



SCHEDULE

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 - <i>Buses Leave from Conference Lobby</i>
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 – MCSA Chair – Ballroom Welcome to California Sponsor Spotlight
8:30 a.m. – 9:30 a.m.	Opening Keynote - The Art of Rebounding
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 <ul style="list-style-type: none">• Community Session – Are we entering the Golden Age of Senior Living?• Outreach Session – Outreach Connections: A Cross-Jurisdictional Networking Session• Workforce Readiness Session – From Staffing Crisis to Strategic Advantage: Rethinking the Senior Living Workforce
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 <ul style="list-style-type: none">• 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• Board Session – Good Governance Drives Good Outcomes - Part 1
3:00 p.m. – 3:45 p.m.	Break
3:45 p.m. – 4:00 p.m.	Buses load - <i>Buses Leave from Conference Lobby</i>
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.	Desserts and Hospitality – Hotel Bar and Patio



SCHEDULE

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 - Two Legacy Organizations Facing the Future Together
9:30 a.m. - 9:45 a.m.	Break with Sponsors
9:45 a.m. - 10:45 a.m.	Breakout Sessions <ul style="list-style-type: none">• Community Session - Meet the Newest Member of Your Care Team: A Case Study in Proactive, Privacy-Preserving Care• Marketing/Communications Session - Networking Session• Outreach Session - The Way to Stay: How Home Sharing Can Support Aging in Place
11:00 a.m. - 12:00 p.m.	Breakout Sessions <ul style="list-style-type: none">• Community Session - The Growth of Funding Models Solving the Housing Affordability Crisis for Seniors• Outreach Session - Building Sustainable Mental Health Services: Turning Existing Opportunities into Community Impact• Workforce Readiness Session - Networking Session
12:00 p.m. - 12:45 p.m.	Lunch with Sponsors
12:45 p.m. - 1:00 p.m.	Report from ValueFirst Comments about 2027 Conference Sponsor Giveaway
1:15 p.m. - 2:15 p.m.	General Session - Listening at Scale: How AI Is Transforming Staff and Resident Surveys
2:15 p.m. - 2:30 p.m.	Closing Comments <i>Break</i>
2:30 p.m. - 3:15 p.m.	Sponsor table teardown
2:30 p.m. - 3:30 p.m.	Breakout Sessions <ul style="list-style-type: none">• Board Session - Good Governance Drives Good Outcomes - Part 2• Marketing/Communications Session - Timeless Roots, Modern Reach: Masonicare Brand Evolution• Outreach Session - Aging Life Care: Understanding the History and Business Model of Care Management
3:30 p.m. - 4:30 p.m.	Break
4:30 p.m. - 4:40 p.m.	Buses Load - <i>Buses Leave from Conference Lobby</i>
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.	Desserts and Hospitality - Hotel Bar and Patio