

Leading In A New Era

Exclusively for Senior Management in
Long Term Care & Senior Living



Featuring Celebrated Executive Coach: **Dr. Marshall Goldsmith** on Helping Successful Leaders Become Even More Successful



You Are Invited



May 30 – June 2, 2009
The Broadmoor
Colorado Springs, CO

■■■■■ Register early and save! **\$895** by March 27. **\$995** by April 24.

Leading In A New Era

As we all know, the economic environment in which we operate is in tough shape. On the SNF side, state Medicaid budgets are under immense pressure and Medicare rates are due for a correction. On the senior care side, occupancy in both IL and AL settings are being hurt by tightened consumer spending and the housing market collapse.

In this environment, effective leadership is more valuable than ever. This year's LTC 100 Executive Management Conference is focused on what "Leading in a New Era" can mean – ideally, not only rising to meet current challenges, but also using it as an opportunity to stretch both yourself and the organization you lead.

This year's educational program offers our field's leaders a timely forum to share best practices, discuss leadership and management excellence, and explore ways to actually capitalize on this unusual environment.

We hope you'll join us in Colorado, where we will learn from and inspire each other - and return with a renewed sense of focus, opportunity, and vital leadership for these times.

Sincerely,



David Ellis
President
Lincoln Healthcare Events



Scott Brown
Conference Director
Lincoln Healthcare Events

Why Attend

Envision and Plan for the Future

One reason LTC 100 has remained vibrant over the past eleven years is its cutting-edge educational program. The 2009 program focuses on navigating the uncharted economic climate that long term care - and the rest of the world - finds itself in, and discovering innovative ways to position your organization for the future.

Meet With Your Peers



LTC 100 is an elite gathering for 150 senior level executives across all segments of long term care. Many of the most dynamic players in the industry will be attending, offering a valuable opportunity to expand your personal network.

Experience a Unique Leadership Event



Your experience is driven by the sessions you attend and the people you meet. When you return to your organization, you'll have:

- An enhanced perspective on your most important priorities
- One or two practical ideas that you can implement in your organization
- Several new peer relationships
- A renewed vigor as you approach your work

Who Can Attend



LTC 100 is exclusively for CEOs, Presidents, CFOs, COOs, and selected VPs, resulting in a very select, top-level audience. All four segments of long term care are invited (SNF/AL/IL/CCRC), both for-profits and not-for-profits.

2009 Program Highlights

LTC 100 combines a cutting-edge educational program and unique extra features.

Executive MBA Program

Helping Successful Leaders Become Even More Successful



Marshall Goldsmith, recently named by *Forbes* as one of the world's five most respected executive coaches, will deliver this year's interactive MBA workshop on how the habits that made you successful thus far may now be the very same ones holding you back.

The Executive MBA Program is complimentary and open to all executives. See page 4 for more details.

Face-Lift Face-Off

A Live Competition on Repositioning the Older Facility

Three leading architectural firms will participate in this live 'reposition competition' by presenting their design proposals in front of an actual SNF provider with an aging facility.

See page 7 for more details.

Monday Opening Sessions

Mind of the CEO & Washington Insider Forecast 2009-2010

Monday's educational program kicks off with two back-to-back sessions that give you an up-to-the-minute forecast of D.C. policy developments, and offer new thinking long term care CEOs are using to adapt to the shifting industry landscape.

See page 5 more details.

Special Features

Spouses



We encourage your spouse to attend LTC 100. He or she is welcome at the recreation and social functions of the conference and invited to participate in our best spouse program yet. Visit a mountain zoo, practice T'ai Chi, join our book club, try white water rafting and more!

See page 11 for more details.

Cocktail Book



The Cocktail Book is a one-of-a-kind resource to help you connect and reconnect with your peers. It features detailed company and personal profiles of attendees and is distributed one week before the conference.

The Broadmoor



The Broadmoor is a 5-star, 5-diamond resort located in southwestern Colorado Springs. Its gentle climate and mountain air offer the perfect spot to work and relax at LTC 100.

"The educational programs were comprehensive, diverse in approach and very thought provoking. The attendees were some of the 'movers and shakers' in the industry and the location was very relaxing. It was, by far, one of the best and most informative conferences I have ever attended."

Keith Helmer
CEO
Medical Facilities
of America

Conference Agenda

Check-In

Please plan to check-in with us at our Welcome Desk 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. – 6:00 p.m.

