

2014 SUMMER Conference



Vision for Senior Living: 2025 and beyond

Join us at our 2014 Summer Conference, the only one of its kind dedicated exclusively to Ontario's growing retirement community sector.

New location in Niagara on-the-Lake!

Schedule at a Glance

Monday, September 15

- 6:00 PM Dinner with a Board Member
(Bar opens 5:30)
- 8:00 PM Welcome Reception

Tuesday, September 16

- 7:00 AM Breakfast
- 10:00 AM Golf Tournament
Whirlpool Golf Club
- 10:00 AM Non-Golfer Activity
Shopping
- 12:00 PM Non-Golfer Lunch
- 1:30 PM Non Golfer Activity
Wine Tour
- 5:30 PM Cocktail Reception
- 7:00 PM Dinner and Entertainment
- 9:30 PM Hospitality Suite

Wednesday, September 17

- 7:00 AM Breakfast
- 8:15 AM Association Update
- 8:45 AM Education Sessions
- 3:30 PM

See the full education program inside

Questions?

Contact ORCA at info@orcairetirement.com
or 1-888-263-5556

**September 15-17, 2014 at
Queen's Landing in
Niagara on-the-Lake**

Get to know ORCA's Board of Directors at the Dinner with a Board Member

Build relationships at the Welcome Reception, Cocktail Party and Hospitality Suite

Have fun at the golf tournament or wine tour

Discover a Vision for Senior Living: 2025 and Beyond with our forward-thinking speakers as they share global innovations in technology, service delivery models and seniors housing to meet the needs of our future residents.

Featuring our Opening Keynote Speaker, **Darrell Bricker**, CEO, Ipsos Global Public Affairs

Honoured guest Dipika Damerla, Associate Minister of Health and Long Term Care will address attendees during the Education Day

Bring your spouse and they'll enjoy our **All Inclusive Spousal Package**



EDUCATION DAY

Vision for Senior Living: 2025 and Beyond

7:00 am - 8:15 am

Registration and Buffet Breakfast

8:15 am - 8:45 am

ORCA Association Update, Laurie Johnston, CEO

MediSystem
Pharmacy
A SHOPPERS DRUG MART COMPANY

SHOPPERS
HomeHealthCare

FEATURED KEYNOTE

8:45 am - 9:30 am



Darrell Bricker
CEO, Ipsos Global Public Affairs

Best-Selling Author of "The Big Shift" and leading pollster, Darrell has his pulse on how the demographic shift and population will affect the future of consumers and business organizations in Canada.



9:30 am - 10:30 am

A Visionary Look: The Tipping Point for Senior Living *Zachary Benedict, AIA, Partner, MKM architecture+design*



When people change, so do their priorities, often resulting in tipping points that redefine our understanding of consumerism, collaboration, and competition within the marketplace. As the economy shifts its attention to aging Baby Boomers, traditional senior care providers are uniquely positioned to utilize their expertise to lead the discussion responding to the rapidly growing number of older adults throughout the world. From city planning to personalized technology, the innovation surrounding this movement will not only change the way we market and serve this demographic, it will revolutionize the way we define the care continuum.

Join Zachary as he provides an overview of emerging global trends, changing care models, and shifting priorities by outlining the growing importance of intergenerational communities and the power of place.

10:45 am - 12:00 pm

Consumerism, Collaboration and Competition

Moderator: Zachary Benedict, AIA, Partner, MKM architecture+design

Panelists: Scott Ball, Commons (Civic Planning and Development), USA

Bill Dillane, President, The Responsive Group, Canada

Karina Kuperus, Partner, KPMG Plexus, Netherlands



A panel discussion with leading professionals will discuss the impact consumerism and collaboration is having on care models and seniors housing design, globally and in Canada.

Consumerism - How will the Baby Boomer consumer mentality impact goods and services aimed at older adults? How will care providers react to this shifting market and what brand do they need to attract these individuals?

Collaboration - What collaboration or synergies will evolve in the coming years to revolutionize the senior care industry? What partnerships will care providers need to consider in order to thrive in the coming decades?

Competition - How will conventional senior care environments remain relevant in the coming years and who is their primary competition as the market evolves? How will they survive such a competitive market?

EDUCATION DAY

Vision for Senior Living: 2025 and Beyond

12:00 pm - 12:10 pm

Honoured Guest: Dipika Damerla, Associate Minister of Health and Long Term Care

Dipika Damerla, the new Associate Minister of Health and Long Term Care will be joining us Day and will be addressing registrants over lunch.

12:10 pm - 1:00 pm

Innovation Marché



Enjoy lunch and networking with your colleagues in our **Innovation Marché**. You'll learn about the latest in products and services and get a chance to interact with and test some of these innovative products for a glimpse into the future of technology for senior living.

