

# BECOME A GOOD PEOPLE PARTNER

2024

## What is Good People?

Good People is a senior living enterprise that hosts small-scale retreats, carefully designed to enhance networking opportunities and enrich connections for each attendee.

Unlike traditional "big-box" conferences, where booths are a priority and large crowds prevail, Good People retreats offer carefully planned distinctive experiences that drive long-lasting and meaningful relationships.

Each Good People Retreat offers opportunities for attendees to renew, refresh, and connect with owners and operators on more substantive levels.

Held twice per year, each event brings together thought leaders, innovators, and decision makers who are passionate about caring for elders; bringing innovation to senior living; and ensuring relationship-rich environments for both residents and staff.

Knowledge-sharing, networking, and educational opportunities are complimented with unique recreational excursions woven throughout each day's events.

Good People



# Good People Partner Benefits

At \$15,000 per year, being a Good People Partner is more affordable than monthly tee times and dinners. The benefits include the following:

- All-expenses-paid accommodations (excluding flights) for both (2) retreats
- Annual opportunity to serve as featured Power Talk panelist, where topics of importance are explored and discussed with leaders in the field via a noncompetitive, mutually supportive environment
- Opportunity to participate in the Good People team-building event (following the Advisory Board's winter 2024 meeting), where the real networking happens and connections are solidified
- Promotion in the monthly Good People Good News-Letter and other publications, as appropriate
- Invitations for one sales representative from your organization and two prospects of your choice to attend both spring and fall retreats
- Recognition as a GP Partner on the Good People website and links to your organization's website and social media platforms, with additional links, as appropriate, to other relevant initiatives
- All partners must bring at least one client to each retreat. (This is mutually beneficial for both partners and #TeamGoodPeople.)

## 2023 Good People Advisory Committee

**Colleen Engler, Chief Human Resources Officer, Loretto**

**Dan Ogus, EVP & Chief Operating Officer, HumanGood**

**Terry Rogers, President & CEO, Westminster Communities of Florida**

**Rich Scanlon, Senior Managing Director, Ziegler**

**Chris Sneed, Vice President, Business Development, Functional Pathways**

**Jill Sorenson, SVP and Senior Director, Operations Management, LCS**

**Sarah Thomas, CEO & Founder, MezTal**

**Charles Turner, Founder & CEO, KARE**

# Partner Testimonials

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Attending the Good People convention platform highlighted an intimate environment where presenters were able to lead discussions, speaking without microphones, while interacting directly with participants. The breakout roundtable sessions promoted active problem solving, with industry leaders sharing ideas to combat priority areas afflicting all of us. This meaningful dialogue has resulted in new relationships with bonds that will last a lifetime. Together we are impactful and can change the landscape!

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I just walked out of speed dating at this fancy resort. I will never do that again. I don't want to have to meet another stranger. My experience in Ouray has made me all in on Good People. How can I get more involved?

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As a professional in the senior housing space, I'm lucky to be surrounded by very special, kind, good people all the time. In fact, one of the organizations I'm most proud to be associated with is called Good People, and folks often ask what the group is all about. Check out their [newsletter] and see for yourself why the company my friend Kane Marschall founded is truly something special. #teamgoodpeople

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