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

A NETWORKING LOUNGE, WITH FREE WIRELESS INTERNET, IS OPEN THROUGHOUT THE CONFERENCE

SATURDAY, MAY 30

5:15 – 7:00 p.m.

Early Arrivals' Reception

If you arrive by Saturday, meet fellow attendees at this fun and casual reception before heading out to dinner.

Partner:  **RehabCare**

SUNDAY, MAY 31

6:00 – 6:30 a.m.

Fun Run

Partner:  **VCPI**

7:30 – 8:30 a.m.

Executive MBA Breakfast

Partner:  **VCPI**

8:30 – 11:30 a.m.

Executive MBA Program

Grant Provided By:
 **CARESPRING**
...The Future of Housing

Helping Successful Leaders Become Even More Successful

It stands to reason that you are successful *because* of who you are, but did it ever occur to you that you might be successful *in spite* of who you are? This is the 'superstition trap': believing the behavior that resulted in positive outcomes is solely responsible for our success - and so we keep repeating them.

In this fast-paced, interactive workshop, Dr. Marshall Goldsmith will explain how successful people fall into the superstition trap and why it can be so challenging for them to identify and change 'because of' and 'in spite of' behaviors to achieve even greater success.

You'll learn how to use 'what to stop' in personal development and coaching as well as Goldsmith's proven 'feedforward' process. Finally, you'll learn the essentials of coaching direct reports, peers and team members.

Presenter:



Dr. Marshall Goldsmith has been an executive coach for over 100 major CEOs and their management teams. He has been recognized by *Forbes* and *The Wall Street Journal* as a top executive coach and by the American Management Association as one of the fifty greatest thinkers and leaders who have influenced the field of management over the past eighty years. Dr. Goldsmith is the author of the 2008 best-selling *What Got You Here Won't Get You There*.

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

Lincoln Executive Bookshop

Our on-site bookstore offers an eclectic mix of titles selected with healthcare CEOs in mind.

Monday 7:00 a.m. – 2:00 p.m.

Tuesday 7:00 a.m. – 1:00 p.m.

12:00 – 5:45 p.m.

Recreation

See page 10 for recreation details.

12:00 – 4:30 p.m. Air Force Academy Tour

12:00 – 5:00 p.m. Golf Tournament Partner:  **STANLEY**
Healthcare Solutions

12:45 – 5:45 p.m. Pikes Peak Cog Partner:  **Hill-Rom**

Enhancing Outcomes for Patients and Their Caregivers...

6:00 – 6:30 p.m.

Newcomer's Reception

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 – 9:00 p.m.

Opening Reception

We're kicking off LTC 100 with a live grass roots band, fire pits and roasted marshmallows.

Partner:  **TENA**
A Personal Care brand by SCA

MONDAY, JUNE 1

6:45 – 7:45 a.m.

Breakfast

Partner:  **HFC**

6:45 – 7:45 a.m.

CCRC & Hospital-Based Post Acute Care Breakfast Roundtables



Lincoln Healthcare Events will conduct a survey to quantify the top challenges facing the CCRC and Post Acute Care segments. The results will be shared and discussed in this engaging forum with an eye toward solutions. If you're an executive in either setting, this is an opportunity to expand your professional network and gain some new perspectives.

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

Post Acute Care Roundtable Host: Jeff Lemon, President, Spectrum Health Continuing Care

7:45 – 9:00 a.m.

Opening General Session

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 rates, CEOs need to re-evaluate priorities, focus on innovation and re-examine long-held assumptions. In this session, top LTC CEOs will share how their organizations are adapting to the shifting industry landscape and the new thinking they are using to address these challenges. Topics will include:

- Managing the limited availability of lower-cost financing.
- Creating short stay medical rehabilitation facilities.
- Transforming today's aging facilities to meet the demands of tomorrow's consumers.
- Solving the occupancy/marketing challenge in a recession.
- Enhancing customer service and satisfaction through cultural change.



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, Extencicare, Inc.
Michael Torgan, EVP, Country Villa Health (Photo Unavailable)

9:00 – 9:45 a.m.

General Session

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 topics including: When will Medicare SNF and Medicaid reimbursement take a hit and how large will it be? What's the likelihood of passing card-check legislation that will affect the unionization of senior care workers? What are the prospects for abolishing arbitration agreements? Will pay for performance become a reality for nursing homes?



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

9:45 – 10:15 a.m.

Break

Partner:



10:15 – 11:15 a.m.

