



SENIOR LIVING 100
LEADERSHIP & STRATEGY CONFERENCE

**PROGRAM
HIGHLIGHTS**

The Future of Aging
in Place & How it Will
Impact Senior Living:
Interactive Scenario
Simulation



Keynote Session
Joseph Coughlin
of the world

renowned MIT AgeLab on
'Disruptive Demographics,
Technology & the New
Business of Senior Living'

Can Senior Living Compete
Against 'Home' by 2016?

Hospital or Hospitality:
What Will Senior Living
Look Like in 5 Years?

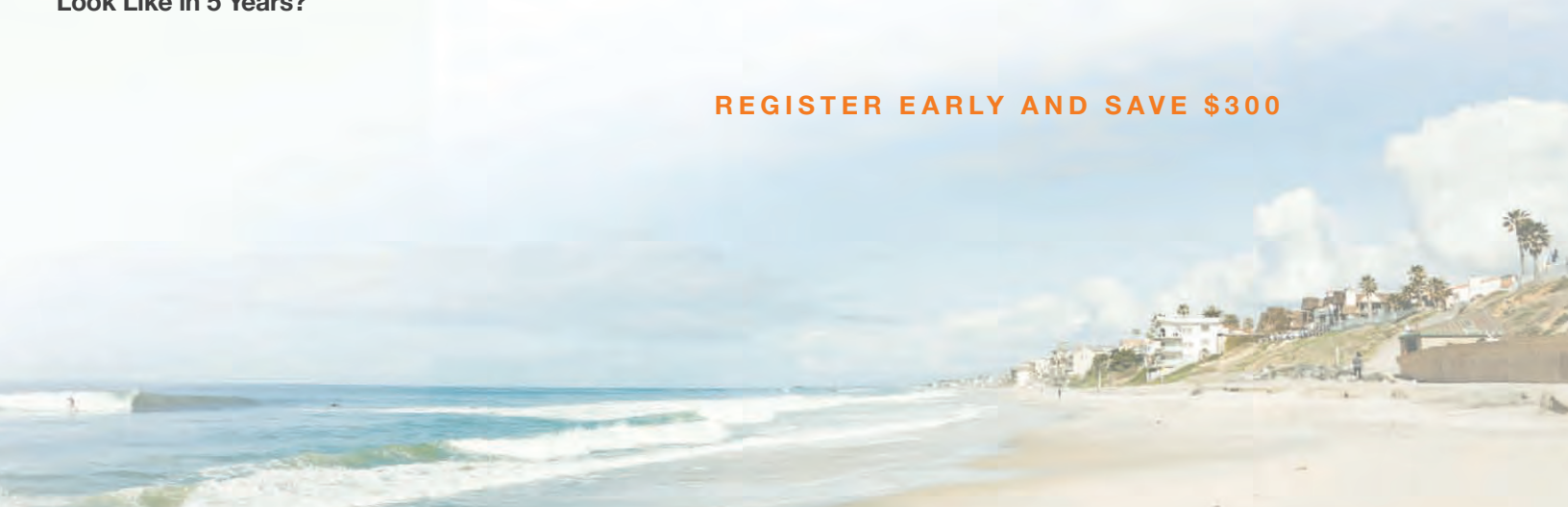
MARCH 11 – 13, 2012
PARK HYATT AVIARA RESORT | SAN DIEGO

Envisioning the Future of Senior Living



**Exclusively for Top Executives in
Assisted Living, Independent Living & CCRCs**

REGISTER EARLY AND SAVE \$300



Why Attend

STRATEGIC VISION IS 'MISSION CRITICAL' IN THE FACE OF CHANGE

Shaping a strategic direction in today's market is about understanding how your industry is evolving. Changing demographics and psychographics of consumers and adult children, the inevitable pressures of the Affordable Care Act, and the increasing need for technology make it hard to rely solely on what you've known. This means it's more important than ever to see around the corners of what will impact the industry most.

That is what Senior Living 100 is all about: delivering strategies and solutions that will help senior living leaders like you address their must-do list of today while laying the best foundation for a fertile future.

We look forward to providing you a superbly executed, unique conference in a retreat-like setting. You will come back to your business with a broader perspective on the future, inspired with new ideas and ready to share that vision with the rest of your executive team!



