

## FEBRUARY 18, 2025

### 9:05 - 9:35 AM

#### FURTHER

**James Johnson**, Co-founder and Chief Product Officer @ Further

**Justin Harden**, Vice President of Sales and Marketing @ Phoenix Senior Living

**Kari Wilson**, Director of Sales Operations @ Sonida Senior Living

### 9:40 - 10:10 AM

#### SALES AND MARKETING EXECUTIVE OUTLOOK: THE PATH TO THRIVE IN '25'

**Rick Westermann**, Chief Marketing Officer, LCS

**Kelley Skarp**, Senior Vice President of Sales & Marketing, The Arbor Company

**Lacy Jungman**, Chief Marketing Officer, Heritage Communities

### 10:10 - 10:30 AM

#### NETWORKING BREAK

### 10:30 - 11:00 AM

MAIN THEATER	TRACK B	TRACK C
<p><b>Beyond the Click:</b> How to Level-Up Digital Ads for Better Lead Quality, Sponsored by Markentum</p> <p><b>Matt Grant</b>, Director, Partner Strategy, Markentum</p> <p><b>Rich Gordon</b>, Chief Strategy Officer, Agewell Solvere Living</p> <p><b>Lesley Yanak</b>, SVP, Sales and Marketing, ONELIFE Senior Living</p>	<p><b>The Senior Living Marketing Future-Cast:</b> Navigating the Seas of Change in 2025, Sponsored by Unlock</p> <p><b>Larry Williams</b>, Director, Growth Solutions, Unlock Health</p> <p><b>Brandon Christiansen</b>, Director of Marketing, Primrose Retirement Communities, LLC</p>	<p><b>Debunking Digital Marketing Myths:</b> Navigating the Buzz Around Traffic, Leads, and Automation, Sponsored by Smart Girl Digital</p> <p><b>Patrick Leonard</b>, The Gatesworth Communities - Chief Revenue Officer</p> <p><b>Brigitte Specht</b>, KJB Sales Consulting &amp; Model 55 - Chief Growth Officer</p> <p><b>Stovall Kendrick</b>, Executive Vice President - Greenbrier Senior Living</p> <p><b>Sarah Sheridan</b>, Smart Girl Digital, Lead Client Strategist</p>

### 11:00 - 11:30 AM

MAIN THEATER	TRACK B	TRACK C
<p><b>Staffing Up for the Boom:</b> How operators are building all-star teams to tap surging demand</p> <p><b>Jessi Weldon</b>, EVP of Sales and Marketing, Primrose Retirement</p> <p><b>Carlene Motto</b>, EVP and Chief Marketing Officer, Belmont Village</p> <p><b>Dawn Marie Trombetta</b>, National Director of Sales, Watermark Retirement Communities</p>	<p><b>Solving the Active Adult Riddle:</b> Marketing and selling a hot but misunderstood offering</p> <p><b>Brian Lane</b>, Vice President of Strategic Development, Avenue Development</p> <p><b>Toshua Villegas</b>, Senior Regional Sales Manager, Greystar</p>	<p><b>Hashtag Senior Living:</b> Operators expand their social media influence</p> <p><b>Jennifer Hastings</b>, Vice President of Marketing, Northbridge Companies</p> <p><b>Karim Kassam</b>, Co-Founder and Principal, Optima Living</p> <p><b>Jessica Kraft</b>, EVP of Marketing and Sales, LifeStar Living</p>

## 11:30 AM - 12:00 PM

MAIN THEATER	TRACK B	TRACK C
<p><b>Driving Length of Stay</b>, Sponsored by Welcome Home</p> <p><b>Brooke Saxon-Spencer</b>, Vice President of Marketing (Claiborne)</p> <p><b>Heather Haley</b>, Senior Vice President of Sales (SRI)</p> <p><b>John Lariccia</b>, CEO (WelcomeHome)</p>	<p><b>Stop Drowning in Digital Leads: A Smarter Approach to Senior Living Marketing Automation</b>, Sponsored by ndm</p> <p><b>Ashley Alpert</b>, Chief Strategy Officer, ndm</p> <p><b>Stephanie Riggs</b>, Sr. Director of Sales Innovation, Continuing Life</p>	<p><b>Aligning Marketing and Sales to Grow Occupancy</b>, Sponsored by Senior Living Smart</p> <p><b>Samantha Prinster</b>, Vice President of Marketing - Allegro Management Company</p> <p><b>Brandi Sharp</b>, Vice President &amp; Director of Sales - Allegro Management Company</p> <p><b>Carlene Motto</b>, EVP and Chief Marketing Officer, Belmont Village</p> <p><b>Deborah Howard</b>, CEO, Senior Living Smart</p>

