

11th Annual



==== On Site Program =====



■ ■ ■ ■ May 30 - June 2, 2009
The Broadmoor, Colorado Springs

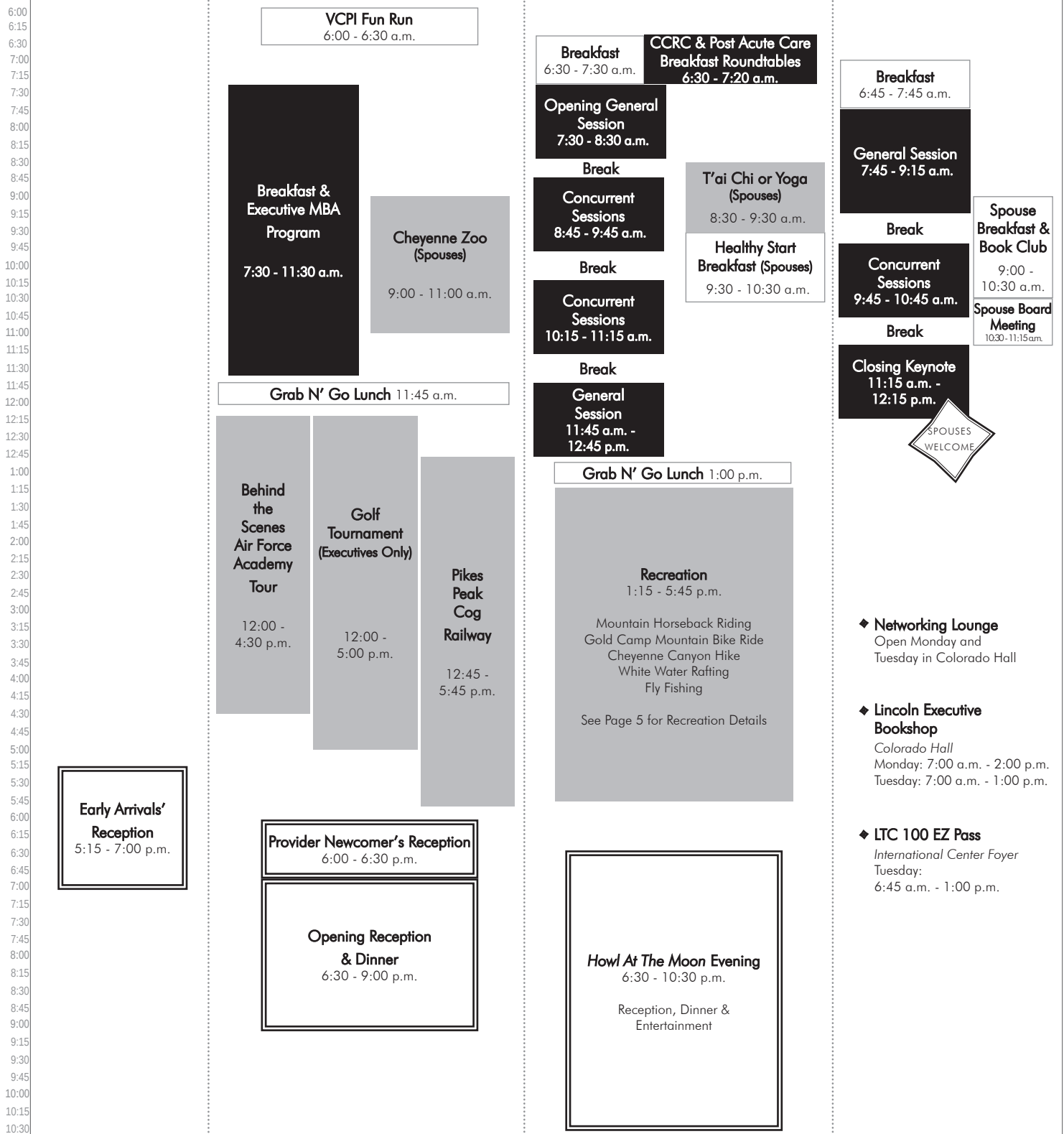
Schedule At A Glance

Sat., May 30

Sunday, May 31

Monday, June 1

Tuesday, June 2



Check-In

Please plan to check-in with us at our Welcome Desk located at the Main Building Escalator during one of the times below:

- Friday: 3:00 – 9:00 p.m.
- Saturday: 10:00 a.m. – 9:00 p.m.
- Sunday: 10:00 a.m. – 5:00 p.m.

