

Argentum Unveils Program Details for the 2017 Senior Living Executive Conference

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Argentum is pleased to announce the program for the [Argentum 2017 Senior Living Executive Conference](#), May 1-3 in Nashville, TN. Led by revolutionary business leader **George Blankenship**, the architect of Apple's brand building retail strategy and former Tesla VP, the opening keynote address will inspire innovation and world-class customer experiences in senior living.

The Argentum Senior Living Executive Conference will feature 30 industry CEOs, business executives, academic professionals, and policy makers to lead [40 educational sessions](#) focused on the most important issues facing senior living today; workforce development, operational excellence, quality improvement, memory care and consumer choice. Conference attendees are eligible to receive up to 10 NAB certified CEUs.



*George
Blankenship*

In addition to practical content customized for corporate and regional senior living executives, the **Executive Director Leadership Institute** (EDLI) is designed specifically for executive directors of senior living communities and offers 16.25 NAB certified CEUs. EDLI sessions will delve into mission critical topics in areas such as operations management, leadership, human resources, sales and marketing, clinical oversight, risk management, and more. Space is limited to 150 executive directors.

The **Executive Leadership Workshop: Performance Management That Rocks** pre-conference workshop will offer unprecedented exposure to the leading industry-recognized training and development concepts from the top hospitality companies in the world. Facilitator **Jim Knight** will share real-world, proven best practices on new hire orientations, e-learning initiatives, management programs, performance appraisals, coaching techniques and development plans gleaned from his experience leading global training operations at Hard Rock International for more than two decades.

The conference will close on Wednesday, May 3 with the **Argentum 2017 Hero Awards Gala Dinner**. Award-winning journalist **Joan Lunden** will host the event, where the industry will honor extraordinary individuals and innovative companies who are changing the future of aging in America. The raw emotional power displayed by each of their stories embodies the heart of senior living.



*Joan
Lunden*

"The 2017 program provides expanded perspective on how to advance organizational excellence through dynamic educational sessions and a leading expo highlighting more than 280 solution providers, as well as events to network with industry colleagues, support senior living initiatives, and recognize top professionals," says Argentum President and CEO James Balda. "Success happens when leaders unite."

Early bird registration and special pricing on groups of six or more are available through March 17, 2017.

Join us in Music City at the Argentum 2017 Senior Living Executive Conference.

REGISTER

View the conference program, sessions and speakers.

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