Warm Regards,

Bailey Beeken
Vice President
Lincoln Healthcare Events



Get in-depth analysis on key drivers that will impact senior living over the next five years. Executives from across the continuum of care will discuss their insights and approaches to an evolving landscape filled with both challenges and opportunities.



Participate in unique peer-to-peer executive interaction. By limiting attendance, we create an educational and networking experience built around a commonality of interests, ensuring a high-level, intimate gathering custom-built for senior living executives.

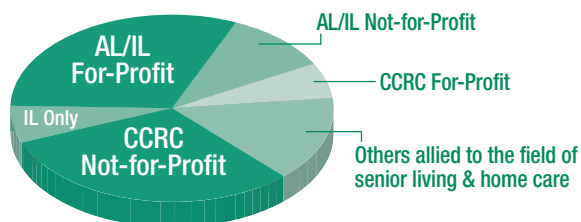


Experience a one-of-a-kind event that features VIP treatment from the moment you arrive at the stunning Aviara Resort. You and your spouse will indulge in the finest recreation, relaxation and cuisine that Southern California has to offer.

Who Attends

Senior Living 100 is exclusively for CEOs, Presidents, CFOs, COOs and senior executives of Assisted Living, Independent Living, and CCRCs with 500+ units. **Attendance is limited to 100 provider executives.** Please see page 11 for attendance requirements.

Projected Senior Living 100 Attendance by Segment



About Lincoln Healthcare Events: Founded in 1998, Lincoln Healthcare Events is an independent organizer of executive leadership communities in healthcare. We strive to positively impact the quality and effectiveness of the U.S. healthcare system by delivering the single most valuable conference and community of healthcare executives in each of the sectors we serve. Our conferences offer senior-level executives highly focused venues for understanding strategic trends, sharing best practices and building relationships.

2012 Program Highlights

Sit back, relax, and be inspired. Senior Living 100 is an all-inclusive executive retreat built around best-in-class education and top-tier networking. In a breathtaking setting, you will spend two and a half days sharing experiences, forging relationships and honing your strategic vision for the future.

EXECUTIVE MBA PROGRAM

Interactive Scenario Simulation: The Future of Aging in Place & How it Will Impact Senior Living



This half-day strategic-planning seminar will tap into the collective learning power of 50 of the sharpest minds in senior living by using a simulation process designed to inspire break-through thinking. Led by experts in simulated learning and key industry strategists, participants will work in groups to solve multiple challenges put forward around a hypothetical company at the crossroads of opportunity. You will walk away from this interactive session with a new sense of understanding how future changes in consumer behavior, medical acuity, technology, economics and regulation will impact senior living and drive the decisions you will be making on behalf of your business.

KEYNOTE SESSION

Disruptive Demographics, Technology & the New Business of Senior Living



Joseph Coughlin
Ph. D., Director, MIT AgeLab

As a pre-eminent scholar on aging in America, Joseph Coughlin understands that it's not just about more older adults than ever before – it is about adult children and older consumers who expect more. This groundbreaking session will explore the great expectations of today's consumers combined with new technologies that will disrupt current assumptions and business models.

CEO SESSION

Can Senior Living Compete Against "Home" by 2016?



As healthcare reform continues to push for "lower cost care in a more independent setting," the prevailing belief is that home care and ADL assistance are positioned for growth. For senior living, this means the challenge of competing against home will become even greater. Hear from a panel of best-in-class CEOs on how they now make their case to consumers about the advantages of senior living, and a compelling vision for winning market share in the future.

Guest Speakers (as of December 15)

► Visit www.seniorliving100.com for speaker updates



John Burns
COO
Presbyterian Homes



Ronnie Cook
CEO
Artegan



Clay Crosson
President & COO
Americare Systems



Joseph Coughlin
CEO
AgeLab, MIT



Aaron D'Costa
Chief Business Dev. Officer
Pathway Senior Living



John Ferin
VP & CIO
Life Care Services



Lynne Katzmann
President & CEO
Juniper Communities



Alex Markowitz
President & CEO, Spring Hills
Senior Communities



Faith Ott
President
Sage Age Mature Strategies



John Reinhart
President & CEO
InnovateLTC



Daniel Schwartz
COO
Addus Healthcare



Patricia Sheehan
Editor-in-Chief
Long Term Living Magazine



Bernie Smith
COO
ProMatura Group



Sarah Spellman
Director, ThirdAge
LarsonAllen LLP



Terry Sullivan
VP, Medical Affairs
Golden Living



Dan Topf
SVP, MDI, Inc.



