

UPDATED
TO INCLUDE SPEAKERS



LATE WINTER CONFERENCE

The 12th Annual HJ Sims
Late Winter Conference
on Financing Methods &
Operating Strategies for the
Senior Living Industry
Omni La Costa Resort
Carlsbad, CA
February 24-26, 2015

*Join us in the sun.
Bask in the knowledge.*



About the Sims 2015 Conference

This year's conference will highlight how senior living organizations succeed in today's competitive environment.

We've prepared a **comprehensive agenda** which will address financing methods and operating strategies designed to meet the challenges that exist in both the not-for-profit and for-profit sectors of the senior living industry. We have assembled an **outstanding roster of speakers** for the educational sessions. Breakout sessions, panels and roundtables will provide a forum for exchanging ideas and information. Our Conference format will also provide invaluable **networking opportunities**.



The objective of the Sims Late Winter Conference is for industry participants to learn and discuss each others' strategies and solutions for success.

We're pleased to offer both **CEU** and **CPE** credits for the educational sessions.

Omni La Costa Resort

Our 2015 Conference will take place at the Omni La Costa Resort in Carlsbad, CA.

This legendary resort is nestled in the rolling coastal foothills of northern San Diego. Its classic yet casual atmosphere and impeccable service creates an unmatched experience for golfers as well as non-golfers. Twelve tennis courts offer play on both clay and hard surfaces, and the resort also boasts a state-of-the-art fitness center and eight heated pools. Of course, there's also the luxurious La Costa Spa. The Resort is just 30 miles from San Diego International Airport (SAN). For more information, visit the Omni La Costa Resort's website at lacosta.com.

Special Guest Speakers

DILIP V. JESTE, MD is a Geriatric Neuropsychiatrist who specializes in successful aging as well as psychotic disorders in older adults. He is Senior Associate Dean for Healthy Aging, Estelle and Edgar Levi Chair in Aging, Director of Sam and Rose Stein Institute for Research on Aging, and Distinguished Professor of Psychiatry and Neurosciences at the University of California, San Diego. He is Past President of the American Psychiatric Association and is Principal Investigator on several research and training grants from federal and non-federal sources. He has published 11 books and over 600 articles in peer-reviewed journals and has been in the ISI list of the "world's most cited authors"-- comprising less than 0.5% of all publishing researchers of the last two decades.



GERALD SWANSON, PhD, is Professor Emeritus of Economics, Eller College of Management, University of Arizona. He has taught numerous specialized workshops in the United States and abroad, and is the recipient of numerous teaching awards at the national, state, university and college level. Dr. Swanson is past executive director of the Arizona Council on Economic Education and past president of the Academy of Economic Education. He is a frequent presenter on national economic issues and has made numerous appearances on national television including The Today Show, Larry King Live and Wall Street Week in Review. He is the co-author of the book *Bankruptcy 1995*, which spent nine months on the *New York Times* Best Seller list, and he also wrote *America the Broke*, which was nominated for a Pulitzer Prize.



AHMET KUYUMCU, PhD, is Chief Executive Officer of Priorize, specializing in data-driven price optimization solutions. He draws from over 18 years of hands-on experience building profit-generating pricing systems across a wide range of industries including senior living, hotel, high-tech manufacturing, distribution and online retailing, among others. Dr. Kuyumcu has been actively involved in the Pricing and Revenue Management section of the Institute for Operations Research and the Management Sciences (INFORMS) and serves on the editorial board of the *Journal of Revenue and Pricing Management* and the *International Journal of Operations Research and Information Systems*. He holds MS and PhD degrees in Industrial Engineering and Operations Research from Texas A&M University.

Recreation & Special Activities

World-Class Golf

Tuesday, February 24, 11:00 a.m.

Golf enthusiasts will have the opportunity to participate in a tournament on the Omni La Costa's recently redesigned, world-class Champions Course. You're invited to follow in the footsteps of legends at this historic home of 37 PGA events rebuilt for the modern player.



Fishing Excursion & Boating

Tuesday, February 24, Time TBA

For those who will not be playing in the golf tournament, we are planning some exciting boating and fishing activities a short bus ride away at Oceanside Harbor. Sport fishing will be with Helgren's (helgrensportfishing.com) and powerboats, sailboats, jet skis, kayaks and stand-up paddle boards will also be available at Oceanside Harbor.

Opening Night Reception & Dinner

Tuesday, February 24, 7:00 p.m.

Omni La Costa Resort



Special Evening Event

Wednesday, February 25, 7:00 p.m.

Reception and Dinner at the Museum of Contemporary Art San Diego at La Jolla.

The collection at the Museum of Contemporary Art San Diego is comprised of works created after 1950, representing a variety of media and genres: painting, sculpture, works on paper, photography, video, and installation. The Museum is known for collecting works by promising emerging artists and under-recognized, mid-career artists, as well as by major figures in international contemporary art. Dinner guests will have the opportunity to view the amazing galleries. We will be providing motor coach transportation to and from the Omni La Costa Resort and the Museum.

CFO Breakfast

Wednesday, February 25, 7:30 a.m.

Both Non-Profit and Proprietary CFOs are invited to meet each other and discuss important issues.



