

# DELEGATE INFORMATION

April 11-13, 2018  
Sheraton Red Deer Hotel  
3310 50 Ave.  
Red Deer, AB T4N 3X9

## 2018 ASCHA Convention & Tradeshow



- Arrive at value-based solutions to promote aging in community
- Discover commonalities while embracing alternatives
- Converse to learn, not persuade
- Acknowledge the greater good at the heart of all our work

- Explore advocacy goals rooted in our shared purpose
- Welcome new information and challenge assumptions
- Network and build professional relationships

Common Understandings Create Common Ground

Everything seems to be about responding to change nowadays. We hear about change so much in our industry, and in general, that all this focus on change needs to...well...change. How do we find our centre, focus on what's truly important, and make impactful inroads towards a shared goal?

We need to find our common ground to ensure that Albertans have the right housing in the right place at the right time. Our advocacy efforts, education and public awareness initiatives are only as effective as our shared understandings and approaches to things, and ultimately our understanding of one another. Influencing factors such as changing demographics, shifting priorities, competing agendas, political environments, economic climates and other challenges can become diversions that take us off course. These singular problems and issues are usually outside of our immediate control and make the bigger picture blurry. We can spend our efforts fighting uphill battles, and searching for what makes us unique and different. The result is fragmentation and confusion, and it is not in the best interest of Albertans.

The 2018 ASCHA Convention & Tradeshow invites you to explore what we all have in common...the positive ideas and shared purpose at the heart of everything that we do. Reconnect with other housing leaders, have new conversations about the things that matter most, and learn a few new things you never thought about before.

## TENTATIVE EVENT PROGRAM\*

\*May be subject to change. Event updates and details will be posted on [www.ascha.com](http://www.ascha.com).

### Tuesday, April 10

6:00 – 8:00 pm Registration

### Wednesday, April 11

8:30 – 10:30 am Registration  
10:30 – Noon Opening Ceremonies + Keynote Address  
Noon – 1:30 pm Meet Your Board and Working Group Chairs Lunch  
1:30 – 3:30 pm Annual General Meeting  
3:30 – 5:30 pm Tradeshow, Networking & Cocktail Reception  
6:30 – 10:00 pm Banquet & Entertainment

### Thursday, April 12

8:00 – 10:30 am Registration  
8:00 – 1:45 am Tradeshow  
8:00 – 10:30 am Munch and Mingle Networking Breakfast in Tradeshow  
8:30 – 9:00 am Tradeshow Session – Getting to Know Your Association  
10:30 – Noon Government Initiatives Sessions  
Noon – 1:45 pm Munch and Mingle Networking Lunch in Tradeshow + Prize Draws  
12:30 – 1:00 pm Tradeshow Session – Seniors Housing Facts & Fictions  
1:45 – 2:45 pm Educational Breakout Sessions  
2:45 – 3:15 pm Networking Break  
3:15 – 4:15 pm Educational Breakout Sessions  
4:15 – 5:15 pm First-Time Attendees Networking Reception

### Friday, April 13

7:30 – 8:30 am Breakfast Networking Activity  
8:30 – 9:30 am Educational Breakout Sessions  
9:30 – 9:45 am Break  
9:45 – 10:45 am Educational Breakout Sessions

## KEYNOTE SPEAKER, JOHN STIX



John Stix is an “I’m In” transformation specialist. Having helped lead multiple organizations and their people, starting with his own, Fibernetics – the 5th largest Telecom company in Canada – and through a holistic shift in culture, strategy and values-based actions, he has honed the skills to masterfully shift mentalities, actions and organizations. John credits his significant personal transformation with enabling him to lead his company through necessary change.

John’s success with workplace culture and helping others discover the same journey for themselves, has led him to consult and speak across the world. He has led an international team by example and empowerment. He witnessed the positive change that occurred within his own company when he decided to focus on unity, teamwork, empathy, happiness and gratitude. After introducing his “I’m In” corporate initiative, John received the Best Employer Branding award in 2015 from the Canadian Human Resources Association and was also a finalist for Leader of the Year.

As an entrepreneur, John has been a visionary, thought leader and mentor; taking start-ups to enterprise-level organizations and figuring out innovative ways to keep all employees highly engaged, through all stages of growth and transformation. John emphasizes that his plan to deeply care for and empower employees and allow them to be their true selves, not only translated into a passion, but to personal happiness. Happiness then led to productivity, and productivity led to the results.