Information Desk

- Monday: 6:30 – 8:30 a.m. at I.C. Ballroom
- 8:30 – 11:45 a.m. at Colorado Hall
- 11:45 a.m. – 1:00 p.m. at I.C. Ballroom
- Tuesday: 6:45 – 9:15 a.m. at I.C. Ballroom
- 9:15 – 11:15 a.m. at Colorado Hall
- 11:15 – 1:00 p.m. at I.C. Ballroom

Partner: **PointClickCare**
OnDemand Long Term Care Software

Feel free to contact us at our on site office at extension 6424 within the hotel or (719) 471-6424

Conference Agenda

Saturday, May 30

5:15 pm - 7:00 pm EARLY ARRIVALS' RECEPTION

Lakeside Terrace

Meet fellow attendees at this casual reception before heading out to dinner.

Partner: **RehabCare**

Sunday, May 31

6:00 - 6:30 am FUN RUN

Meet at @ the Golf Club Main Entrance

All are invited for a morning 5K jog.

Partner: **V.C.P.I.**

7:30 am - 8:30 am EXECUTIVE MBA BREAKFAST

International Center Ballroom South

Partner: **V.C.P.I.**

8:30 am - 11:30 am EXECUTIVE MBA PROGRAM

International Center Ballroom North

Helping Successful Leaders Become Even More Successful



Renowned executive coach Marshall Goldsmith will explain how successful people fall into a trap of believing the behavior that resulted in positive outcomes is solely responsible for success. He will discuss why it is so challenging to identify and change 'because of' and 'in spite of' behaviors to achieve even greater success.

Grant Provided By: **CARESPRING**
The Power of Healing

Executive MBA Break Partner: **PointRight**
Analytics to Answers

11:45 am GRAB N' GO LUNCH South Building Lobby

12:00 pm - 5:45 pm RECREATION

12:00 - 4:30 p.m.

Air Force Academy Tour

Meet at 12:00 p.m. @ South Building Lobby

Partner: **Peoplefirst**
Rehabilitation

12:00 - 5:00 p.m.

Golf Tournament

Meet at 12:00 p.m. @ the Golf Club Main Door

Partner: **STANLEY**
Healthcare Solutions

12:45 - 5:45 p.m.

Pikes Peak Cog

Meet at 12:30 p.m. @ South Building Lobby

Partner: **Hill-Rom**
Enhancing Outcomes for Patients and Their Caregivers

6:00 pm - 6:30 pm PROVIDER NEWCOMER'S RECEPTION

Shuttle departs from the South Lobby to Cheyenne Lodge at 5:45 p.m.

LTC 100 and its board members would like to welcome all first-time provider attendees with this casual cocktail reception. (For first-time provider attendees only).

6:30 pm - 9:00 pm OPENING RECEPTION & DINNER

Shuttles depart from the South Lobby to

Cheyenne Lodge every 10 minutes starting at 6:15 p.m.

We're kicking off LTC 100 with a steak fry dinner, live grass roots band, fire pits at a hunting lodge with magnificent views of the Colorado landscape.

Partner: **TENA**
Advanced Care Mobility

Monday, June 1

6:30 am - 7:30 am BREAKFAST

International Center Ballroom North

Partner: **DIRECT SUPPLY**
Caring for Your Success

6:30 am - 7:20 am

CCRC & HOSPITAL-BASED POST ACUTE CARE BREAKFAST ROUNDTABLES

Results from surveys conducted by Lincoln Healthcare Events quantifying the top challenges facing the CCRC and Post Acute Care segments will be shared and discussed in this engaging forum with an eye toward solutions.

• CCRC Roundtable

El Pomar, El Pomar Building

Host: John Richter, Partner-in-Charge of Health Care, LarsonAllen

• Hospital-Based Post Acute Care Roundtable

Pourtales, Main Building

Hosts: Jeff Lemon, President, Spectrum Health Continuing Care
Kathleen M. Griffin, National Director, Post Acute Care & Senior Services, Health Dimensions Group

- BREAKFAST ROUNDTABLES OPEN TO PROVIDERS IN CCRC AND HOSPITAL-BASED POST ACUTE CARE SEGMENTS ONLY

7:30 am - 8:30 am OPENING GENERAL SESSION

International Center Ballroom North

Mind of the CEO: Priorities, Plans & Best Practices

Faced with a recessionary economy, limited availability of lower cost financing and question marks about future reimbursement, CEOs need to re-evaluate priorities and long-held assumptions, and focus on innovation. Top LTC CEOs will share how their organizations are adapting to the shifting industry landscape.