## 12:00 - 1:00 PM

### NETWORKING LUNCH

## 1:00 - 1:30 PM

MAIN THEATER	TRACK B	TRACK C
<p><b>Price vs. Value:</b> Inside the delicate balance of driving rates, offering discounts, and selling on value</p> <p><b>Linda Jo Dutton</b>, Sales &amp; Marketing Director, Pegasus Senior Living ldutton@pegasusseniorliving.com</p> <p><b>Eric Varin</b>, Senior Vice President of Sales &amp; Marketing, Aspenwood</p>	<p><b>Going local:</b> Operators expand in-house marketing strategies</p> <p><b>Jennifer Bishop</b>, Vice President of Sales, Sonida Senior Living</p> <p><b>Jason Kohler</b>, EVP of Senior Living, Beztak</p>	<p><b>Good first impressions:</b> Operators revamp tours for a new generation</p> <p><b>Michael Marlow</b>, Vice President of Sales Education, Watercrest Senior Living</p> <p><b>Ginger Atwood</b>, National Director of Marketing and Sales, Harbor Retirement Associates</p> <p><b>Sara Mitchell</b>, President, Solinity Marketing</p>

## 1:35 - 2:05 PM

MAIN THEATER	TRACK B	TRACK C
<p><b>Smooth Operators:</b> Move-In Tips from the Best, Sponsored by Senior Sign</p> <p><b>Stephen Eatman</b>, Vice President, Sunshine Retirement Living</p> <p><b>Eric Varin</b>, SVP Sales &amp; Marketing, The Aspenwood Company</p> <p><b>Crissy Tohey</b>, Head of Sales, Ascension Living</p> <p><b>Kaden McKenzie</b>, Director of Sales, Senior Sign</p>	<p><b>Leveraging Machine Learning and AI to Reduce Buying Cycles and Deliver Better Marketing Outcomes</b>, Sponsored by Active Demand</p> <p><b>Sean Leonard</b>, CEO, Founder - ActiveDemand</p>	<p><b>Know Your Audience Challenge at SHN! Compete while you learn about the senior living audience!</b> Sponsored by Roobrik</p> <p><b>Samantha Prinster</b>, VP of Marketing, Allegro</p> <p><b>Erin Richey</b>, Vice President of Marketing, Distinctive Living</p> <p><b>Evan Friedkin</b>, Head of Business Development, Roobrik</p>

**2:10 - 3:00 PM**

**NETWORKING BREAK**

**3:00 - 3:30 PM**

MAIN THEATER	TRACK B	TRACK C
<p><b>Learning from Carvana:</b> Price transparency, virtual tours and the journey toward a fully digital sales process discounts, and selling on value</p> <p><b>Sanela Graziose</b>, EVP of Sales, Atria Senior Living</p> <p><b>Michelle Anderson</b>, VP of Sales and Marketing, Provision Living</p> <p><b>Heidi LaVanway</b>, Vice President of Marketing, Discovery Senior Living</p>	<p><b>Selling the CCRC of the Future:</b> Innovative models move the market</p> <p><b>Gale Morgan</b>, SVP of Sales, Mather</p> <p><b>Molly Watts</b>, Marketing &amp; Communications Manager, Rose Villa</p>	