His casual, engaging, and thought provoking delivery allows him to connect with all audiences. John is known to receive standing ovations from some of the trickiest audiences out there. Best of all, John will be with us for the entire event!

## EDUCATIONAL SESSIONS

The 2018 Convention & Tradeshow offers a mix of interactive, brainstorming and best practice breakout sessions to ensure participants receive as many tools as possible to best meet their own personal or organizational needs. Eight sessions have been selected to specifically target member-identified topics for learning and growth. We will also be offering special sessions in the Tradeshow space aimed at clarifying information about the association and the industry, so we can work towards common understandings and dispel any long-held myths that are still circulating.

Check [www.ascha.com](http://www.ascha.com) regularly for updates on all confirmed speakers, as well as descriptions of individual breakout sessions so that you can make the most of you and your team’s educational experience at the event.

## BANQUET TICKETS – DUELING PIANOS

We know that sometimes, common ground can mean bringing different forces together to create something truly spectacular! We invite you to an evening of great food, conversation and music with our special guests, Court Jester Dueling Pianos! Court Jester Dueling Pianos is a high energy show guaranteed to have you laughing, singing and dancing. This all-request interactive show features all kinds of music from top 40 to rock and roll, old classics to country!

Early bird banquet tickets can be purchased for \$100 + GST, or at the regular rate of \$125 + GST, with reserved seating for sponsors. Due to seating capacity, tickets are limited.



## NETWORKING OPPORTUNITIES

### Meet Your Board Lunch

This special lunch networking session on Wednesday allows you and your team to get to know your ASCHA Board and Working Group representatives through focused conversation and discussion.

### Networking Cocktails, Breakfast, and Lunch

Join us for special networking sessions in the Tradeshow space to get to know one another a little better. Our interactive networking activity will encourage you to interact with event participants in new ways. Participation will earn you big points towards prizes awarded during our Closing Ceremonies.

### First-Time Attendees Networking Reception

Are you new to your organization? Is this your first ASCHA event? This reception is especially for you! Get to know other newcomers and make useful connections. Share your experiences and ideas through roundtable discussions and interactive activities that will help ground you in what everyone has in common.

## TRADESHOW INFORMATION

Meet the product and service providers who want to partner with your organization to enhance the lives of those you serve. Strengthen your relationships and form new partnerships as you network and explore our 2018 Tradeshow.

## TRADESHOW-ONLY REGISTRATION

A special Tradeshow-Only Registration is available to members of your team that wish to attend only the tradeshow portion of the event to make purchasing and contract decisions. Tradeshow-Only Delegates can attend the tradeshow from 8:00 am – 1:45 pm on April 12. Registration is \$125+GST and includes breakfast and lunch. Organizations MUST have one delegate registered for the full event for each tradeshow-only registration. Please contact the ASCHA office to register your Tradeshow-Only delegates.

## HOTEL INFORMATION

A group room block has been contracted at the Sheraton Red Deer Hotel, but space is limited! To book your rooms, please call 1.800.662.7197 and quote "The Alberta Seniors Communities & Housing Association" to receive the special group rate. A list of alternative nearby hotels will be posted on our website should our room block sell out.

## REGISTRATION INFORMATION

Eligible delegates are individuals from housing organizations who have objectives which relate to the provision of seniors housing and/or continuing care (stakeholder, housing operator, government). A company representative that is not from a housing organization, but intends to promote a product/service related to seniors housing is not eligible to register as a delegate UNLESS they are a tradeshow exhibitor or 2018 ASCHA Convention & Tradeshow sponsor.

## FOR MORE INFORMATION:

Alberta Seniors Communities & Housing Association (ASCHA)

9711 – 47 Avenue

Edmonton, AB T6E 5M7

Phone: 780.439.6473

Email: [events@ascha.com](mailto:events@ascha.com)

Website: <http://www.ascha.com>

 <http://twitter.com/ABSeniorsLiving/>

 <http://www.facebook.com/ascha.team>

 <https://www.instagram.com/abseniorsliving/>



# Delegate Registration

2018 ASCHA Convention & Tradeshow  
April 11 – 13, 2018



2018 ASCHA Convention & Tradeshow

## Organization Name:

ASCHA Member? Yes \_\_\_\_\_ No \_\_\_\_\_

Main Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Main Contact Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Street Address 1: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Street Address 2: \_\_\_\_\_ Website: \_\_\_\_\_  
 City, Province: \_\_\_\_\_ Facebook: \_\_\_\_\_  
 Postal Code: \_\_\_\_\_ Twitter: \_\_\_\_\_