Panelists (from l to r):

Scott Brown (Moderator), Conference Director, Lincoln Healthcare Events
Steven Chies, SVP, LTC Operations, Benedictine Health Systems
Jeff Jerebker, President & CEO, Piñon Management
Andrew Kohlberg, Founder & President, Kisco Senior Living
Tim Lukenda, President & CEO, Extendicare, Inc.
Michael Torgan, EVP, Country Villa Health (Photo Unavailable)

8:30 am - 8:45 am BREAK

8:45 am - 9:45 am CONCURRENT SESSIONS

Achieving More with Less: Seizing Untapped Opportunities for Organizational Efficiency

Colorado A

LTC management has always focused on expenses and in today's tough economic climate it's never been more important. But how can you continue to raise quality while reducing expenses? Doing more with less is easier said than done. This session will explore creative ways to trim costs without adversely affecting resident satisfaction or quality.



Panelists (from l to r):

Ann King (Moderator), Partner, BKD LLP
Jim Klausman, President & CEO, Midwest Health Management
Jim Unverferth, President, HCF Management Inc.
Ty Weston, President, Deseret Health Group

Continued on Next Page

Opportunistic Deal-Making and Financing*Colorado B*

Acquisitions have slowed to a trickle, deal prices are dropping, and credit continues to be incredibly scarce. What are the smartest acquirers doing in this environment – are they buying now, or waiting for even better values in 2010? Who is successfully doing deals and how are they getting them done? Where are buyers finding both equity and debt in this market? What are some creative ways to finance a deal today? We'll also look at refinancing.

**Panelists (from l to r):**

Julia McMillen (*Moderator*), Associate, Proskauer Rose
Steve Eaton, Managing Director, EDG Partners
Patrick Hurst, Managing Director, Houlihan Lokey
Arnold Whitman, CEO & Co-Chairman, Formation Capital

CCRC CEO Roundtable: Best Practices in a Tough Environment*Colorado D*

Today's recession and market collapse are adversely impacting applications, slowing the pace of new resident conversions, and creating sales and financial challenges. Five leading CCRC CEOs will discuss how they are navigating this environment, their construction and remodeling priorities, and their vision for meeting the future needs for senior care.

**Panelists (from l to r):**

John Richter (*Moderator*), Partner-in-Charge, Health Care, LarsonAllen
Cynthia Dunn, President & CEO, Judson Services, Inc.
John Kotovsky, President, Lutheran Senior Services
Stephen McPherson, President & CEO, Masonicare
Pearl Merritt, President, Buckner Retirement Services

The Assisted Living Outlook: Strategies for Navigating the Shifting AL Landscape*Colorado C*

CEOs of senior care companies with large AL portfolios will discuss the short- and medium-term trends they foresee happening. What are some contrarian acquisition and operating opportunities? How will the landscape change once the current 'bust' cycle plays out? Will business models trend toward becoming part of a care continuum? Where do CEOs stand on AL's capability to serve more medically needy residents? Government regulatory and payment trends? Pricing, specialized units and room amenity trends?

**Panelists (from l to r):**

Eugene Grace (*Moderator*), President, Grace Management
Joe Eby, COO, Bickford Senior Living
Bill Pettit, President & CEO, Merrill Gardens
Tiffany Tomasso, EVP, European Operations, Sunrise Senior Living
Patricia Will, President & CEO, Belmont Village Senior Living

9:45 am - 10:15 am BREAK*Partner:***10:15 am - 11:15 am****CONCURRENT SESSIONS****Silver Lining Think Tank: New Opportunities in Today's Market***Colorado D*

LTC 100 convened a think tank of leading providers, deal-makers and thought leaders to canvass, discuss, and select the best silver lining ideas that have been forged in long term care and senior care during this recession. This session will present the group's findings and top ideas on acquisition plans, increasing revenue, financing strategies, organizational and staffing changes, unique business opportunities and creative ideas for streamlining operations.

**Panelists (from l to r):**

David Ellis (*Moderator*), President, Lincoln Healthcare Events
Blake Jackson, Partner, Turtle Creek Management
Steven Littlehale, Executive Vice President, PointRight
Ted LeNeave, President & CEO, American HealthCare, LLC
Leonard Lucas, First Vice President, Love Funding
Bill Mathies, President, SunBridge, Sun Healthcare Group

Managing the Cost of Risk: Insurance Realities In 2009 & Beyond*Colorado C*

Industry experts from lending, reinsurance, brokerage, and alternative risk financing will share creative approaches for obtaining affordable, sustainable and valuable insurance coverage, and provide insight on how to combat increases in a year when your reimbursements could be reduced.