Exploring Technology in 2025 and Beyond

1:00 pm - 3:30 pm



Front Porch Center for Innovation and Wellbeing Davis Park, Director, Front Porch Center for Innovation and Wellbeing

A green circular logo with the text "front porch" in white lowercase letters.

front porch

The Front Porch Center is at the forefront of using technology to help older adults live healthier, active lifestyles and has won many prestigious awards. At the Center, residents, staff, research partners and technology companies collaborate to identify potential opportunities, conduct tests identify what works, and then rapidly deploy these solutions. Learn about the top "Five Cool Tech Tools for Seniors" featured on Forbes .com and consider ways that you can creatively apply technology as a tool to help enhance the life of seniors now and in the future in your homes.

Future Inventions in Senior Living

Galina Madjaroff, MA, Undergraduate Program Director,

Clinical Assistant Professor , Erickson School at UMBC



Galina is engaged in research at the Erickson School to improve the lives of older adults through the use of technology. Have a sneak peek at some of the "ground breaking" inventions and technologies slated for tomorrow's seniors that Galina and her undergrad students are working on and try some out at the Marche luncheon!

ADMISSION ITEMS & FEES

[A] All-Inclusive Packages

Includes access to all events and your choice of Tuesday activity (excluding dinner with a Board Member).

- i) All Inclusive golf @ Whirlpool Golf Club
- ii) All Inclusive shopping and wine tour
- iii) All Inclusive spousal program *

*See next page for details.

Member Rate **\$499** Non-Member Rate **\$599**

[B] Tuesday - Full Day

Includes a choice between golf and shopping and a wine tour as well as access to evening events.

Member Rate **\$399** Non-Member Rate **\$475**

[C] Tuesday Evening Events

Includes cocktail reception, dinner, hospitality suite and entertainment

Member Rate **\$199** Non-Member Rate **\$239**

[D] Tuesday Evening & Wednesday Education

Includes cocktail reception, dinner & hospitality on Tuesday evening and Wednesday Education Day (see below).

Member Rate **\$375** Non-Member Rate **\$499**

[E] Wednesday Education Day

Full Education Day includes breakfast, lunch & refreshment breaks.

Member Rate **\$199** Non-Member Rate **\$299**

Additional Item Not Included with Package

[F] Monday Dinner with Board Member

Dine with ORCA's Board Members

Member Rate **\$125** Non-Member N/A

BOOKING ACCOMMODATIONS

Queen's Landing is now full.

However, ORCA does have some rooms available at other Niagara on the Lake hotels. Please contact Maureen@orcaretirement.com or 905-403-0500 ext. 231 should you need assistance finding a room.

QUESTIONS?

Contact the ORCA office at 1-888-263-5556 or info@orcaretirement.com

Make cheques payable to **Ontario Retirement Communities Association** & mail to:

Attn: Judy
2401 Bristol Circle, #202 Oakville,
ON L6H 6P1

SPOUSAL PROGRAM

Are you bringing your spouse to the 2014 Summer Conference? If yes, sign him or her up for one of the fun new Spousal Programs now available to members! Choose from a selection of activities below and return the completed form, along with the registration form indicating your method of payment, to judy@orcaretirement.com or fax to 905-829-1594.

All Inclusive

Includes access to all events and your choice of Tuesday activity (golf tournament or wine tour and shopping). On Wednesday, includes lunch and jet boat ride on Niagara River.

Tuesday Full Day

Includes your choice of Tuesday activity (golf tournament or wine tour and shopping) as well as access to evening events.

Tuesday Evening only

Includes cocktail reception, dinner and entertainment, and hospitality suite.

Tuesday Evening and Wednesday

Includes all Tuesday evening activities as well as Wednesday breakfast, lunch and jet boat ride.

Please indicate the package of your choice:

Member **Non-Member**

All Inclusive Package

\$499

\$599

Circle one

* Golf or Shopping and Wine Tour

Tuesday - Full Day

\$399

\$475

Tuesday - Evening Events

\$199

\$239

Tuesday Evening & Wednesday

\$375

\$499

Additional item not included with above Packages:

Monday Dinner with Board Member

\$125

N/A

Subtotal = _____

Name: _____

Please see the next page for payment details.

Spa

Book a spa package at the Prince of Wales, just down the street from Queen's Landing.

Reservations can be made [here](#).

All spa activities are at your own expense.

TUESDAY ACTIVITIES

Wine Tour

Enjoy the sights and tastes of Niagara-on-the-Lake has to offer as we venture to some of the finest wineries in wine region.

Trius Winery

Tour and tasting



[Trius Winery](#) is a Niagara winemaking pioneer. For more than 30 years, we have been crafting fine VQA wines from premium grapes grown in the four appellations of Niagara-on-the-Lake. Nestled between the Niagara escarpment and Lake Ontario, we have made our home in a wine growing region that provides the diversity to grow a number of varietals in unique growing conditions.