**3:30 - 4:00 PM**

MAIN THEATER	TRACK B	TRACK C
<p><b>Bridging Innovation and Experience:</b> The Future of Brand Excellence in Senior Living, Sponsored by August Health</p> <p><b>Lacy Jungman</b>, Chief Marketing Officer, Heritage Communities</p> <p><b>Brooke Saxon-Spencer</b>, VP of Marketing, Claiborne Senior Living</p>	<p><b>Generate more referrals and positive reviews with a positive move-in experience</b>, Sponsored by LivNow</p> <p><b>Megan Longley</b>, Vice President of Sales, Acts Retirement Communities</p> <p><b>Debbie Howard</b>, CEO, Senior Living SMART</p> <p><b>Maureen Longoria</b>, CEO, LivNow Relocation</p>	<p><b>The Use of Marketing to Attract New Staff</b>, Sponsored by Citizen</p> <p><b>Joe van Kampen</b>, VP of Business Development and Strategic Partnerships - Citizen</p>

## FEBRUARY 19, 2025

**9:00 - 9:30 AM**

**FROM INQUIRY TO MOVE-IN: OPTIMIZING THE CRM LEAD JOURNEY IN SENIOR LIVING SALES, SPONSORED BY YARDI**

**Candace Seidle**, Manager, Yardi Senior CRM

**Allie Goodwin**, Vice President of Sales, Senior Resource Group

**Brent Rodriguez**, Vice President of Sales and Marketing at WellQuest Living

## 9:35 - 10:05 AM

MAIN THEATER	TRACK B
<p><b>Data Tells the Story:</b> Inside the metrics that illuminate top trends, challenges in sales and marketing</p> <p><b>Lou Maranto</b>, VP of Sales, Discovery Senior Living</p> <p><b>Pamela Filby</b>, VP of Sales, Benchmark Senior Living</p> <p><b>Brooke Saxon-Spencer</b>, VP of Marketing, Claiborne Senior Living</p>	

## 10:10 - 10:40 AM

MAIN THEATER	TRACK B
<p><b>Content that Connects:</b> Crafting Meaningful Marketing, Sponsored by Seniors Guide</p> <p><b>Geoff Duncan</b>, VP of Marketing, True Connection Communities</p> <p><b>Katharine Ross</b>, President, Seniors Guide</p> <p><b>Matt Paxton</b>, Featured Expert on "Hoarders", Founder of Transition Franchise Brands</p>	<p><b>The Silent Killer:</b> Why Ignoring the Phone Is Costing You Sales, Sponsored by Catalyst Senior Living Solutions</p> <p><b>Mary Cate Spires</b>, Vice President of Marketing &amp; Digital Strategy, The Arbor Company</p> <p><b>Jodie Roberts</b>, Director of Marketing, Senior Services Of America</p> <p><b>Brandon Christiansen</b>, Director of Marketing, Primrose Retirement Communities</p> <p><b>Jeff Davidson</b>, VP of Client Success, Serviam Care Network</p>

## 10:45 - 11:15 AM

MAIN THEATER	TRACK B
<p><b>Content that Connects:</b> Crafting Meaningful Marketing, Sponsored by Seniors Guide</p> <p><b>Tammy Sunderman</b>, VP Sales and Marketing, Charter Senior Living</p> <p><b>Wanda Moen</b>, VP Sales and Marketing, The Arbor Company</p> <p><b>Tom Donoghue</b>, (VP of Sales &amp; Marketing), SSC.AI</p>	<p><b>Leveraging Senior Living Technology:</b> Boosting Census and Enhancing Resident Retention, Sponsored by Sentrics</p> <p><b>Robin Bowling</b>, VP of Marketing Sentrics</p> <p><b>Brian McWade</b>, Chief Product Officer, Sentrics</p>

## 11:20 - 11:50 AM

MAIN THEATER	TRACK B
<p><b>Tech Transformation:</b> Adopting – and understanding – the latest tech in senior living sales and marketing</p> <p><b>Robin Visser</b>, Director of Marketing and Digital Strategies, Christian Living Communities</p> <p><b>Justin Harden</b>, VP of Sales and Marketing, Phoenix Senior Living</p>	<p><b>A Shifting Continuum:</b> Selling, marketing senior living across different care levels</p> <p><b>Loe Hornbuckle</b>, CEO, Sage Oak</p> <p><b>Rachel Cline</b>, Corp. Sales Director, United Church Homes</p> <p><b>Emily Tucker</b>, Vice President, Growth – Senior Housing Sales &amp; Marketing, Trilogy Health Services</p>