## Delegate Information (Please print delegate name as it should appear on name tag and list of attendees)

Name:	Title:
Email:	Food Allergies:
<input type="checkbox"/> Additional Banquet Ticket (1 ticket included with full registration, extras must be purchased – must provide a ticket for entry) <input type="checkbox"/> Tradeshow Only ( <b>\$125+GST</b> ) – please see <b>Important Notes</b> for eligibility requirements <input type="checkbox"/> First-Time Attendee Reception (for first time attendees only)	
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Email:	Food Allergies:
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ASCHA will take photographs and video at the 2018 Convention & Tradeshow and utilize them in news or promotional materials in print, electronic, or other media. By participating in the ASCHA Convention & Tradeshow, you grant ASCHA the right to use your name and photograph for such purposes.

## Important Notes

- To take advantage of discounted rates, **fees must be PAID by date outlined for each specific option.**
- The Group 5 Discount** is available to any organization that registers 5 delegates and is PAID on or before Jan. 31, 2018.
- Super Early Bird** is any registration PAID on or before Jan. 31, 2018.
- Early Bird** is any registration PAID on or before Feb. 28, 2018.
- Regular Registration** is any registration PAID after Feb. 28, 2018.
- Delegate cancellations may be made until Mar. 9, 2018 with a full refund minus a 25% administration fee. Delegate cancellations after Mar. 9, 2018 are non-refundable. Registration may be transferred to another delegate with written permission from ASCHA at no additional cost.
- All registration fees must be paid prior to the commencement of the convention.
- Delegate registrations may not be split between delegates.
- Eligible delegates** are individuals who have objectives which relate to the provision of seniors housing and/or continuing care (stakeholder, housing operator, government) and/or is an exhibitor or a sponsor. A company representative who is promoting a product or service and is not an exhibitor or sponsor is not eligible to register as a delegate. This includes Tradeshow-Only delegates.
- Tradeshow-Only Delegates** must have at least one representative from their organization registered as a full delegate. Tradeshow-Only Delegates must also be eligible delegates, as defined above.

## Registration Options

**Note:** Full Registration includes all plenary and breakout sessions, conference materials, networking meals, banquet dinner and entertainment.

<b>SEE DELEGATE PACKAGE FOR MORE INFORMATION ON REGISTRATION OPTIONS.</b>	# of Delegates	ASCHA Member Rates	Non-Member Rates	Total
<b>Group 5 Discount Regular</b> (registering in groups of 5 from one organization and PAID on or before Jan. 31, 2018)	X	\$2,750 (per 5)	\$4,250 (per 5)	
<b>Super Early Bird Registration</b> (PAID on or before Jan. 31, 2018)	X	\$600	\$900	
<b>Early Bird Registration</b> (PAID on or before Feb. 28, 2018)	X	\$650	\$950	
<b>Regular Registration</b> (PAID after Feb. 28, 2018)	X	\$700	\$1000	
<b>Tradeshow-ONLY Delegate</b> (includes tradeshow admission, breakfast and lunch on Apr. 12, 2018)	X	\$125		
<b>Additional Banquet Tickets</b> (for those not registered for the full event)	X	<b>Before Feb. 28</b>	<b>Mar. 1 – Apr. 11</b>	
		\$100	\$125	
<b>First-Time Attendees Networking Reception</b> (exclusive to first-time attendees)	X	FREE		
<i>All prices are subject to GST (ASCHA GST # R134608363)</i>			<b>5% GST</b>	
<b>*No refunds for any portion of the total after Mar. 9, 2018.</b>			<b>*Total</b>	

<b>Payment Information</b>		<input type="checkbox"/> Cheque Enclosed	<input type="checkbox"/> Cheque Mailed Separately
Card #: _____	Expiry Date: _____	<input type="checkbox"/> VISA	<input type="checkbox"/> MC
Card Verification Code: _____			
Printed Name of Cardholder: _____		Signature of Cardholder: _____	
<b>Please make cheques payable to ASCHA. Fax or email credit card payment(s) and completed registration form(s) to:</b> 780.433.3717 or <a href="mailto:events@ascha.com">events@ascha.com</a>			

Alberta Seniors Communities & Housing Association (ASCHA)  
 9711 47 Ave. Edmonton, AB T6E 5M7  
 780.439.6473  
 Website: [www.ascha.com](http://www.ascha.com)