**Panelists (from l to r):**

Sandy Elsass (*Moderator*), President & CEO, The Uni-Ter Group
Joseph Lukens, Lippa Insurance Services
Brian Reynolds, Managing Director, LTC, Capital Funding Group

Expanding into Home and Community-Based Services: Making the Right Choice*Colorado B*

If you're considering expanding your continuum beyond institutional LTC, then home care and/or hospice must be considered. This session will guide you through the three approaches for getting into the home health business: acquisition, develop your own or joint venture. Companies that have successfully used each of these approaches will share their experiences.

**Panelists (from l to r):**

Kathleen M. Griffin (*Moderator*), National Director, Post Acute Care & Senior Services, Health Dimensions Group
Joseph Brinker, EVP & COO, Bethesda Health Group
Rick Gandersman, SVP, Home Care & Hospice
Lew Little, CEO, TRISUN Healthcare

Disaster Preparedness – Are You Ready?*Colorado A*

LTC operators are becoming more attuned to preparing for the next disaster - like H1N1 or a natural disaster. Recent facility surveys showed that although disaster plans were indeed in place, none were without major issues. Learn what's missing from your plan and hear LTC professionals who have experienced a disaster firsthand discuss where their plans worked – and where they fell short.

**Panelists (from l to r):**

Bill Briggs (*Moderator*), Sales Director, Lincoln Healthcare Events
Tim Graves, President, Texas Healthcare Association
Francis P. Kirley, President & CEO, Nexion Health
Pam Vap, RN, Executive Nurse Consultant, ABCM Corporation

11:15 am - 11:45 am

BREAK

 Partner: 
 Healthcare Services Group, Inc.

11:45 am - 12:45 pm

GENERAL SESSION

International Center Ballroom North

Washington Insider Forecast: 2009-2010

This panel will offer a frank, up-to-the-minute forecast of D.C. healthcare policy developments that will impact long term care and seniors housing in 2009 and 2010. At some point, we can expect the economic stimulus from strong healthcare spending to be overtaken by the reality of the recession and needed fiscal restraint. Panelists will project the timing and scale of these issues, and address Medicare SNF and Medicaid reimbursement, card-check legislation that will affect the unionization of senior care workers, abolishment of arbitration agreements, pay for performance, and more.



Panelists (from l to r):

Brian Fortune (Moderator), Political Strategist, Marwood Group & Co.
Bob Hillis, Chairman & CEO, Direct Supply
Alan Schabes, Partner, Benesch, Friedlander, Coplan & Aronoff, LLP
David Schless, President, American Seniors Housing Association
Bruce Yarwood, President & CEO, American Health Care Association

1:00 pm

GRAB N GO LUNCH

South Building Lobby

 Partner: 
 DIRECT SUPPLY
 Calling for Your Success

1:15 pm - 5:45 pm

RECREATION

1:30 - 4:30 p.m.

Mountain Horseback Riding

Meet at 1:15 p.m. @ South Building Lobby

1:30 - 4:30 p.m.

Mountain Bike Ride

Meet at 1:15 p.m. @ South Building Lobby



1:30 - 4:30 p.m.

Cheyenne Canyon Hike

Meet at 1:15 p.m. @ South Building Lobby

 Partner: 
 Vocollect
 Healthcare Systems

1:15 - 5:45 p.m.

White Water Rafting

Meet at 1:00 p.m. @ South Building Lobby

 Partner: 
 SILVER CHAIR
 A COMMITMENT TO EXCELLENCE

1:15 - 5:45 p.m.

Fly Fishing

Meet at 1:00 p.m. @ South Building Lobby

6:30 pm - 10:30 pm

HOWL AT THE MOON EVENING

This special evening of dinner and entertainment will feature a surprise dinner speaker followed by dueling pianos in a night club atmosphere. Jackets for men and equivalent attire for women.

6:30 - 7:30 p.m.

Reception

International Center Pavillion & Foyer

 Partner: 
 American HEALTHTECH
 Healthcare Technology for Long Term Care

7:30 - 9:00 p.m.

Dinner

International Center Ballroom South

 Partner: 
 CIT

9:00 - 10:30 p.m.

After Dinner Social

International Center Ballroom North

 Partner: 
 PharMerica
 Value. Trust. Performance.

Tuesday, June 2

6:45 am - 7:45 am

BREAKFAST

International Center Ballroom North

 Partner: 
 LIPPA
 LIPPA SERVICES

6:45 am - 1:00 pm

LTC 100 EZ PASS

International Center Foyer

Take advantage of our Express Checkout service on Tuesday. After the concluding session by Brigadier General Wakin, we'll have your boarding pass printed and snacks to go so that you can stay for the entire conference and then depart quickly.