Concurrent Sessions

Achieving More with Less: Seizing Untapped Opportunities for Organizational Efficiency

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, including:

- What are you doing to manage expenses to become more efficient and conserve cash?
- How do you measure – and then maximize – the productivity of your personnel?
- Do building renovations need to be postponed or scaled back?
- How do you monitor and manage the expense/quality balance?
- What 'out-of-the-box' cost-saving ideas are you exploring?

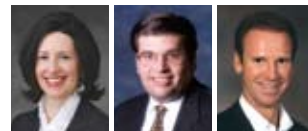


Panelists (from l to r):

Jim Klausman, President & CEO, Midwest Health Management
Jim Unverferth, President, HCF Management Inc.
Ty Weston, President, Deseret Health Group

Opportunistic Deal-Making and Financing

Acquisitions in long term care have slowed to a trickle, deal prices are dropping, and credit continues to be incredibly scarce. By June 2009, we may be at or near a market bottom. 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 – when and how smart operators are refinancing debt.



Panelists (from l to r):

Julia McMillen (Moderator), Associate, Proskauer Rose
Patrick Hurst, Managing Director, Houlihan Lokey
Arnold Whitman, CEO & Co-Chairman, Formation Capital
Additional Panelists To Be Announced

Monday Conference Agenda Continued

CCRC CEO Roundtable: Best Practices in a Tough Environment

Today's recession and housing market collapse is 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 through this challenging environment and discuss their construction and remodeling priorities, and their vision for meeting the future needs for senior care. Topics will include:

- Marketing and sales strategies for attracting new residents, including community outreach.
- Construction and remodeling priorities, including differentiating a CCRC in its market.
- Best practices in life care pricing and rental model pricing.
- How the desire to age at home affects plans for future SNF beds.
- Visions for the successful CCRC model in five years.

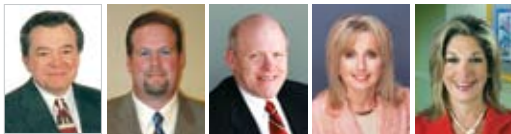


Panelists (from l to r):

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

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

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 in today's difficult AL environment? 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 in assisted living? Pricing, specialized units and room amenity trends? Will unionization work among AL staff?



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

11:15 – 11:45 a.m.

Break

Partner:



11:45 a.m. – 12:45 p.m.

Concurrent Sessions

Silver Lining Think Tank: New Opportunities in Today's Market



There is a silver lining to any difficult situation, and this recession, while quite serious, is no exception. LTC 100 is convening 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
Leonard Lucas, First Vice President, Love Funding
Bill Mathies, President, SunBridge, Sun Healthcare Group
Additional Panelist To Be Announced

Hometown Hospitality: An Inspirational Case Study on Engaging and Retaining Employees

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. He set out to customize the urban chic hospitality program of a large-scale hotel into something more appropriate for his Midwest rural landscape. 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 where they could advance, contribute, and feel valued. This session will cover the strategies and resources they utilize for success, and you'll hear from one employee about how the program motivates them to stay and grow.



Panelists (from l to r):

Clay Crosson (Moderator), President & COO, Americare
Steve Hatlestad, SNF Divisional VP, Americare
Jean Summers, AL Divisional VP, Americare

Conference Agenda Continued

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

If you're considering expanding your continuum beyond institutional long term care 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 (de novo), or joint venture. Companies that have successfully used each of these approaches will show you the way in this fact-filled session, including:

- What are the pros and cons of each approach? What is the right choice for you?
- If you decide to acquire or JV, how do you determine value? What types of due diligence will be required?
- What challenges should you expect when starting a de novo business?
- Should you focus on hospice, Medicare certified home health or unskilled home care, or all three? How do your choices affect the bottom line?



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

Additional Panelists To Be Announced

Disaster Preparedness – Are You Ready?

With the Gulf Coast continuing to recover from Hurricanes Katrina and Rita, and the CDC predicting a widespread pandemic in the near future, LTC operators are becoming more attuned to preparing for the next disaster. Recent surveys of LTC facilities 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 first-hand discuss where their plans worked – and where they fell short. In this session you'll learn:

- How to insure that your communication channels – the lifelines to outside resources – remain open.
- The similarities – and important differences – between your plan for a pandemic vs. other disasters.
- How to plan for widespread disasters vs. local disasters.
- What are the psychological effects of a disaster for both staff and residents? How do you mitigate them?