Pillitteri Estates Winery

Tasting

Over the past 20 years, [Pillitteri Estates Winery](#) has been honoured with more than 700 wine awards, at both domestic and international competitions. These include the coveted Civart Trophy from the Challenge International du Vin, for our 2007 Riesling Icewine, two Grand Medaillon d'Oro from Vinitaly, Verona, Italy and a rare Double Gold Medal from the American Wine Society in the United States.



Konzelmann Estate Winery

Tasting



[Konzelmann Estate Winery](#) is situated on the south shore of Lake Ontario in one of Canada's premier wine regions, Niagara-on-the-Lake. It is owned and operated by Herbert and Gudrun Konzelmann, who made Canada their home in 1984. For over a century there has been a winery in the Konzelmann family. Expertise, techniques and most importantly, the passion to ensure that the job is done well has been handed down through six generations.

REGISTRATION FORM

Registrant:

Name: _____

Do you consent to having your contact information included in a mailing list that will be provided to conference sponsors?

Yes No

Email: _____ Company: _____

Member status: Operator Member Commercial Member Non-Member

Packages

(A) All Inclusive Package

All Inclusive Golf @ Whirlpool Golf Club

All Inclusive Shopping and Wine Tour

(B) Tuesday - Full Day

Circle one

* Golf or Shopping and Wine Tour

(C) Tuesday - Evening Events

(D) Tuesday Evening & Wednesday Education

(E) Wednesday Education Day

Additional item not included with above Packages:

[F] Monday Dinner with Board Member

Member Non-Member

\$499 \$599

\$499 \$599

\$399 \$475

\$199 \$239

\$375 \$499

\$199 \$299

\$125 N/A

Delegate Package = _____

Spousal Package (if applicable) = _____

Subtotal = _____

13% HST (#130845936) = _____

Total = _____

Cancellation Policy:

Admin fee of \$25 will be charged for cancellations received in writing **before August 26, 2014.**

Cancellations after this date are non-refundable. No shows are non-refundable. Registrant substitutions are permitted.

Method of Payment:

Conference fees are due upon registration. This form is your invoice. Electronic confirmation will be emailed following registration.

Method: Cheque to follow VISA Mastercard

Credit Card Number: _____

Expiry: ____/____

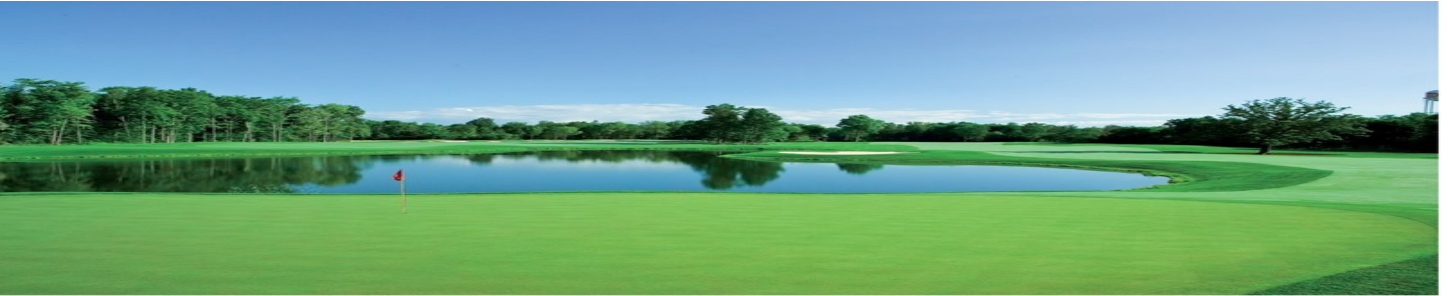
Name on card: _____

Signature: _____

Please return completed form to
judy@orcaretirement.com or fax to 905-
829-1594.

Please make out cheques to Ontario
Retirement Communities Association.

GOLFER REGISTRATION FORM



This page to be completed by Golfers only. Please fax form to 905-829-1594

Registrant:

Name: _____ Company: _____

If you have pre-selected and confirmed your foursome, please complete this form.

One spot is being reserved for a commercial representative.

If you are a commercial member, please indicate as Player # 1.

If you are from a member residence, please proceed as Player #2.

If you do not have a pre-selected confirmed foursome, ORCA will place you in a group.

Advanced Intermediate Beginner

Player # 1 _____

**Must be a Commercial Member*

Player # 2 _____

Player # 3 _____

Player # 4 _____

Please check off where appropriate below:

- The foursomes listed above are pre-selected and confirmed registrants.
- The names listed above are my preference only, and players are not confirmed.

ORCA will make every effort to accommodate all players. List of foursomes will be emailed Friday prior to event.