Scott Townsley
Principal
LarsonAllen LLP



Randy Trettevik
CFO
Senior Services of America



David Watkins
President, Armed Forces
Retirement Homes

► **Tom Gilmartin**
Chief Administrative Officer
Jewish Home Lifecare
(photo unavailable)

Schedule At A Glance

► SATURDAY, MARCH 10

2:00 – 5:00 pm
5:30 – 7:00 pm

Recreation
Welcome Reception

► SUNDAY, MARCH 11

7:00 – 8:00 am
8:00 am – 12:00 pm
9:00 – 9:45 am
10:00 – 11:00 am
12:30 – 5:30 pm
6:30 – 8:30 pm

Breakfast
Executive MBA Program: The Future of Aging in Place
Spouse Breakfast
Spouse Batiquitos Lagoon Nature Walk
Recreation
California Dreamin' Reception & Dinner

► MONDAY, MARCH 12

7:00 – 8:00 am
8:00 – 9:00 am
8:30 am – 3:00 pm
9:30 – 10:30 am
10:45 am – 12:00 pm
12:15 – 1:15 pm
1:45 – 2:45 pm
3:15 – 4:15 pm
4:30 – 5:30 pm
6:15 – 9:30 pm

Breakfast
Opening Session
Spouse Horseback Wine Trail
Concurrent Sessions
Speed Meetings
BBQ Lunch
Concurrent Sessions
Keynote Session
Concurrent Sessions
Organic Elegance Evening

► TUESDAY, MARCH 13

7:00 – 8:00 am
8:00 – 9:00 am
9:00 – 9:45 am
9:15 – 10:00 am

Breakfast
Concurrent Sessions
Spouse Breakfast
Senior Living 100 Wrap Up

Conference Agenda

► Visit www.seniorliving100.com
for conference & speaker updates

SATURDAY, MARCH 10

2:00 – 5:00 pm

Recreation

A unique part of Senior Living 100 is the time built into the schedule for you and your spouse to unwind and have some fun. Be sure to arrive Saturday morning to join us for these exciting activities. *See page 9 for complete details on complimentary recreation options.*

Sea Cove Kayaking ■ **Wine Blending** ■ **Golf Clinic**

5:30 – 7:00 pm

Welcome Reception



We'll toast our inaugural event during this casual outdoor reception with light hors d'oeuvres. Dinner is on your own this evening.

Partner: **STANLEY**
Healthcare Solutions

SUNDAY, MARCH 11

7:00 – 8:00 am

Breakfast

8:00 am – 12:00 pm

Executive MBA Program: Interactive Scenario Simulation

The Future of Aging in Place & How It Will Impact Senior Living



This 4 hour, intensive strategic planning exercise will allow your organizations to tap into the learning power of 50 of the sharpest minds in senior living, organized into a scenario simulation process designed to bring clarity to the most important issues that will impact senior living in the future. Led by a professional facilitator and key industry strategists, participants will work in groups to solve multiple challenges put forward around a hypothetical company at the crossroads of opportunity. As the group iteratively pushes through each challenge, industry leaders will provide relevant discussion around “what if” scenarios that place the questions around aging in place, and how it will impact senior living, in context throughout the exercise.

You will walk away with greater insight, preferred strategies, and a new understanding of how future changes in consumer behavior, medical acuity, technology, economics and regulation will drive the decisions you make on behalf of your business.

12:30 – 5:30 pm

Recreation

After the morning's intensive Executive MBA Program, you'll then be able to relax and explore the beautiful San Diego area by boat or bike, play a round of golf or spend some time in the kitchen with the Aviara's Executive Pastry Chef. *See page 9 for complete details on complimentary recreation options.*

12:15 – 4:00 pm **La Jolla Cycling**

12:15 – 5:00 pm **Sailing Regatta**

12:30 – 5:30 pm **Golf Tournament (Executives Only)**

Partner: **STANLEY**
Healthcare Solutions

1:00 – 4:00 pm **You Be The Cake Boss**

6:30 – 8:30 pm

California Dreamin' Reception & Casual Dinner

The 1960s were a decade of letting your hair down and following your dreams. That spirit is the inspiration for this evening, as we officially kick off Senior Living 100. The Aviara Resort's rolling hills and gorgeous vistas will provide a dramatic backdrop for the reception and dinner which will combine the best of California food and wine.

