

ATTEND THE 2025 ASHA MID-YEAR MEETING

JUNE 9-10, 2025 • OMNI INTERLOCKEN HOTEL • BROOMFIELD, CO



The 2025 ASHA Mid-Year Meeting will be held in the heart of the Rocky Mountains, June 9-10, at the newly renovated Omni Interlocken Hotel. The Omni is located 30 miles from Denver International Airport (DEN).

The meeting will feature high-level networking, a variety of outdoor activities, engaging educational sessions, and a keynote presentation delivered by one of our most popular speakers - Eric Potterat, PhD, a clinical and performance psychologist and leading expert in individual and organizational performance optimization. Dr. Potterat's presentation is titled *"Attributes, Characteristics and Tactics of the Best Leaders and Teams: Making You and Everyone Around You Better."*

The two-day event is a unique opportunity to interact with a diverse group of leaders involved in the full spectrum of seniors housing and learn more about the outlook for the industry. We are very excited about this year's program and hope you will be able to join us.

MEETING REGISTRATION

As an Advisory Committee member, your company is extended **two complimentary registrations** and a **maximum of one additional paid registration (\$1,250)**. Meeting invitations have been sent to your membership's main contacts.

Registration is first-come, first-served within your company, and a registration fee will automatically be charged to the third attendee. If a fourth person attempts to register, the online system will indicate that your company has reached capacity. If you have a question about your company registration status, please contact Megs Bertoni at megs@ashaliving.org.

**REGISTER ONLINE
BY MAY 23, 2025
[ASHALIVING.ORG](https://www.ashaliving.org)**

TO REGISTER ONLINE

1. Visit www.ashaliving.org.
2. Click the Sign In hyperlink:
 - A. Login using your current credentials. Or,
 - B. Create a new login by clicking on the **Create My Login** button. Once you set your password (check your spam folder), login to the site. Or,
 - C. Click **Lost your password?** to reset your password.
3. From the members area, click the **Meetings** tab, select the meeting, and click on the **View Details** button to print step-by-step registration instructions.
4. Click the **Register** button to begin the registration process.
5. If a fee applies, your credit card will be processed immediately.
6. Be sure to review your confirmation email for accuracy.
7. If you need further assistance, contact Megs at megs@ashaliving.org.

**Registration is not complete until you receive a confirmation email from ASHA. Please check your spam folder.*

To cancel a meeting registration or activity, contact Megs at megs@ashaliving.org by May 23, 2025, to receive a refund.

2025 ASHA MID-YEAR MEETING AGENDA

SUNDAY, JUNE 8 – PRE-MEETING

7:00 p.m. – 8:15 p.m. **Rising Leaders / 40 for the Future Reception**

MONDAY, JUNE 9

8:30 a.m. – 2:00 p.m. **Golf Outing at Interlocken Golf Club**

8:30 a.m. – 12:30 p.m. **Pickleball at Pickleball Food Pub Westminster**

9:00 a.m. – 1:00 p.m. **Guided Hikes of Chautauqua Park**

4:00 p.m. – 5:30 p.m. **Keynote Presentation: Eric Potterat, PhD**

Attributes, Characteristics and Tactics of the Best Leaders and Teams: Making You and Everyone Around You Better

Eric Potterat is a former Navy Commander & creator of the mental toughness program used by the Navy SEALs. He is the *New York Times* bestselling author of *Learned Excellence*.

5:30 p.m. – 6:30 p.m. **Reception**

6:30 p.m. – 8:00 p.m. **Dinner**

TUESDAY, JUNE 10

8:30 a.m. – 9:30 a.m. **General Session Breakfast**

9:30 a.m. – 10:45 a.m. **ASHA Policy Spotlight: Prospects for Immigration Reform to Expand the Pool of Foreign-Born Workers**

Policy experts will discuss the complex issue of immigration reform, with particular emphasis on positioning advocacy to expand the pool of in-demand workers such as those who work in senior living and other industries.

Moderator:

- Bill Sciortino, Chief Operating Officer, Discovery Senior Living

Panelists:

- Jeanne McGlynn Delgado, Vice President, Government Affairs, ASHA
- Jenna Hamilton, Head of Workforce Policy, Leading Builders of America
- Laura Foote Reiff, Partner, Greenberg Traurig

10:45 a.m. – 11:45 a.m. **Capital Markets & Valuation Trend Update**

A panel of industry experts will discuss the current state of the capital markets, including debt and equity for acquisition, refinance and construction. Panelists will also examine transaction and valuation trends, among other timely topics.

Moderator:

- Jeff Binder, Senior Managing Director, Senior Living Investment Brokerage

Panelists:

- Lisa Burgess, Senior Vice President, Capital Markets, Berkadia Seniors Housing
- Andy Cooper, Senior Investment Officer, Ventas
- Scott MacGregor, Managing Director, Focus Healthcare Partners

11:45 a.m. – 1:15 p.m. **Luncheon**

1:30 p.m. – 2:30 p.m. **Executive Forum**

A panel of next-generation leaders will share their insights on leadership, use of technology to improve operational efficiency, workforce development and retention, value-based care and more.

