



2026 LEADERSHIP CONFERENCE

May 18 - 20, 2026

Beauport Hotel
55 Commercial Street Gloucester, MA

*Join Us for MSCA's 2026 Leadership Conference:
Inside Long-Term Care Success*



Mark Parkinson
*Former President and CEO
American Health Care
Association/National Center for
Assisted Living (AHCA/NCAL)*



David Gifford, MD, MPH
*Former AHCA Chief Medical
Officer, American Health Care
Association/National Center for
Assisted Living (AHCA/NCAL)*



Andrew Savitz
*Chief Executive Officer,
SpirituWell*



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MASSACHUSETTS
SENIOR CARE
ASSOCIATION

**2026 Leadership Conference
May 18 - 20, 2026**

Beauport Hotel
55 Commercial Street Gloucester, MA



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Inside Long-Term Care Success: A Conversation with Mark Parkinson & David Gifford

This year’s program features a fireside chat on leadership with **Mark Parkinson** and **David Gifford, MD, MPH**, facilitated by MSCA President, **Tara Gregorio**. The discussion will offer practical insight drawn from real-world leadership experience, as highlighted in their book, *Long Term Care Success: How Senior Living Communities Thrive Clinically and Financially*. Expect an honest, practical bi-directional conversation about leadership, culture, and resilience, along with takeaways you can apply right away in your own organization.

Our afternoon session will complement our morning with a feature presentation on mission and values with **Andrew Savitz**, CEO of SpirituWell, who will guide participants in exploring how senior care leaders can move mission and values from statements to action by embedding them into daily decisions, systems, and resident and staff experience – even under financial and operational pressure.

• 2026 LEADERSHIP CONFERENCE SCHEDULE •

Monday, May 18

1:30 pm - 2:00 pm

Attendee Check-in

2:00 - 4:30 pm

Board of Directors Meeting

6:00 - 7:00 pm

Cocktail Reception

7:00 – 9:00 pm

Dinner

Tuesday, May 19

8:00 - 9:30 am

Breakfast

9:30 - 12:30 pm

Morning Program – Fireside Chat

Featuring Mark Parkinson, former President & CEO, AHCA/NCAL, David Gifford, MD, MPH, former Chief Medical Officer, AHCA/NCAL, and Tara Gregorio, President & CEO, Mass Senior Care Association

12:30 - 1:30 pm

Lunch

1:30 - 4:00 pm

Afternoon Program – More Than Words on the Wall: Making Mission and Values Real in Senior Care *Featuring Andrew Savitz, Chief Executive Officer of SpirituWell*

Wednesday, May 20

8:00 - 9:00 am

Breakfast

9:00 am - 12:00 pm

Mass Senior Care Quality Partners – Network Annual Meeting



Room reservations can be made through the Beauport Hotel, by calling **(978) 282-0008** and requesting to book in the **Mass Senior Care Group Block, Group Code MASC26**.

Please note: the deadline for room reservations is **Monday, May 4, 2026**.



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Event Sponsorship Opportunities
Available to MSCA Associate Members Only

Strategic Leadership Partner – Investment: \$10,000

- Registration for 3 to attend the Leadership Conference
- Recognition as “Strategic Leadership Partner” on printed materials and event signage
- Company marketing pamphlet or materials included in attendee packets
- Opportunity to provide brief remarks at podium during dinner on Monday evening
- Company logo highlighted in event materials and on MSCA website
- Two complimentary E-Newsletter Sponsorships

Long Term Care Success Book Sponsor – Investment: \$5,000

- Registration for 2 to attend the Leadership Conference
- Podium recognition as “Long Term Care Success Book Sponsor” and on printed materials and event signage
- Company logo included with the copies of *Long Term Care Success: How Senior Living Communities Thrive Clinically and Financially* that will be made available to event attendees
- Company logo highlighted on MSCA website

Cocktail Reception & Dinner Sponsor – Investment: \$5,000

- Registration for 2 to attend the Leadership Conference
- Sponsor for signature cocktails on Monday evening
- Podium recognition as “Cocktail Reception & Dinner Sponsor” and on bar napkins, printed materials, and dedicated signage
- Company logo highlighted on MSCA website
- One complimentary E-Newsletter Sponsorship

~~Lunch Sponsor – Investment: \$3,500 – SOLD OUT~~

~~3 OPPORTUNITIES AVAILABLE~~

- Registration for 2 to attend the Leadership Conference
- Podium recognition at lunch on Tuesday
- Logo/sponsor recognition as “Leadership Conference Lunch Sponsor” on dedicated signage
- Company logo highlighted on MSCA website

~~Breakfast Sponsor – Investment: \$2,500 – SOLD OUT~~

~~3 OPPORTUNITIES AVAILABLE~~

- Registration for 1 to attend the Leadership Conference
- Podium recognition at breakfast on Tuesday
- Logo/sponsor recognition as “Leadership Conference Breakfast Sponsor” on dedicated signage
- Company logo highlighted on MSCA website



2026 Premier Sponsor



2026 Leadership Conference
Event Sponsorship Form



Mass Senior Care Association is pleased to offer Associate Members a limited number of sponsorship opportunities for our 2026 Leadership Conference at the Beauport Hotel in Gloucester on May 18-20. We invite you to take advantage of an event sponsorship in order to attend and engage with Board Members and C-Suite staff from free-standing and multi-facility, multi-state organizations at this exciting annual event!

Sponsorship Opportunities are available on a first-come, first-served basis.

Company Name: _____

Type of Business: _____

Address: _____ City, State, Zip Code: _____

Phone Number: _____ Website: _____

Contact Full Name: _____ Contact Email Address: _____

Sponsorship Opportunities

Submission of the Sponsorship Form is a commitment to pay. All sponsorships must be paid at least 14 days prior to the event date.

- Strategic Leadership Partner (\$10,000)
Long Term Care Success Book Sponsor (\$5,000)
Cocktail Reception & Dinner Sponsor (\$5,000)
Lunch Sponsor (\$3,500 - 3 Opportunities Available) SOLD OUT
Breakfast Sponsor (\$2,500 - 3 Opportunities Available) SOLD OUT

METHOD OF PAYMENT (Please Print):

Charge to: MC [] VISA [] AMEX []

Card Number: _____ Exp. Date: _____ 3 or 4 digit security #: _____

Name on Card: _____ Home Zip Code (if personal card): _____

Signature: _____

Check to be mailed [] Please make checks payable to: Massachusetts Senior Care Association

Please mail payment to:

Massachusetts Senior Care Association
PO Box 1657, Easton, MA 02334-1657
TEL (617) 558-0202 · FAX (617) 558-3546

Please email completed form to:
Caitlin (Hughes) Markt, chughes@maseniorcare.org

If you have any questions, please contact Caitlin Hughes, (617) 558-0202 ext. 238