Partner: **PHILIPS**
sense and simplicity

7:00 – 8:00 am

Breakfast

Partner:  MDI Achieve

8:00 – 9:00 am

Opening Session

Peak: How Great Companies Get Their Mojo from Maslow



CEO Chip Conley brings 20 years of experience in taking care of people. His expertise lies in creating optimal environments for customers who visit his 40 award-winning hotels, spas and restaurants across California. He has a unique formula and a proven track record for bringing out the best in his employees. Their corporate commitment and significant contributions to customer service have helped his organization reach nearly \$200 million in revenue.

In his best-selling book, *Peak: How Great Companies Get Their Mojo From Maslow*, Chip shares his prescription for success based on the iconic Hierarchy of Needs. His theory illustrates how employees, customers and investors are ultimately motivated by peak experience – and he demonstrates how to create these for each using real-world examples from his own company and others.

About Chip Conley

Chip is the founder and CEO of Joie de Vivre Hospitality, California’s largest boutique hotel company which recently celebrated its 20th anniversary. Named the Bay Area’s Most Innovative CEO by the SF Business Times, Chip holds both a B.A. and M.B.A. from Stanford University.

9:30 – 10:30 am

Concurrent Sessions

Case Studies: What is Your Ancillary & Business Extension Strategy?

For many senior living leaders, entering an ancillary business presents an opportunity to improve revenue and enhance market position in the face of reform and a changing healthcare landscape. These case studies will address the rationale and challenges behind real-life ancillary and extension business decisions, and will serve as a roadmap for those contemplating an extension of their own.

Case Study: How New Technologies, Higher Medical Acuity & Resident Preferences are Reshaping Communities & Buildings

Senior living providers will gain market share by being flexible as they head into a future of changing consumer preferences and increased medical needs of residents. Entrepreneurs will share new approaches to acuity adaptable spaces, models for differentiated care in Assisted Living and Memory Care, and out-of-the-box ways to appeal to consumers’ changing lifestyles, aesthetics, and affinities.

Harnessing the Power of Integrated Data: How It will Drive Everything About Your Business in the Years to Come

An undervalued component of IT spend rests in data integration and tracking metrics - and then leveraging that information. These elements will drive capital, consumer decisions, resident and employee management and referral strategies. Panelists will discuss how their organizations are structuring their current technology platforms so they can build toward a future where the right “dashboards” are available to the relevant stakeholders demanding this critical business information.

10:45 am – 12:00 pm

Speed Meetings



Speed Meetings is an incredibly productive, rapid-fire meeting format for provider attendees and a select group of suppliers. Be sure to reserve your space for this dedicated meeting time when you register. Space is limited.



12:15 – 1:15 pm
BBQ Lunch

1:45 – 2:45 pm
Concurrent Sessions

Hospital or Hospitality:

What will Senior Living Look Like in 5 Years?

There is an ever increasing acuity of residents entering senior living. New residents are moving in later and with greater needs and service expectations. Current residents are demanding to remain in the most independent option possible, redefining what it means to “Age in Place.” Meanwhile, healthcare providers and payers grapple with ways to reduce the ever growing cost of long term care services. This new reality raises many questions for senior living providers who have traditionally viewed themselves as private pay and insulated from these challenges. Senior living operators, owners and investors will be impacted by these megatrends and need to determine their strategy to survive and thrive.

Social Media & Your Online Presence:

Where Do You Go Next?



A social media and online strategy doesn't begin and end with Facebook. From staff- and customer-recruitment to resident retention and branding strategy, social media experts and leaders from senior living will discuss

how a fully-integrated online and social media strategy can help you build your brand and better serve residents, potential customers, staff and your community.

What Will Make Your Memory Care Memorable?

When consumers are looking to choose the right setting for a loved one with cognitive difficulties, they come armed with facts and information from a wealth of sources. They come to your facilities with preferences and ideas for environments, programming, engagement and safety. A panel of senior living providers and memory care experts will share their differing approaches to memory care today as well as their plans to differentiate in the future.

