emphasizes the importance of diversity and inclusion is a business imperative, not just a moral or ethical one. Is your community inclusive of all diversities and intersections – culture, sexual orientation, persons living with dementia, lifestyle preferences and more. Our diverse panel will discuss their wants and needs to continue to live productive and meaningful lives in their retirement years in a setting of their choice.

★ RECIPE for Transforming Family into Friends
Deborah Bakti, Owner, Think Breakthrough Inc.
[2:15pm—3:15pm]
* Full program description available online

3:30 pm  △ Closing Keynote: This Would Be Funny... If It Wasn’t Happening to Me! How to Navigate the Future with Enthusiasm & Vigor
Jody Urquhart, Motivational Speaker

Sometimes life just gets in the way. Do you ever think, “Why can’t we just do things how we’ve always done them?” or “Why can’t people just leave me alone?” This hilarious and provocative presentation shows senior care providers how to face stress and buoyantly navigate the future. Through stand-up comedy, audience engagement and analogy, we will unfold the reality that change is constant, workloads are more demanding than ever and we need tools to maintain our sanity! This hilarious speech inspires healthcare professionals to be focused and productive by nourishing the meaning, fun, and joy of their work. Objectives: Strategies to let go of the past; Embrace work with a sense of urgency, conviction, and vitality; Nourish the meaning and purpose of your work; Strategies to show dignity and enhance quality of life; Self-renew in change and build resilience; Summon your strength, courage, and talent during the topsy-turvy times; and how to encourage others on your team to move forward.

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