

Schedule

SUNDAY, JUNE 8, 2025

- 9:30 a.m. – 12:00 p.m. **MCSA Board Meeting**
1:30 p.m. – 3:30 p.m. **Sponsor Registration and Booth Setup**
1:30 p.m. – 3:00 p.m. **Attendee Registration**
3:00 p.m. – 3:30 p.m. **Buses Leave – Buses Leave from Conference Lobby Registration**
4:00 p.m. – 4:30 p.m. **Time in Cowboys Gift Shop**
4:45 p.m. – 6:00 p.m. **Tour of AT&T Stadium**
6:00 p.m. – 8:30 p.m. **Dinner at AT&T Stadium**
8:30 p.m. – 9:00 p.m. **Transportation back to hotel**
9:00 p.m. – 10:30 p.m. **Hospitality Bar – Lobby Area (near F1RST Restaurant)**

MONDAY, JUNE 9, 2025:

- 7:30 a.m. – 2:00 p.m. **Registration –**
7:45 a.m. – 8:30 a.m. **Breakfast Buffet in Sponsor Area**
8:15 a.m. – 8:30 a.m. **Opening Comments – MCSA Chair – Ballroom – Welcome to Texas – Sponsor Spotlight**
8:30 a.m. – 9:30 a.m. **Opening Session: Jim Ross (Mayor – City of Arlington)**
9:30 a.m. – 10:00 a.m. **Break with Sponsors**
10:00 a.m. – 11:00 a.m. **Breakout Sessions**

Outreach Session – Connecting Through Community with the Masonic Center for Youth and Families
Speakers: Kimberly Rich and Jodi Mikel, Masonic Center for Youth & Families (MCYAF)

Workforce Readiness Session – Building Loyalty: Key Factors That Keep Employees Engaged and Committed

Speaker: Molley Ricketts, Incipio Workforce Solutions

Community Session – The Next Generation of Senior Living Communities

Speakers: Stuart Jackson, Kurt Muellner, Greystone Communities

11:10 a.m. – 12:10 p.m. **Breakout Sessions**

Outreach Session – Outreach Networking Session: Building Bridges: Sharing Outreach Programs and Strategies Across Jurisdictions

Speaker: Sol Silverman, Masonic Homes of California

Board Session – Get to Know Your Fellow Board Members – Board Networking Session (How to Make MCSA a Priority with other Grand Lodges)

Speakers: J Scott Judy, Masonic Homes of Kentucky

Gary Blair, Texas Masonic Retirement Community

Community Session – Occupancy vs. Profitability: Sales Advice for Executive Leadership

Speaker: Brent Bayes, Masonic Homes of Kentucky

12:15 p.m. – 12:45 p.m. **Lunch with Sponsors – Sponsor Spotlight**

12:45 p.m. – 1:15 p.m. **MCSA Membership Meeting**

1:15 p.m. – 1:30 p.m. **LeadingAge Update**

1:30 p.m. – 2:00 p.m. **Dessert Break with Sponsors**

2:00 p.m. – 3:00 p.m. **Breakout sessions**

Outreach Session – Growing a Masonic Value Network: Connecting Members with Trusted Care

Speaker: Sabrina Montes, Masonic Homes of California

Community Session – Senior Living Trends: Updates & Sector Implications

Speakers: Tom Meyers and Keith Robertson, Ziegler

Marketing/Communications Session – Marketing/Communications Networking Session

Speaker: Marissa Douglas, Oregon Freemasons & Oregon Masonic Charities

Schedule

MONDAY, JUNE 9, 2025 (Cont.):

- 3:00 p.m. – 4:00 p.m. **Break**
- 4:15 p.m. – 4:30 p.m. **Buses load - Buses Leave from Conference Lobby Registration**
- 5:00 p.m. – 9:00 p.m. **Tour and Dinner at Texas Masonic Retirement Community**
- 9:00 p.m. – 9:30 p.m. **Transportation Back to Hotel**
- 9:30 p.m. – 10:30 p.m. **Hospitality Bar – Lobby Area (near F1RST Restaurant)**

TUESDAY, JUNE 10, 2025:

- 8:00 a.m. – 11:30 a.m. **Registration**
- 8:00 a.m. – 8:30 a.m. **Breakfast Buffet in Sponsor Area**
- 8:20 a.m. – 8:30 a.m. **Opening Comments and Announcements**
- 8:30 a.m. – 9:30 a.m. **General Session: Merging, Acquisitions and Divestitures: A first hand discussion from two leaders that made strategic decisions in order to stay sustainable.**

Speakers: J Scott Judy, CEO, Masonic Homes of Kentucky, JP Venoit, CEO, Masonicare

- 9:35 a.m. – 9:45 a.m. **Break with Sponsors**
- 9:45 a.m. – 10:45 a.m. **Breakout Sessions**

Outreach Session – Beyond the Brick and Mortar: Building Effective Outreach Programs

Speakers: Jeni Martin, Illinois Masonic Outreach Services
Barbara Ramsey, Masonic Homes of Missouri

Marketing/Communications Session – Lead Generation (How it Really Works)

Speaker: Kaleb Scharmahorn, Grit & Gravel

Community Session – Renovating for Middle Market Apartments in Retirement Living

Speaker: Adrienne Staudenmayer, NHA

11:00 a.m. – 12:00 p.m. **Breakout Sessions**

Board/Outreach Session – Engage, Educate, Empower:
Strengthening Your Mission Through Ambassadors

Panelists: Marissa Douglas, Oregon Freemasons & Oregon Masonic Charities
J Scott Judy, Masonic Homes of Kentucky
Sol Silverman, Masonic Homes of California

Community Session – Transforming a Business Model to Sustainability During Turbulent Times

Speakers: Joe Mulligan, Cain Brothers
Mark Strautman, Three Pillars

Workforce Readiness Session – Networking Session

12:00 p.m. – 12:45 p.m. **Lunch with Sponsors**

12:45 p.m. – 1:45 p.m. **Digital Transformation/Centralized Purchasing Initiative**

Speakers: Adrienne M. Staudenmayer, NHA, Chief Operating Officer
Joseph S. Franco, Chief Information Officer, Masonic Village of the Grand Lodge of Pennsylvania

- 1:45 p.m. – 2:00 p.m. **Comments on 2026 Conference – Closing Comments**
- 2:45 p.m. – 3:00 p.m. **Buses Load – Buses Leave from Conference Lobby Registration**
- 4:00 p.m. – 4:45 p.m. **Cattle Drive – Billy Bob's**
- 5:00 p.m. - 8:30 p.m. **Dinner and Entertainment at Billy Bob's – ADDITIONAL COST**
- 8:30 p.m. – 9:30 p.m. **Transportation to Hotel**
- 8:30 p.m. – 10:00 p.m. **Hospitality Bar – Lobby Area (near F1RST Restaurant)**