 Partner: 
 KRONOS

7:45 am - 9:15 am

GENERAL SESSION

International Center Ballroom North

Face-Lift Face-Off:

A Live Competition on Repositioning the Older Facility

Three leading architectural firms will compete to reposition an older SNF for a new generation of consumers. The latest thinking in rehab, neighborhoods, culture change, and operational efficiency will be incorporated into their proposals. Each designer will also outline the provider's new business model including payer mix, expected occupancy and revenues.



Panelists (from l to r):

Moderator:

Joel Treffert, General Manager, Aptura - A Direct Supply Company

Architects:

Andrew Lee Alden, Designer, Engberg Anderson

Eric Brehm, LTC Specialist, Welman Architects

Russell McLaughlin, Architect, AG Architecture (Photo Unavailable)

Judges:

Tim Lukenda, President & CEO, Extendicare

Jim 'Piet' Pietrzak, President, Smith/Packett Med-Com

Doug Preston, CEO, Legend Healthcare

9:15 am - 9:45 am BREAK

 Partner: 
 MDI Achieve

9:45 am - 10:45 am

CONCURRENT SESSIONS

Small House in the Big Facility

Colorado C

You will learn how components of the small house model are being successfully implemented in existing facilities. A case study of Erickson Communities at Fox Run, where self-directed work teams, liberalized dining and person-centered care are currently being phased in, will be featured.



Panelists (from l to r):

Jude Rabig (Moderator), President & CEO, Rabig Consulting

Jean Landreville, Renaissance Gardens Administrator, Erickson Retirement Communities

Increasing Occupancy:

Overcoming Financial Challenges of Prospective Residents

Colorado D

This session will review funding options such as life insurance settlements, personal loans, and the VA Aid & Attendance benefit and present case studies/best practices from providers who are using these programs to help consumers over the financial hurdle. Successfully integrating a customized funding solution program into the admission process will also be covered.



Panelists (from l to r):

Scott Brown (*Moderator*), Conference Director, Lincoln Healthcare Events
Chris Orestis, Principal, Life Care Funding Group
Elias Papasavvas, Founder & CEO, Elderlife Financial Services
Jayne Sallerson, SVP of Marketing, Emeritus Senior Living
Patricia Will, President & CEO, Belmont Village Senior Living

Hometown Hospitality:

An Inspirational Case Study on Engaging and Retaining Employees

Colorado A

Motivated by the presentation of Ritz Carlton's Horst Shultz at the 2004 LTC 100, Clay Crosson, President and COO of Americare, wanted to raise the level of customer service in his 90+ SNF and AL facilities. The result was the Americare Home Town Hospitality (HTH) program. This session will walk you through the steps taken to identify Americare's unique brand, and to learn what would meaningfully motivate employees to follow the HTH program while simultaneously creating a developmental path for them.



Panelists (from l to r):

Clay Crosson (*Moderator*), President & COO, Americare
Steve Hatlestad, SNF Divisional VP, Americare
Jean Summers, AL Divisional VP, Americare
Kristen Stiles, Certified Med Aid, Americare (Photo Unavailable)

**10:45 am - 11:15 am
BREAK**

11:15 am - 12:15 pm

CLOSING KEYNOTE SESSION

International Center Ballroom North

Leadership in Long Term Care:

Creating an Ethical Foundation for Your Business



Brigadier General Malham Wakin, USAF, Retired

Leadership integrity bolsters organizational integrity, employee loyalty and business success. However, many companies make the mistake of adopting 'ethics of the bottom line,' which can lead to potentially damaging behaviors and decision-making. When leaders demonstrate strong positive values and promote ethical standards, they create the foundation for a thriving business. In the long term care environment, this means stressing the principles of non-maleficence ('do no harm'), benevolence, and distributive justice to positively impact employee and resident well-being and satisfaction.

◆ DEPARTURE

If you are flying out of Denver and would like to book car service on your own, we suggest LimoLink. You can make your reservation by calling (888) 811-4319. Refer to promo code 1211667 to receive the group rate.



Spouse Program

SATURDAY, MAY 30

5:15 – 7:00 p.m.

Early Arrivals' Reception

Lakeside Terrace

SUNDAY, MAY 31

6:00 – 6:30 a.m.

VCPI Fun Run

Meet at 6:00 a.m. at the Golf Club Main Entrance

9:00 – 11:00 a.m.