Panelists (from l to r):

Tim Graves, President, Texas Healthcare Association

Francis P. Kirley, President & CEO, Nexion Health

Pam Vap, RN, Executive Nurse Consultant, ABCM Corporation

1:15 – 5:45 p.m.

Recreation

(See page 10 for recreation details. All activities include lunch.)

1:30 – 4:30 p.m. Mountain Horseback Riding



1:30 – 4:30 p.m. Mountain Bike Tour

Partner:



1:30 – 4:30 p.m. Cheyenne Canyon Hike

Partner:



1:15 – 5:45 p.m. White Water Rafting

Partner:



1:15 – 5:45 p.m. Fly Fishing

Partner:

6:30 – 10:30 p.m.

Howl At The Moon Evening

This special evening of dinner and entertainment will feature a 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

Partner:



7:30 – 9:00 p.m. Dinner

Partner:



9:00 – 10:30 p.m. After Dinner Social

Partner:

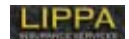


TUESDAY, JUNE 2

6:45 – 7:45 a.m.

Breakfast

Partner:



7:45 – 8:45 a.m.

General Session

Face-Lift Face-Off: A Live Competition on Repositioning the Older Facility

Watch three leading architectural firms compete to reposition an older SNF for a new generation of consumers. Competitors will develop designs for a SNF facility in need of renovation, and present their proposals to the operator. They'll show how to achieve impressive results – with modest to medium investment – in terms of an inspiring design and a business model that yields a higher quality payer mix. The latest thinking in rehabilitation, neighborhoods, culture change, operational efficiency and consumer appeal will be incorporated into their proposals. Each designer will also outline the provider's new business model including payer mix, expected occupancy and revenues. A team from the provider company will ask probing questions to get to the heart of the architects' aesthetic reasoning and challenge them on the economic factors that will ultimately sway their decision.



Panelists (from l to r):

Joel Treffert (Moderator), VP of Sales, Direct Supply

Andrew Lee Alden, Designer, Engberg Anderson

Eric Brehm, LTC Specialist, Welman Architects

Eugene R. Guskowski, Principal, AG Architecture

Provider Participant To Be Announced

Tuesday Conference Agenda Continued

8:45 – 9:15 a.m.

Break

Partner:  MDI Achieve

9:15 – 10:15 a.m.

Concurrent Sessions

Small House in the Big Facility

The small house model has demonstrated a number of positive outcomes, including improved QI's, high levels of resident and family satisfaction, decreased staff turnover, greater occupancy levels, and improved marketability of facilities. Is there a way to leverage this approach without investing in bricks and mortar?

This session will focus on how components of this model are being successfully implemented in existing facilities. You will learn how specific elements of the small house model can be incorporated into traditional settings, and see examples of companies successfully implementing these elements. 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.



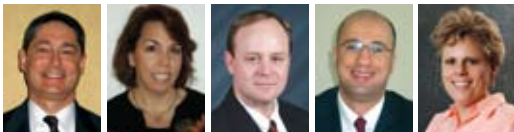
Panelists (from l to r):

Jude Rabig (Moderator), President & CEO, Rabig Consulting
Jean Landreville, Renaissance Gardens Administrator, Erickson Retirement Communities

Increasing Occupancy: Overcoming the Financial Challenges of Prospective Residents

Seniors and their families are struggling to raise enough money to cover the costs of senior living. In this environment, more senior living companies have been taking advantage of new consumer funding programs to help solve this dilemma.

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
Sharon Fisher, Corporate Director, Business Development, 5 Star
Chris Orestis, Principal, Life Care Funding Group
Elias Papasavvas, Founder & CEO, Elderlife Financial Services
Jayne Sallerson, Senior Vice President of Marketing, Emeritus Senior Living

Managing the Cost of Risk: Healthcare Insurance Realities In 2009 & Beyond

Insurance costs for liability and property are predicted to increase for many providers in 2009. Property and casualty insurers are experiencing significant financial stress and lenders have implemented stricter lending practices, including more stringent review of the creditworthiness of liability insurance providers. Even if you have your own captive, the cost of letters of credit will undoubtedly become expensive. What can you do about it? Our panel of industry experts from the lending, reinsurance, brokerage, and alternative risk financing industries will share creative approaches for obtaining affordable, sustainable and valuable 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
Additional Panelists To Be Announced

10:15 – 10:45 a.m.

Break

10:45 – 11:45 a.m.

Closing Keynote Session



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.

