

# 2026 MCSA Conference – Orange County, CA

**Current Schedule – Subject to Change**

## SUNDAY, JUNE 7, 2026

10:30 a.m. – 12:30 p.m. MCSA Board Meeting  
2:30 p.m. – 4:30 p.m. Sponsor Registration and Booth Setup  
2:30 p.m. – 4:30 p.m. Attendee Registration  
4:30 p.m. – 4:45 p.m. Buses Load - **Buses Leave from Conference Lobby Registration**  
4:45 p.m. – 5:30 p.m. Drive to Segerstrom Shelby Event Center  
5:30 p.m. – 8:00 p.m. Tour and Dinner at Segerstrom Museum  
8:00 p.m. – 8:30 p.m. Transportation back to hotel  
8:30 p.m. – 10:30 p.m. Desserts and Hospitality – HOTEL BAR

## MONDAY, JUNE 8, 2026:

7:30 a.m. – 2:00 p.m. Registration  
7:45 a.m. – 8:30 a.m. Breakfast Buffet in Sponsor Area  
8:10 a.m. – 8:30 a.m. Opening Comments  
8:30 a.m. – 9:30 a.m. **Opening Keynote Speaker**  
9:30 a.m. – 9:45 a.m. Break with Sponsors  
9:45 a.m. – 10:45 a.m. **General Session - Every Connection Counts: Creating a Philanthropic Culture. Why Social Workers and Healthcare Professionals are the Heart of Development**  
10:45 a.m. – 11:00 a.m. Break  
11:00 a.m. – 12:00 p.m. Breakout Sessions

- Outreach Session – **Outreach Connections: A Cross-Jurisdictional Networking Session**
- Workforce Readiness Session – **From Staffing Crisis to Strategic Advantage: Rethinking the Senior Living Workforce**
- Community – **Are we entering the Golden Age of Senior Living?**

12:15 p.m. – 12:45 p.m. Lunch with Sponsors  
Sponsor Spotlight  
12:45 p.m. – 1:30 p.m. MCSA Membership Meeting  
1:30 p.m. – 1:45 p.m. LeadingAge Update  
1:45 p.m. – 2:00 p.m. Dessert Break with Sponsors  
2:00 p.m. – 3:00 p.m. **Breakout sessions**

- Outreach Session – **Aging Life Care: Understanding the History and Business Model of Care Management**
- Community Session – **Growth with Confidence: A Framework for Mission-Driven Expansion**
- Marketing/Communications Session – **FROM CLICK TO MOVE-IN: How Websites, Reviews, and Follow-Up Turn Interest Into Tours and Move-Ins**

3:00 p.m. – 3:45 p.m. Break  
3:45 p.m. – 4:00 p.m. Buses load - **Buses Leave from Conference Lobby Registration**  
4:00 p.m. – 5:00 p.m. Drive to Community  
5:00 p.m. – 8:00 p.m. Tour and Dinner at Masonic Homes of California – Covina Campus  
8:00 p.m. – 8:45 p.m. Transportation Back to Hotel  
9:00 p.m. – 10:30 p.m. Hospitality – HOTEL BAR

## TUESDAY, JUNE 9, 2026

- 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  
Sponsor Spotlight
- 8:30 a.m. – 9:30 a.m. **General Session –**
- 9:30 a.m. – 9:45 a.m. Break with Sponsors
- 9:45 a.m. – 10:45 a.m. **Breakout Sessions**
- Outreach Session – **The Way to Stay: How Home Sharing Can Support Aging in Place**
  - Marketing/Communications Session – **Networking Session**
  - Community Session – **Meet the Newest Member of Your Care Team: A Case Study in Proactive, Privacy-Preserving Care**
- 11:00 a.m. – 12:00 p.m. **Breakout Sessions**
- Outreach Session – **Building Sustainable Mental Health Services: Turning Existing Opportunities into Community Impact**
  - Community Session –
  - Workforce Readiness Session – **Networking Session**
- 12:00 p.m. – 12:45 p.m. Lunch with Sponsors
- 12:45 p.m. – 1:00 p.m. Comments about 2027 Conference  
Sponsor Giveaway  
Closing Comments
- 1:15 p.m. – 2:15 p.m. **General Session –**
- 2:15 p.m. – 2:30 p.m. Break
- 2:30 p.m. – 3:00 p.m. Sponsor Table Breakdown
- 2:30 p.m. – 3:30 p.m. **Breakout Sessions**
- Outreach Session – **Aging Life Care: Understanding the History and Business Model of Care Management**
  - Community Session –
  - Marketing/Communications Session – **Timeless Roots, Modern Reach: Masonicare’s Brand Evolution**
- 3:30 p.m. – 4:30 p.m. Break
- 4:30 p.m. – 4:40 p.m. Buses Load – **Buses Leave from Conference Lobby Registration**
- 4:45 p.m. – 5:45 p.m. Drive to Newport Harbor
- 5:45 p.m. – 6:15 p.m. Time to visit the Newport Harbour Area
- 6:15 p.m. – 8:15 p.m. Dinner Cruise on Newport Harbor
- 8:15 p.m. – 9:00 p.m. Transportation to Hotel
- 9:00 p.m. – 10:30 p.m. Hospitality - HOTEL BAR