WEBINAR
Staying Competitive & Preparing for the Future
March 28, 2018

Webinar time: 11:00 a.m.— Noon Pacific Time

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CANCELLATION POLICY
Cancellations must be received no later than five working days prior to the course to be refunded (less a $25 service charge).

No refunds are possible after that date, but you are welcome to have a colleague participate in your place.

TO REGISTER
Register online at www.leadingageoregon.org (Events & Education/ Educational Opportunities)

Fees
(per computer connection)
LeadingAge Oregon members: $79
Non-members: $99

CEUs
1 CEU for NHAs and ALF/ RCF Administrators. One CEU certificate will be provided upon request per paid registration. If more than one individual at your organization would like CEUs, each individual must register separately.

Overview
What's a bigger threat to your organization, the new Life Plan Community on the corner or Uber's drivers-on-demand? What about unseen opportunities? The landscape surrounding the senior living field is changing in significant ways, presenting both new opportunities and unforeseen challenges.

Providers need to prepare for changing demographics, significantly new consumer expectations, intensifying competition, constant innovation, and an influx of major for-profit entities creating new options for the senior living consumer. The webinar will share key national trends in the senior living field and in society-at-large, along with economic developments that a provider must address if it wants to be prepared for the future. **The webinar will reach beyond familiar industry themes to understand the next generation of opportunities and disruptors to traditional senior living.**

Please join us to:

- Identify emerging trends in strategic planning and design that are changing the nature of senior housing communities.
- Learn the key program and design initiatives that are needed to meet the evolving market's demands.
- Understand the type of non-traditional service delivery alternatives and for-profit communities that will compete for future prospects, and how the traditional, not-for-profit Life Plan Community executives can prepare.

Who should participate
Administrators, Admissions & Marketing Professionals, CEOs & CFOs, Finance Directors, PR Professionals, Sales Professionals and other interested team members

Presenters:
Rob Love, President & CEO of Love & Company

Rob Love brings over 25 years of senior living experience. Rob has extensive marketing expertise and more than 30 years of general business management experience. Rob leads Love & Company's strategic marketing analysis, research and branding efforts. His diverse background and expertise in senior living make him a strong asset to provide support where and when needed in strategy planning. He's adept at examining marketing opportunities with a broader view, balancing short- and long-term goals with financial and organizational constraints. For clients who are expanding and planning for the future, Rob leads our development support efforts, including creating recommendations for residence sizes, residence mix and pricing strategies.

Brandon Powell, Managing Director of Ziegler

Brandon Powell joined the senior living team at Ziegler in May 2014. As a Managing Director in the senior living finance practice, he brings more than 21 years of investment banking experience working with senior living providers. Prior to joining Ziegler, Brandon was a Managing Director at BB&T Capital Markets. Throughout his career, he has successfully managed a wide range of complex economic, legal and credit transactions. Earlier in his career, Brandon spent seven years in similar roles at Wells Fargo Securities and UBS and during his career has completed more than $3 billion in financings.

QUESTIONS?
Call LeadingAge Oregon at 503.684.3788

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