Cheyenne Mountain Zoo (Spouses Only)

Meet at 8:45 a.m. @ South Building Lobby

12:00 – 5:45 p.m.

Recreation

See page 3 for recreation details.

- Air Force Academy Tour
- Pikes Peak Cog Adventure

6:30 – 9:00 p.m.

Opening Reception & Dinner

Cheyenne Lodge

MONDAY, JUNE 1

8:30 – 9:30 a.m.

Gentle Air T'ai Chi or Yoga (Spouses Only)

Meet at 8:15 a.m. @ West Tower Lobby

9:30 – 10:30 a.m.

Healthy Start Breakfast

Donald Ross Room @ the Golf Club (2nd Floor)

1:15 – 5:45 p.m.

Recreation

See page 5 for recreation details.

- Mountain Horseback Riding
- Mountain Bike Ride
- Cheyenne Canyon Hike
- White Water Rafting
- Fly Fishing

6:30 – 10:30 p.m.

Howl At The Moon Evening

*International Center Pavillion & Foyer
Reception, Dinner and Entertainment*

TUESDAY, JUNE 2

9:00 – 10:30 a.m.

Breakfast & Book Club

Main Building Ballroom

Book Club Selection: *Loving Frank* by Nancy Horan

10:30 – 11:15 a.m.

Spouse Board Meeting

Pourtales Room (in Main Building)

Would you like to help plan our 2010 spouse program? Join us to start developing our 12th annual event at The Ritz-Carlton Key Biscayne, FL.

11:15 a.m. – 12:15 p.m.

Closing Keynote Session

International Center Ballroom North

Leadership in Long Term Care:
Creating an Ethical Foundation for Your Business.
Presented by: Brigadier General Malham Wakin



HOWL AT THE MOON EVENING

MONDAY, JUNE 1

6:30 - 7:30 P.M.

RECEPTION

7:30 - 9:00 P.M.

DINNER

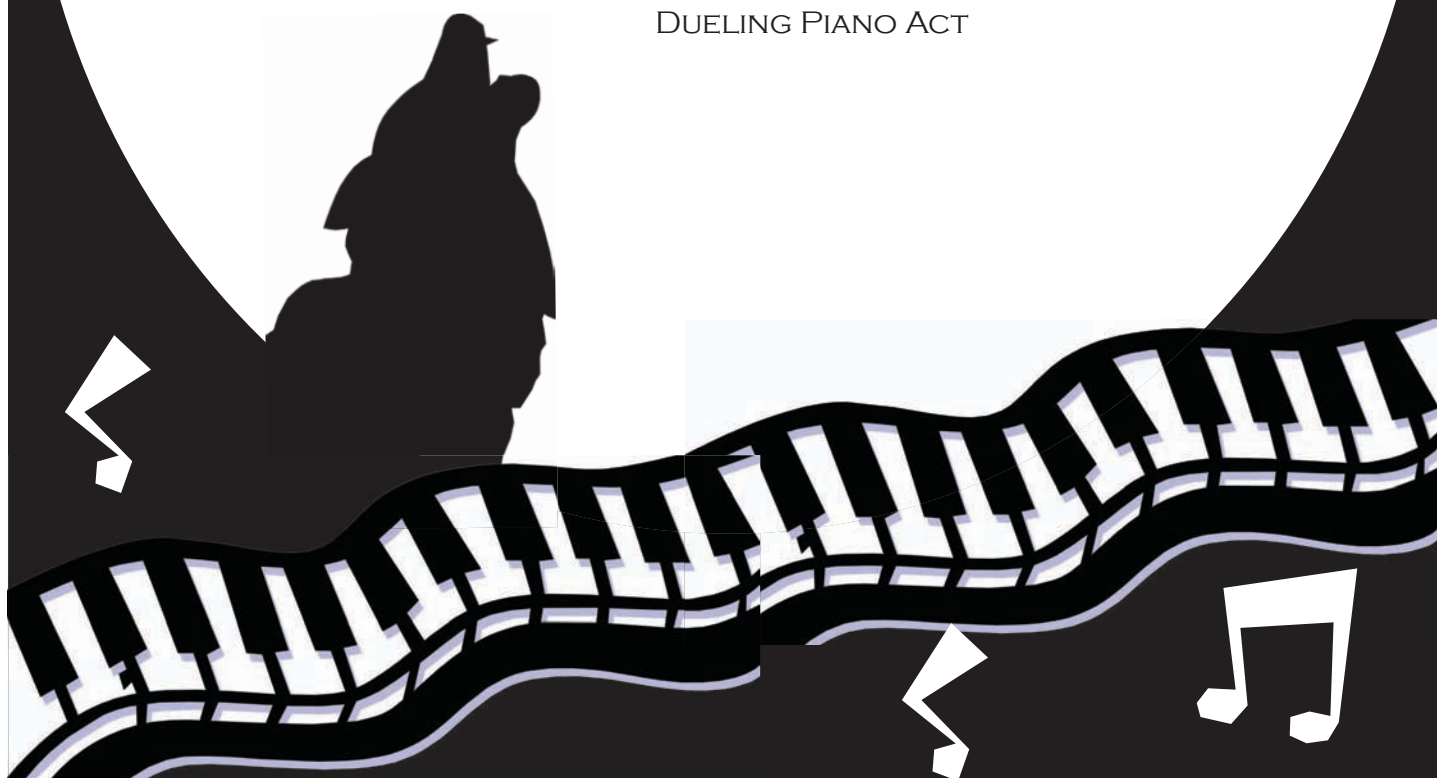
MENU: PETIT FILET OF BEEF &
FILET OF HALIBUT