Tour of Encinitas Communities

Thursday, February 26, 1:00 p.m.

We are very grateful to **Seacrest Village** and **Silverado Encinitas Memory Care Community** for opening up their Encinitas communities for a tour. Choose one property you'd like to tour – keep in mind that tour space will be extremely limited. Motor coach transportation will be provided to each Community and back to the Omni La Costa Resort.

Tuesday, Feb. 24

- 11:00 a.m.** **Golf Tournament** – Champions Course at the Omni La Costa
(Shotgun Start 11:00 a.m. Please check in by 10:30 a.m.)
Fishing and Boating are being planned with Helgren's in nearby Oceanside for those not playing golf. Transportation will be provided. More details will be available shortly.
- 4:30 p.m.** **Networking** – Omni La Costa Resort
The Diversions Lounge is a perfect place to catch up with colleagues and meet new people.
- 7:00 p.m.** **Opening Night Reception & Dinner** – Omni La Costa Resort

Wednesday, Feb. 25

- 7:30 - 8:30 a.m.** **CFO Networking Breakfast** – Both Non-Profit and Proprietary CFOs are invited to discuss important issues. Each table will be hosted and will combine CFOs from both industry segments.
- 7:30 - 8:30 a.m.** **Breakfast & Networking**
- 8:40 - 8:50 a.m.** **Welcome & Introduction**
- 8:50 -10:00 a.m.** **General Session**
The Senior Living Industry & Capital Markets Today & Tomorrow.
An expert panel will discuss the most efficient and affordable ways to finance development and acquisitions today and in the near future, including a review of Sims' most creative financings. Speakers include:
William Sims, Managing Principal - HJ Sims
Aaron Rulnick, Managing Principal - HJ Sims
Jeffrey Sands, Managing Principal/General Counsel - HJ Sims
Anthony Luzzi, President - Sims Mortgage Funding
- 10:00-10:30 a.m.** **Networking Break**
- 10:30-11:45 a.m.** **Breakout Sessions**
- I. Broadening Senior Living Communities' Appeal By Forging Strategic Partnerships.**
As the senior living industry becomes more competitive, leading communities are looking beyond their buildings to forge deeper relationships with seniors and organizations in their service areas. Executives from the Non-Profit and Proprietary segments of the industry will discuss their successes. Speakers include:
Denise Aver-Phillips, Director of The Point, Center for Arts and Education - C.C. Young
Brian Carnaghi, Senior VP, Business & Finance - Presbyterian Villages of Michigan
Andrea Cohen, Founder and CEO - HouseWorks
Wesley Finch, Vice Chair - Jewish Federation of South Palm Beach County
Mel Lowell, Chief Operating Officer - Jewish Federation of South Palm Beach County
- II. Evaluating Communities for Loans, Acquisitions and Sales.**
How are communities being valued for various purposes? What methods and/or rules are being used on entrance fee communities, nursing homes, rental independent, assisted living and memory support? As new projects are developed and other communities are purchased or sold, knowing how to calculate a range of valuations becomes more critical. Speakers include:
Gerald Grant, President and Chief Operating Officer - ACTS Retirement-Life Communities, Inc.
Curtis King, Senior Vice President - HJ Sims
Anthony Luzzi, President - Sims Mortgage Funding
David Passero, Senior Principal - HTG Consultants, LLC

11:45 a.m. - 1:15 p.m. Lunch & Networking

1:15 - 2:30 p.m. General Session



GUEST SPEAKER: DILIP V. JESTE, MD, Professor and Senior Associate Dean for Healthy Aging at the University of California, San Diego. Dr. Jeste is the director of the newly established Center for Healthy Aging at UC San Diego. Areas of focus for the Center include healthcare, technology, housing and community engagement for seniors.

Dr. Jeste will speak about his research on positive aging. His talk will include recent advances in the field of successful aging, including research demonstrating ways to keep the brain and mind active, as well as suggesting strategies for preventing dementia.

2:30 - 3:00 p.m. Networking Break

3:00 - 4:00 p.m. Breakout Sessions

I. What To Do When Things Are Not Going So Well.

Many communities have gone through difficulties caused by our most recent recession. Some organizations overcame those difficulties; others did not. Learn about strategies which were successfully implemented to turn around a variety of communities.

Speakers include:

Joel Anderson, Vice President Financial Services - Lee Healthcare Resources

Jay Hibbard, President - Senior Living - BlueSpire Strategic Marketing

Matthew Jespersion, Chief Marketing Officer - Living Well Lodges

Douglas Spear, Senior Vice President, CFO - R.D. Merrill Company

II. Integrating Innovative Financing Strategies for Future Flexibility.

As senior living financings become increasingly accepted by lenders and investors, new creative financing methods are being utilized. A comprehensive list of strategies will be presented, along with ways of integrating them to create innovative financings for future flexibility. Speakers include:

James Bodine, Executive Vice President - HJ Sims

David Laffey, Senior Vice President, Director of Capital Markets - Life Care Services, LLC

Jeffrey Sands, Managing Principal/General Counsel - HJ Sims

James Taylor, Jr., Chief Operating Officer - Omega Communities

4:15 - 5:30 p.m. General Session



GUEST SPEAKER: GERALD SWANSON, PhD, Professor Emeritus of Economics, Eller College of Management, University of Arizona.