3:15 – 4:15 pm

Keynote Session

Disruptive Demographics, Technology & the New Business of Senior Living



Joseph Coughlin, Director of the world renowned MIT AgeLab and America's pre-eminent scholar on aging, will explore the great expectations of today's consumers combined with new technologies that will disrupt current assumptions and business models. Today's adult children research and validate their senior housing choices in person with family, and online. They expect technology - from smart toilets to smart walls - to provide 24/7 safety, security and social connectivity. They are also seeking creative financial products to pay for a better life for their parents and eventually themselves. During this highly interactive session, Coughlin will engage you to:

- Understand the decision behaviors of today's adult children and future residents
- Envision technology-enabled services that will create new revenue streams serving community-living adults, adult children and residents, from on-demand entertainment to personalized nutrition
- Identify who will be your new strategic partners to operate tomorrow's senior housing enterprise

About Joseph Coughlin

Joseph Coughlin, Ph.D. is founder and Director of the Massachusetts Institute of Technology AgeLab. His research seeks to understand how demographic change, social trends and technology converge to drive future innovations. He was named by *The Wall Street Journal* as one of “12 pioneers inventing the future of aging.” He is a Fellow of The Gerontological Society of America and a recipient of one its highest honors – the Maxwell A. Pollack Award for Productive Aging.

4:30 – 5:30 pm

Concurrent Sessions

Healthcare Reform:

Why Senior Living is Critical to Making it Work

Acute and post-acute providers will increasingly need to partner with senior living to effectively manage patients in lower-cost settings, like assisted living or housing with services. Key strategists and providers from senior living and across the continuum of care will discuss the role senior living providers are playing, and what bridges need to be built to succeed with this emerging market opportunity.

Continued on Page 8 ►

Managed Care Payors:

Transformative Change Agents in Senior Living

Managed care, Medicaid, Medicare and commercial retiree plans look to produce greater value at lower cost, ultimately driving more business to senior living. How can senior living prepare for this opportunity and take advantage of this ideal environment?

Exploring New Technologies: Will Human Care Evolve to Less of a Human Touch?

Not only will residents and families ask for new technologies, but they have the potential to affect ROI, and realign or reduce staffing. Experts will explore the ubiquity of mobile and other assistive and predictive technologies that will change how senior living is built.

6:15 – 9:30 pm

Organic Elegance Evening



The Aviara Resort’s warm and inviting Avalon Terrace is the perfect Spanish-style setting for this evening’s ‘Farm to Table’ reception, dinner and dessert social featuring an array of fresh food from local farmers.

6:15 – 7:00 pm Reception

7:00 – 8:30 pm Dinner Partner: **HealthMEDX**

8:30 – 9:30 pm Dessert Social

► **EXPRESS CHECKOUT:** After the closing sessions on Tuesday, we can print your boarding pass so that you can stay for the entire conference and then depart quickly. We suggest scheduling your flight departure for after 2:00 pm.

TUESDAY, MARCH 13

7:00 – 8:00 am

Breakfast

Partner: **PHILIPS**
sense and simplicity

8:00 – 9:00 am

Concurrent Sessions

Can Senior Living Compete Against “Home” by 2016?

As healthcare reform continues to push for “lower cost care in a more independent setting,” the prevailing belief is that home care and ADL assistance are positioned for growth. For senior living, this means the challenge of competing against home will become even greater. Hear from a panel of best-in-class CEOs on how they now make their case to consumers about the advantages of senior living, and a compelling vision for winning market share in the future.

Building Critical Partnerships with Home & Community Based Services

Partnerships across the healthcare continuum are on the rise, especially in this post-reform world where coordinated care is now part of everyone’s lexicon. This session will bring together top executives in post-acute care and senior living to discuss different partnership models within the senior living industry as well as trends related to affiliations, mergers and acquisitions with Home & Community-Based Services providers.

9:15 – 10:00 am

Senior Living 100 Conference Wrap Up

We’ll wrap up what we’ve heard throughout the conference and recap the tangible action steps needed to keep senior living moving forward into the future.

Information Desk

Saturday: 10:00 am – 8:00 pm

Sunday: 7:00 am – 6:00 pm

Monday: 7:00 am – 5:00 pm

Tuesday: 7:00 – 11:00 am

Conference Attire

Business casual throughout, except for the evening of Monday, March 12, when we request jackets for men and equivalent attire for women.