FEATURING A SURPRISE DINNER SPEAKER &
LTC 100 AWARD CEREMONY

9:00 - 10:30 P.M.

AFTER DINNER SOCIAL

FEATURING HOWL AT THE MOON
DUELING PIANO ACT



Thank You to Our Partners

UNDERWRITER LEVEL



CIT HEALTHCARE

CIT Healthcare is proud to sponsor LTC 100. We provide a full spectrum of financial solutions and advisory services to leading middle market companies. Through our client-focused and industry centric model, we partner with clients to define and achieve their individual business goals. We have a team of experts with deep experience in real estate lending, advisory services, asset-based lending and cash flow finance to provide advice and capital to unlock the value in your long term care facilities.

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F. Scott Kellman
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Kathryn Burton Gray
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SCA PERSONAL CARE

We are the world leader in incontinence care, with the brands TENA® and Dry Comfort™ and a leading supplier of perineal products. We offer health care facilities an integrated approach to individualizing resident care without sacrificing the bottom line. With our TENA® Guaranteed Cost Program, we guarantee in writing that we will contain a facility's incontinence care costs. We then support our customer with the largest dedicated sales service organization in the industry. With our global resources, we continuously provide innovative product solutions to our customers.

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Milwaukee, WI



Housekeeping/Laundry
Bensalem, PA



Enhancing Outcomes for Patients and Their Caregivers...

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Medical Equipment/Furniture
Elyria, OH



Hiring/Workforce Management
Chelmsford, MA



Software
Minneapolis, MN



Rehabilitation
Louisville, KY



Contract Pharmacy
Tampa, FL



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Contract Rehabilitation
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Online Education
Cary, NC



Resident Safety
Lincoln, NE



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Pittsburgh, PA

CONTRIBUTOR LEVEL

- ▶ Accelerated Care Plus
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- ▶ Upstairs Solutions LTC
- ▶ Wells Fargo Foothill

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| ▶ Genesis Respiratory Services & SPA Living Wellness | ▶ Ziegler |
| ▶ Korn/Ferry International | |