Dr. Swanson will discuss the lingering effects of the Great Recession. He will focus on how the Recession has changed labor markets, consumer behavior and how we conduct monetary policy. He will also explore how the globalization of markets is impacting the future growth prospects of the United States, as well as the headwinds and opportunities our economy – and the senior living industry – will face in 2015.

7:00 - 10:00 p.m. Special Evening Event

Reception and Dinner at the Museum of Contemporary Art San Diego at La Jolla. Guests will have the opportunity to view the galleries. Transportation will be provided.

Thursday, Feb. 26

7:00 - 7:30 a.m. **Breakfast & Networking**

7:30 - 8:20 a.m. **General Session - Ahmet Kuyumcu, PhD**

Scientific Pricing for the Senior Living Industry

Dr. Kuyumcu will discuss how scientific pricing technology incorporates process and data-driven intelligence into an organization's selling process. The technology has been deployed by Holiday Retirement's more than 300 communities in 43 states, which has contributed to significant revenue improvements. The technology takes the guesswork out of pricing and uses sophisticated predictive algorithms to determine the optimum rent for each unit. Dr. Kuyumcu's presentation will provide a brief overview of how scientific pricing and its key components can be applied to the senior living industry.

8:30 - 10:00 a.m. **General Session**

Let's Hear From the Leaders: Setting Themselves Apart.

Both the Non-Profit and Proprietary segments of the senior living industry have extraordinary leaders. Our speakers will discuss their organizations' leadership in various aspects of our industry. Speakers include:

Richard Boyson, President - Senior Independence

Maria Dwight, President and CEO - Gerontological Services, Inc.

David Freshwater, President - The Freshwater Group

Michael King, President and Chief Executive Officer - Volunteers of America

Dan Madsen, Chairman and Chief Executive Officer - One Eighty

10:00 - 10:30 a.m. **Networking Break**

10:30 a.m. - 12:00 p.m. **General Session**

Maximizing Value and Efficiency in our Communities.

As competition in our industry heats up, successful communities will maximize their value to seniors through imaginative innovations – both large and small. Experts in technology, design, marketing, building and operations will share their latest developments. Speakers include:

Leslie Dwight, VP of Systems and Technologies - Gerontological Services, Inc.

Gregory Huntzman, President - Pi Architects

Nicole Muller, VP of Marketing and Sales - Westminster Communities of Florida

Kenneth Ogden, LEED AP, VP of Development - Lecesse Construction Company

Paul Ogier, Chief Financial Officer - Lutheran Senior Services

12:00 p.m. **Lunch & Conclusion of Conference Sessions**

Boxed Lunches will be provided outside the meeting rooms.


1:00 p.m. **Your Choice of Two Community Tours**

Thursday, February 26, 1:00 p.m.

Motor coach transportation will be provided to each Community below and back to the Omni La Costa Resort.

Seacrest Village at Encinitas is a state-of-the-art, non-profit, multi-level senior retirement community that traces its roots back to 1944 in San Diego. For more information on the Seacrest Village at Encinitas, [click here](#).

Silverado Encinitas Community is a pioneer in high-quality memory care and offers vibrant senior communities in eight states. For more property information, [click here](#).



***Beach, Spa and
Other Resort
Activities are
Available to Enjoy
on Your Own!***

Register for the Sims 2015 Conference

Please call or email Anita Clavin at **203.418.9005** or aclavin@hjsims.com with any questions or requests for additional information. Register online at hjsims.com/register or mail or fax your registration form to Anita Clavin (Fax: 203.256.2377). Please mail the check for your registration fee (no credit cards, please) to: Anita Clavin, HJ Sims, 2150 Post Road, Fairfield, CT 06824-5669.

Registration Fee:

Facility Management, Board Member or Owner: **\$295**. Others: **\$795**.

There will be an additional \$75 fee for participation in the Golf Tournament, Fishing Excursion or Boating.

Hotel Reservations:

We have reserved a limited block of rooms at the special conference rate of **\$239** per night at Omni La Costa Resort, 2100 Costa Del Mar Road, Carlsbad, CA 92009. For reservations, call **800.854.5000**. This rate will be available until **February 1, 2015**. You may make your reservations directly with the hotel after you have registered for the seminar and will need to inform the hotel that you are registered to attend the Sims Conference. To make your hotel reservation online, please visit: www.omnihotels.com/hotels/san-diego-la-costa/meetings/hj-sims-2015-conference.

REGISTRATION FORM

First _____ Last _____

Badge Name _____

Title _____

Company _____

Address: _____

Phone: _____ Email _____

Activities:

Participate in the Golf Tournament on Tuesday 2/24? Yes No

Rather than the Golf Tournament, I prefer a Fishing or Boating Excursion. (Please circle one.)

Participate in the Senior Living Community Tour? Yes No

Kindly register by January 25, 2015 | Conference attire: Business Casual





HJ SIMS

2150 Post Road
Fairfield, CT 06824