Spouse Program

Our extensive spouse program features a nature walk, wine trail and more! Spouses are invited to all recreation and social events. **See page 10 for the complete complimentary spouse program.**

Recreation

San Diego is known for its beautiful weather, and March is the perfect time to experience an area that is rich in both history and beauty. Our staff has personally researched each activity below and there is something for everyone to enjoy. **All recreation is complimentary.**

SATURDAY, MARCH 10

Sea Cove Kayaking

2:00 – 5:00 pm



This thrilling kayak experience of the Seven Caves gives you an amazing close up of La Jolla's sandstone formations and Underwater Park. Instructors will guide you to within feet of dolphins, sea lions, and leopard sharks and you'll explore some of the most spectacular scenery along the Pacific Coast. No experience necessary!

Wine Blending

2:30 – 4:30 pm



A sommelier, who began his career in France's vineyards, will share the characteristics of three different reds, and the nuances of wine blending. The goal of wine blending is to make a final wine greater than the sum of

its parts. Teams will blend their own wine and create a label. Senior Living 100's wine expert will decide whose masterpiece is most pleasing to the palette.

Aviara Golf Club Clinic

2:30 – 4:30 pm



The PGA Professionals at the renowned Aviara Golf Club will work with you on various facets of your game. The clinic will include instruction on your full swing, chipping, pitching, and putting.

Whether you're a beginner or an aspiring pro, this is the perfect setting to work on your skills and improve your game. Clubs are provided or you may bring your own.

SUNDAY, MARCH 11

La Jolla Cycling

12:15 – 4:00 pm



This energizing ride begins at La Jolla Shores, and travels along the Pacific Coast Highway through mansion-filled La Jolla and Mission Beach. March is "pup season" in La Jolla Cove, one of the most photographed beaches in California, so we'll also stop to see the baby seals. This easy ride is great for all levels.

Sailing Regatta

12:15 – 5:00 pm



Experience scenic San Diego Bay with this high-energy regatta! After a leisurely sail and basic skills review, it's off to the races against other attendees. Take charge at the helm, hoist sails, or simply relax and enjoy a beverage. The winning team will be recognized Monday night.

Aviara Golf Club Tournament *(Executives Only)*

12:30 – 5:30 pm



The Aviara Golf Club was named by *Golf Digest* and *Golf Magazine* as one of the best resort courses in America. Designed by Arnold Palmer, Aviara features a memorable coastal layout uniquely sculpted around its hillsides and includes plenty of bunker and water challenges.

You Be the "Cake Boss"

1:00 – 4:00 pm



Learn the hottest cake decorating techniques from the Aviara's Executive Pastry Chef, Franck Riffaud – piping, using fondant, and more! Teams will then compete for the title of Senior Living 100 Cake Boss! Cakes will be judged by fellow attendees during Sunday night's reception.

Spouse Program

A unique part of Senior Living 100 is the spouse program and I'm looking forward to kicking off the inaugural event in California!

Having lived in Southern California for over ten years, I know how interesting and beautiful the area is and I am excited about the activities we have planned for you.

There's something for everyone and you'll get to experience the best of what the San Diego area has to offer while also having plenty of time to spend with your 'better half'.

I'd like to hear from you so that I can make your Senior Living 100 experience the best possible. Please feel free to contact me with any questions or feedback.

Whenever I go back to California it always feels like I'm coming home and I look forward to sharing new experiences with you there in March!



Janine

Janine Jandrositz
Spouse Program Director
jjandrositz@lincolnhc.com
(203) 644-1700

SATURDAY, MARCH 10

2:00 – 5:00 pm
Recreation



- Sea Cove Kayaking
- Wine Blending
- Golf Clinic

(See page 9 for details.)

5:30 – 7:00 pm
Welcome Reception

SUNDAY, MARCH 11

9:00 – 9:45 am
Spouse Breakfast

Get to know other spouses over breakfast.

10:00 – 11:00 am
Batiquitos Lagoon Nature Walk (Spouses Only)



The Batiquitos Lagoon is one of the few remaining tidal wetlands on the Southern California coast. Led by a

docent, the walk will focus on the lagoon environment and wildlife, including rare and endangered species, and the role humans play in this fascinating ecosystem. Blue Herons, Egrets and Hawks are frequently seen on this refreshing, mile long walk. All trails are unpaved and some have steep or narrow sections.

12:30 – 5:30 pm
Recreation

- Sailing Regatta
- La Jolla Cycling
- You Be The Cake Boss

(See page 9 for details.)