Moderator:

- Sarah Anderson, Senior Managing Director, Seniors Housing & Care, Newmark

Panelists:

- Matt Buchanan, President, Legend Senior Living
- Lindsey Hacker, Executive Vice President & CFO, Distinctive Living
- Brad Kraus, President & COO, Spectrum Retirement Communities

2:30 p.m. – 3:30 p.m. **Where You Live Matters Update**

A panel of industry professionals will discuss the latest developments related to ASHA's consumer-education initiative, Where You Live Matters, including insights gleaned from the Dallas pilot test and more.

4:00 p.m. – 5:00 p.m. **Women's Reception** *Inclusive for all women

5:00 p.m. – 6:30 p.m. **Reception**



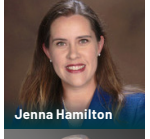
Eric Potterat



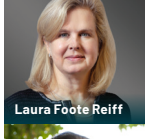
Bill Sciortino



Jeanne McGlynn Delgado



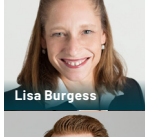
Jenna Hamilton



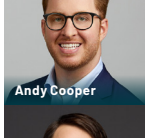
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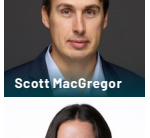
Jeff Binder



Lisa Burgess



Andy Cooper



Scott MacGregor



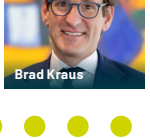
Sarah Anderson



Matt Buchanan



Lindsey Hacker



Brad Kraus

HOTEL RESERVATIONS

PLEASE READ BEFORE MAKING A RESERVATION

**Please note, securing a room reservation does not automatically register you for the meeting – separate online meeting registration is required.*



OMNI INTERLOCKEN HOTEL
500 INTERLOCKEN BOULEVARD
BROOMFIELD, CO

The Omni Interlocken is currently offering the following (based on availability):

- **Run of House** (Room type assigned at check-in based on availability) – Each spacious guest room features views of the snow-capped Rockies or lush green valleys. ASHA guests are offered a rate of **\$219 (+ \$20 destination fee)** per night.

In an effort to accommodate as many ASHA guests as possible at the Omni Interlocken, we ask that you make only one reservation per attendee and not reserve multiple placeholder rooms.

Advisory Committee level companies are limited to three rooms at the Omni.

Only guests registered to attend the ASHA Mid-Year Meeting will be permitted to reserve a room within the ASHA block of rooms. ASHA will monitor the rooming list and reserves the right to cancel any reservations for guests not registered for the ASHA meeting.

Reservations must be made before May 14, 2025 (based on availability):

- Visit our custom website: <https://tinyurl.com/ASHA0mni2025>
- Or call (800) THE OMNI and refer to the American Seniors Housing Association (ASHA) room block.

If one or more nights is unavailable, contact Doris Maultsby at doris@ashaliving.org and request to be placed on the **ASHA waitlist**. Indicate the guest name, company, nights needed, and email address for the person to contact if a room becomes available.

A deposit equal to one night's rate plus tax will be taken at the time of reservation. **The deposit will only be refundable if cancellation is received by the hotel seven days in advance of arrival date.** Guests wishing to avoid an early departure fee should advise the Omni Interlocken Hotel before check-in of any change in planned length of stay.

The renovated **Renaissance Hotel** is currently offering the following (based on availability):

- **Studio Suite** – Spacious and contemporary suite offered at **\$209** per night.

Reservations must be made before May 14, 2025 (based on availability):

Visit our custom website:
<https://tinyurl.com/ASHARenaissance2025>

Or call (303) 464-8400 and refer to the American Seniors Housing Association (ASHA) room block.



**RENAISSANCE BOULDER
FLATIRON HOTEL**
500 FLATIRON BOULEVARD
BROOMFIELD, CO (0.8 MILES FROM OMNI)

Hotel Cancellations

If at any time you need to cancel a hotel reservation, **please do not contact the hotel directly. For reservation cancellations, we request that you contact Doris Maultsby in ASHA's office at doris@ashaliving.org** so that she can accommodate an ASHA member on the waitlist and ensure that you receive your deposit refund. We thank you in advance for your cooperation with this important request.

GROUP LEISURE ACTIVITIES

GOLF OUTING*

Join in for a morning of fun and networking at the Interlocken Golf Club. Get ready for exciting golf in a breathtaking setting at the 27-hole championship golf course. The course consists of three individual regulation 9-hole courses – Eldorado, Vista, and Sunshine. **\$250 per participant**

**Those participating in the golf outing will need to submit an activity form to Megs Bertonni after completing the online registration.*

PICKLEBALL

Participate in this activity at the Pickleball Food Pub Westminster indoor courts. Open to any skill level. All equipment, snacks, and beverages are provided. **\$50 per participant**

HIKE

Chautauqua Park, located at the foot of Boulder's iconic peaks, is the perfect starting point for an exhilarating hike through the city's famous mountain parks. Whether you're a seasoned hiker or new to the trails, you'll be amazed by the incredible vistas of vibrant red rock formations, rolling hills, lush evergreen forests, and wide-open meadows. It's the perfect combination of stunning scenery and fresh air, making it the ideal way to bond with colleagues and experience Boulder's natural beauty. **\$100 per participant**



2025 ASHA MID-YEAR MEETING SPONSORS

ASHA greatly appreciates the generous support of our meeting sponsors. Several high-profile sponsorships are available. To inquire, contact Doris Maultsby at doris@ashaliving.org.



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