Lincoln Healthcare Calendar of Events



MAY 1-4, 2010

Exclusively for Senior Management in Long Term Care & Senior Living

◆ SEE THE SIGN UP SHEET IN YOUR PORTFOLIO FOR DISCOUNTED 2010 PRICING



*Ritz-Carlton
Key Biscayne, FL*



JULY 26-28, 2009

Productive, Results-Oriented Meetings for Senior Level Long Term Care Executives

◆ VISIT THE LHE DISPLAY TABLE FOR MORE INFORMATION



The Fairmont Chicago



NOVEMBER 16-18, 2009

The Intersection of Healthcare Politics & Capital

◆ SEE THE SIGN UP SHEET IN YOUR PORTFOLIO FOR LTC 100 ATTENDEE PREFERRED PRICING



*Mandarin Oriental
Washington, DC*



OCTOBER 7-9, 2009

For Senior Management of Hospitals & Systems



Four Seasons Dallas



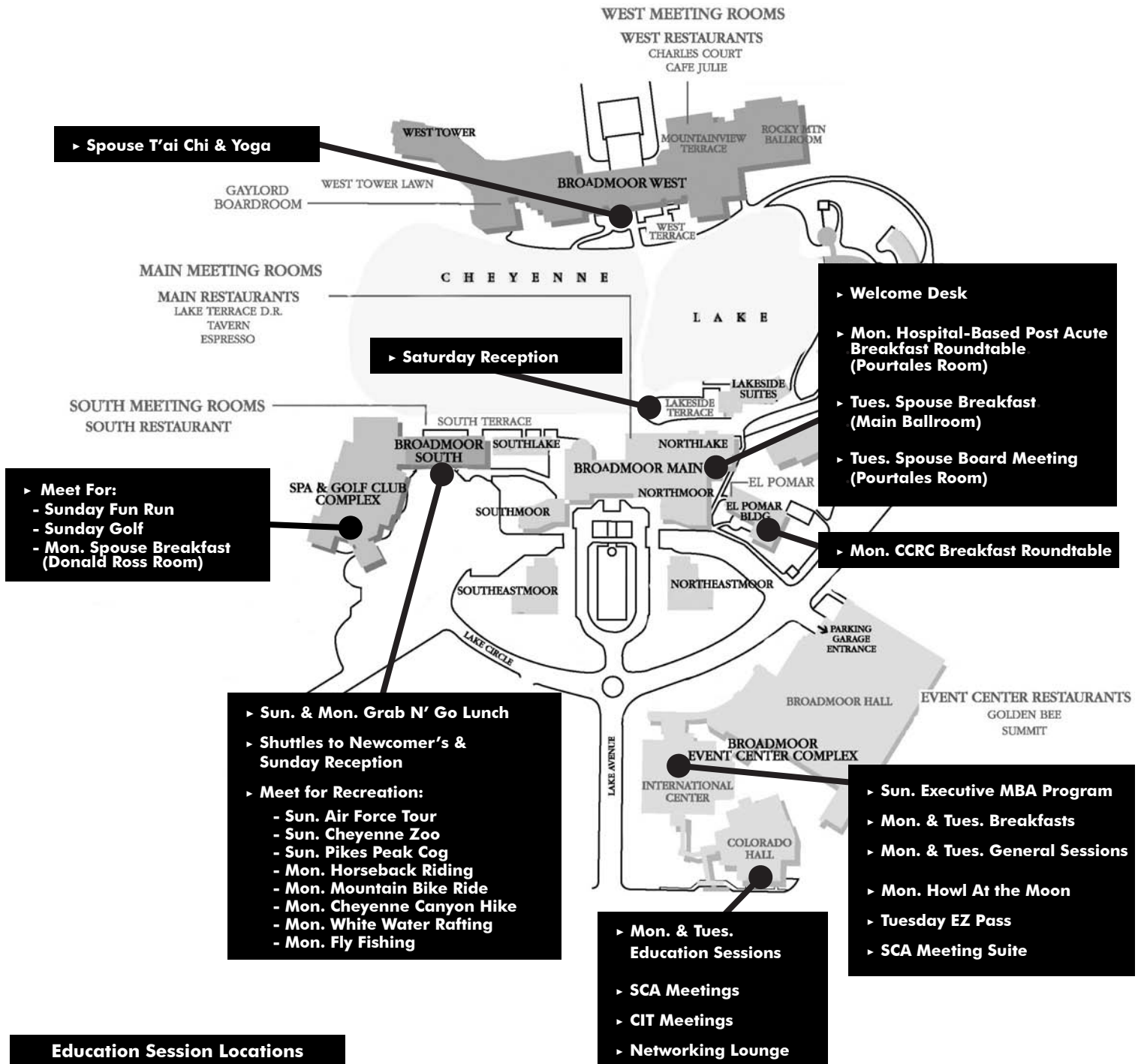
FEBRUARY 14-16, 2010

For Senior Management in Home Care



*Ritz-Carlton
Key Biscayne, FL*

Map of LTC 100 Activities



Education Session Locations

Sunday

Executive MBA Program Int'l Center Ballroom North

Monday

Mind of the CEO Int'l Center Ballroom North

Achieving More with Less Colorado A

Opportunistic Deal-Making Colorado B

CCRC CEO Roundtable Colorado D

The AL Outlook Colorado C

Silver Lining Think Tank Colorado D

Managing the Cost of Risk Colorado C

Expanding into Home Care Colorado B

Disaster Preparedness Colorado A

Washington Insider Forecast Int'l Center Ballroom North

Tuesday

Face-Lift Face-Off Int'l Center Ballroom North

Small House in the Big Facility Colorado C

Increasing Occupancy Colorado D

Hometown Hospitality Colorado A

Leadership in Long Term Care Int'l Center Ballroom North

Partner Meeting Suites

CIT Healthcare Colorado Hall

SCA Personal Care Int'l Center Ballroom Office & Colorado Hall