6:30 – 8:30 pm
California Dreamin' Reception & Casual Dinner

MONDAY, MARCH 12

8:30 am – 3:00 pm
Horseback Wine Trail (Spouses Only)



This tour offers you a unique way to experience the beauty of Temecula Valley's Wine Country. After a light breakfast

on the way over, the tour starts with a 90-minute, leisurely ride on well-seasoned horses. You'll be guided through various vineyard trails, and will experience first hand the beauty that brings so many to the Temecula Valley. Along the trail, you'll learn about the variety of grapes and sample the delicious fruit straight off the vines! Following the horseback ride, you'll return to Wilson Creek Winery for a delicious lunch and wine tasting at the Creekside Grill. Home of the famous Almond Champagne, Wilson Creek Winery has garnered numerous prestigious international wine awards.

6:15 – 9:30 pm
Organic Elegance Evening

6:15 – 7:00 pm **Reception**

7:00 – 8:30 pm **Dinner**

8:30 – 9:30 pm **Dessert Social**

TUESDAY, MARCH 13

9:00 – 9:45 am
Spouse Breakfast

Sign Up

► Visit www.seniorliving100.com or call (203) 644-1709 to register

Space is limited to 100 executives

	BY FEBRUARY 3	REGULAR
Provider Executive (For Profit)	\$1,295	\$1,595
Provider Executive (Not-For-Profit)	\$1,150	\$1,450
Speaker	N/A	N/A
Sponsor Partner	Included w/Partnership Package	Included w/Partnership Package
Spouse	\$350	\$400

*The attendee fee covers all education sessions, all conference materials, six meals, three receptions, coffee breaks and recreation (everything except lodging and incidental personal expenses). Spouse fee covers participation in both recreation and social activities. **Please note:** No one under the age of 18 is permitted to participate in any sessions or functions.*

Who Can Attend

Senior Living 100 is exclusively for CEOs, Presidents, CFOs and COOs of Assisted Living, Independent Living, and CCRC with 500+ units. The number of executives per company permitted to attend is determined by the size of the provider organization:

UNITS	MANAGEMENT LEVEL INVITED				MAXIMUM # OF ATTENDEES/CO.
	CEO/President	CFO/COO	SVP	Select SVPs	
500 - 999	■	■			2
1000 - 2499	■	■	■		3
2500 - 3999	■	■	■	■	4
4000+	■	■	■	■	5

Airports

The airports that service the Park Hyatt Aviara Resort are:

- San Diego International (SAN): 45 min. drive, 30 miles
- John Wayne/Orange County (SNA): 60 min. drive, 55 miles
- Los Angeles International (LAX): 2 hour drive, 95 miles

Complimentary Car Service to/from San Diego Airport

Senior Living 100 will provide complimentary transportation from **San Diego Airport** on **Friday and Saturday**. We will also provide return service to San Diego Airport on **Tuesday**. Attendees arriving within 20 minutes of each other are grouped together.

If you would like to arrange car service on another day or from another airport, we recommend 360 Destination Group. Call (866) 656-0276 and reference Senior Living 100 for a discounted rate.

Park Hyatt Aviara Resort



Just north of San Diego, the AAA Five Diamond, Mobile Five Star Park Hyatt Aviara Resort sits on 200 acres of hillsides and overlooks the ocean to offer an extraordinary experience that highlights the beautiful coastal area.

7100 Aviara Resort Drive
Carlsbad, CA 92011
Main Phone: (760) 448-1234
www.parkhyattaviara.com

Reserve Your Hotel Room

A discounted rate of \$265 has been secured for Senior Living 100 attendees at the Five Diamond, Five Star Park Hyatt Aviara. Simply call the resort at (888) 421-1442 and reference Senior Living 100 by February 3, 2012 to ensure availability.

Cancellation Policy

Anyone canceling before February 3, 2012 can either carry over their registration to the next year or receive a full refund. Cancellations after February 3, 2012 will be carried over to 2013 less a 20% cancellation fee. Carry over registrations can only be applied to the 2013 conference.

Questions

Contact Priscilla Haslob at (203) 644-1709 or phaslob@lincolnhc.com.

Lincoln Healthcare Events
20 Glover Avenue
Norwalk, CT 06850

Register Early & Save \$300 | seniorliving100.com

Senior Living 100 is funded largely by major contributions from partnering organizations committed to envisioning the future of senior living. Our confirmed partners as of December 15 are:

UNDERWRITER |



LEADERSHIP |



CONTRIBUTOR |



PARTICIPANT |