Brigadier General Malham Wakin, Emeritus Professor of Philosophy at the U.S. Air Force Academy, is an authority on the issues of ethics and leadership. He has taught at the Air Force Academy since 1959 and served as Professor and Head of the Department of Philosophy. In 2007 he received the Distinguished Service Award from the Academy. He was also National Chairman of the Joint Services Conference on Professional Ethics from 1979 to 1992 and a member of the Ethics Oversight Committee for the U.S. Olympic Committee for 13 years.

LTC 100 EZ Pass

Take advantage of our Express Checkout service on Tuesday. After the concluding session by Brigadier General Wakin, we'll have your boarding pass printed so that you can stay for the entire conference and then depart quickly. We suggest scheduling your departure for after 2:30 p.m.

Partner:  KRONOS

Schedule At A Glance

	SATURDAY, MAY 30	SUNDAY, MAY 31	MONDAY, JUNE 1	TUESDAY, JUNE 2
	NETWORKING LOUNGE OPEN THROUGHOUT THE CONFERENCE WITH FREE WIRELESS INTERNET			
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Check-In

Please plan to check-in with us at our Welcome Desk 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. – 6:00 p.m.

Lincoln Executive Bookshop

Monday: 7:00 a.m. – 2:00 p.m.
 Tuesday: 7:00 a.m. – 1:00 p.m.

Recreational Activities

Our staff has personally researched each activity below – there is something for everyone to enjoy! All activities include lunch. Space is limited for some recreation, please register early.

SUNDAY, MAY 31

Behind the Scenes Air Force Academy Tour



12:00 – 4:30 p.m.

The Academy is the most visited of all man-made attractions in Colorado. You'll get a glimpse into a cadet's life on this VIP tour that isn't open to the general public.

See their dorms, the Academy Chapel, the Challenge Bridge Memorial, Garden of the Gods and more. An authentic B-52 that served a tour in Vietnam is also on the grounds.

Golf Tournament (Executives Only)



East Mountain Golf Course

12:00 – 5:00 p.m.

Donald Ross, who designed this course in 1918, declared The Broadmoor course his 'best work'. It has been home to the

first major titles of Jack Nicklaus and Annika Sorenstam. The course is ranked among the best in the country and known for its wide fairways and large greens. The best tip we can offer is to remember that putts break away from the mountains! www.broadmoor.com/east-golf-course.

Pikes Peak Cog Adventure



12:45 – 5:45 p.m.

Take this unforgettable trip to the summit of Pikes Peak on the highest cog railway in the world! On the way up you'll take in the Colorado wildlife and at the summit you'll see the same panoramic views that inspired Katherine Lee Bates to write 'America the Beautiful'.

MONDAY, JUNE 1

Cheyenne Canyon Hike



1:30 – 4:30 p.m.

Cheyenne Canyon, a lush wooded area just minutes from the Broadmoor, has been recognized as one of the most scenic areas in Colorado. Though it's

only a short distance from city life, this pristine wilderness feels like a world unto itself.

Monday Activities Continued

Mountain Horseback Riding



1:30 – 4:30 p.m.

This horseback ride offers a beautiful trek through the Pike's Peak National Forest. The trail crosses old mining claims, and provides some incredible

views overlooking the Front Range. Elk, buffalo, llamas and other indigenous animals are often seen along the way.

Gold Camp Mountain Bike Tour



1:30 – 4:30 p.m.

'Going downhill' is not a bad thing on this exciting mountain bike excursion that will bring you through a variety of trails and terrains on a 21-speed bike.

Don't forget your camera – there are plenty of scenic photo opportunities along the way. You'll remember this bike ride long after LTC 100.

White Water Rafting



1:15 – 5:45 p.m.

Enjoy an exhilarating adventure down the Arkansas River! Rafting combines white water action with spectacular scenery that can't be seen from any

other vantage point. Thrill seekers won't be disappointed, but the river is not so rough as to intimidate beginners. With experienced guides, you'll have a great time seeing Colorado from the river.

Fly Fishing



1:15 – 5:45 p.m.

Leave the world behind and experience the tranquility of a day on the Arkansas River. You'll fish on a stretch of the river that flows through a rugged mountain

canyon – the preferred habitat of trout. A guide will make sure that you'll have every opportunity to make a catch.

Spouse Program

For spouses, LTC 100 means relaxing, learning and experiencing the unique charm of the Broadmoor.

SATURDAY, MAY 30

5:15 – 7:00 p.m.

Early Arrivals' Reception

SUNDAY, MAY 31

6:00 – 6:30 a.m.

Fun Run

8:30 – 11:00 a.m.

Cheyenne Mountain Zoo (Spouses Only)

Minutes from The Broadmoor and nestled in the mountainside, Cheyenne Zoo offers a rich and unique animal experience. You'll learn about local animals in their natural habitats and have hands-on experiences with them.

12:00 – 5:45 p.m.

Recreation

See page 10 for recreation details.



6:30 – 9:00 p.m.

Opening Reception

MONDAY, JUNE 1

8:30 – 9:30 a.m.

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

Gentle Air T'ai Chi is outdoor meditation in motion and includes a wide variety of standing and healthful movements from Chinese lineage. It is designed to simultaneously calm, focus, strengthen and integrate the body, mind, and heart.



Yoga focuses on more passive stretches (as opposed to strengthening) that encourage flexibility and a feeling of openness in the body. This is especially beneficial for athletes and the over-stressed!

Both classes will leave you energized for LTC 100. No prior experience is necessary.

Monday Continued

9:30 – 10:30 a.m.

Healthy Start Breakfast

1:15 – 5:45 p.m.

Recreation

See page 10 for recreation details.



6:30 – 10:30 p.m.

Howl At The Moon Evening Reception, Dinner and Entertainment

TUESDAY, JUNE 2



9:00 – 10:30 a.m.

Breakfast & Book Club

Loving Frank by Nancy Horan

Despite the title, *Loving Frank* is not a romance, but a portrayal of an independent woman at odds with the restrictions of the early 20th century. It tells the story of Mamah Borthwick Cheney and her relationship with renowned architect Frank Lloyd Wright. Their affair made headlines and created very different challenges for each of them. We'll send you a free copy before the conference and then discuss it informally over breakfast.

10:30 – 11:15 a.m.



Spouse Board Meeting

Would you like to help plan our 2010 spouse program? Join us to start developing our 12th annual event at The Key Biscayne in Florida.

10:45 – 11:45 a.m.

Closing Keynote Session

Leadership in Long Term Care:

Creating an Ethical Foundation for Your Business

Listen to Brigadier General Malham Wakin share his experience at the U.S. Air Force and talk about establishing a foundation of leadership and ethical integrity in a competitive world.

Sign Up Information

HOW TO SIGN UP

Visit www.ltc100.com or call Kristen Herpel at (203) 644-1712 (kherpel@lincolnhc.com)

Conference Fees



	By March 27	By April 24	Regular
First Executive	\$895	\$995	\$1,250
Additional Executive	\$695	\$795	\$1,000
Private Equity Executive	\$2,000	\$2,000	\$2,000
Speaker	\$900	\$900	\$900
Advisory Board	\$500	\$500	\$500
Partner	Included w/ Partnership Fee	Included w/ Partnership Fee	Included w/ Partnership Fee
Spouse*	\$200	\$200	\$300

The attendee fee covers everything except lodging and incidental personal expenses: all education sessions, all conference materials, four meals, receptions, coffee breaks and recreation.

*Providers: All attending spouses must pay the full spouse fee if participating in any social or recreational events. Partners: Spouse fee is included with partnership package.

“As always, this is the best designed conference in the country. The setting wonderful, the content very good, and the networking opportunities are outstanding.”

Phil Elmore
President & CEO
Christian Care Centers

Reserve Your Hotel Room



You are responsible for booking your own hotel room. Simply call The Broadmoor at (800) 634-7711 and

reference LTC 100 by May 1, 2009 to ensure availability. Room rate is \$356 (\$16 of which covers conference fees).

Getting There

The airports that service The Broadmoor are:

- Colorado Springs Airport, 20 minute drive.
- Denver International Airport, 90 minute drive.



The Broadmoor
1 Lake Avenue
Colorado Springs, CO 80906
(866) 837-9520
www.broadmoor.com

Private Car Service

LTC 100 will provide complimentary car service to and from Colorado Springs Airport only (car service not offered at Denver International). We will group attendees arriving within 15 minutes of each other.

Cancellation Policy

Anyone canceling before May 8, 2009 can either carry over their registration to the next year or receive a full refund. Cancellations after May 8, 2009 will be carried over to 2010 less a \$200 cancellation fee. A refund cannot be given. Carry over registrations can only be applied to the 2010 conference.

Conference Partners

LTC 100 is funded largely by major contributions from partnering organizations. Our confirmed partners as of February 1st are:

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