

# 2018

# Information Guide



# S E N I O R DINING ASSOCIATION



[www.SeniorDining.org](http://www.SeniorDining.org)

THE ONLY ASSOCIATION DEDICATED FOR  
ALL FOODSERVICE  
PROFESSIONALS IN THE  
SENIOR LIVING INDUSTRY

Phone: 980-434-1114

## EXECUTIVE SUMMARY

The Senior Dining Association, driven by its mission of **uniting industry partners and operators to collectively enhance the dining experience for residents**, is uniquely positioned to unify this network. Launched from an operator's perspective and fully equipped with the first-hand knowledge of the challenges facing providers, the **SDA** is the only organization exclusively focused on this field.

National and regional events fueled by content-rich programming will provide not only a great educational opportunity for members, but a chance to create a sense of community within the industry. The hub of the **SDA** will be its website – SeniorDining.org – a daily destination for fresh content, professional resources, education and networking. *Senior Dining Today*, **SDA's** print & digital magazine will make its debut during the summer of 2018.

The foundation of the **SDA's** innovation is in bringing together operators and industry partners. As a Charter Member, you have an exclusive benefit of joining the advisory committee, which is comprised of industry partners, operators & providers. This level of involvement presents an exceptional opportunity to help mold and position this groundbreaking association and gain increased exposure to purchasing decision makers through a vast array of advertising and branding opportunities.

Leading the way for the Senior Dining Association is Founder and CEO, Harris Ader. A 20-year veteran of senior dining. Harris brings his passion and industry-leading knowledge to the association. Dining is a differentiator in the senior housing industry. By re-thinking the status quo and having a hospitality mindset, the formula is in place to elevate any dining program.

Food is the heart of any senior living community. And while the industry evolves, that core truth remains consistent. By increasing access to the resources needed for long-term sustainability and channeling the experiences of industry leaders, the Senior Dining Association has the perfect ingredients for a new era in senior dining.



# ABOUT



The **SDA** is the first association solely focused on dining for the senior living Industry. Managing a complex dining operation is no easy task. By gaining access to educational resources, local & regional events and a forum for operators to discover best practices, providers will have the tools to strengthen their dining programs. As the senior industry continues to grow, so too will **SDA's** impact for the people they serve.

**\$5.6 BILLION ANNUAL PURCHASING POWER**



## MISSION

To unite industry partners and operators to collectively enhance the dining experience for residents.

## VISION

To be an essential dining resource for all senior living providers.

## VALUES

Integrity | Passion | Innovation | Quality | Relationships | Collaboration | Growth

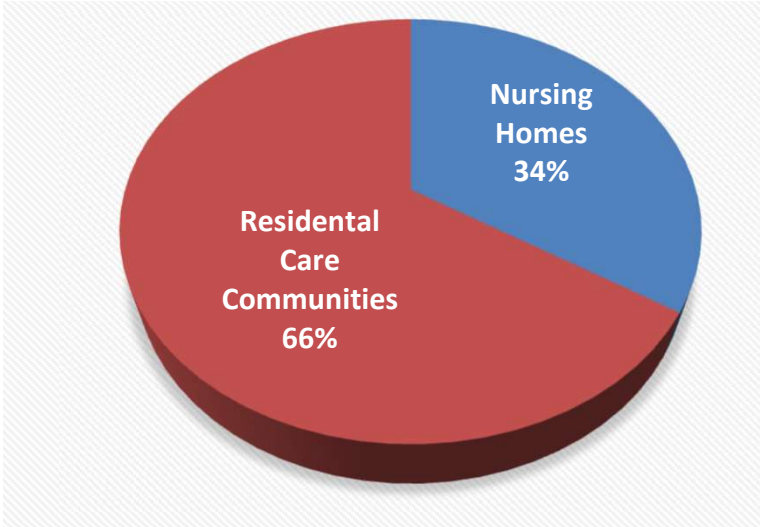
# DEMOGRAPHICS

**45,800 LOCATIONS**

SERVING AN ANTICIPATED **2.6 MILLION** RESIDENTS BY 2020

**OVER 81,500 FOODSERVICE PROFESSIONALS**

*DIRECTORS OF DINING, EXECUTIVE CHEFS, DINING ROOM MANAGERS, REGIONAL SUPPORT & PROCUREMENT SPECIALIST*



Data compiled from: US Bureau of Labor Statistics.

## Why Be a Partner?

In this era of unprecedented industry growth, the Senior Dining Association is exclusively providing an invaluable service. As a unifying body offering the access to resources and information essential for success in this unique market, the SDA is also here to enhance branding opportunities and as a support system through the challenges ahead.

### Professional Development

The most valuable resource in any community are the professionals serving the residents. Providing opportunities for foodservice professionals to develop additional skills, learn new practices or understand core industry values, is essential to the long-term success of your operation. Through trainings, workshops, conferences and webinars, the SDA is the professional development resource you (and your employees) need.



## Awards and Recognition

While the warmth we feel when our residents enjoy their hospitality experience is gratifying, the foodservice professionals in senior dining deserve additional recognition. Launching in 2018, the Senior Dining Association will acknowledge those individuals and businesses who not only sustain excellence, but also those who are setting the standard for our future.

## Events

Because the **SDA** knows the senior dining industry, we understand that time and resources can be limited. Our events are designed to be convenient, efficient and valuable to all attendees.

**SDA** events will range from short evening events to multi-day conferences – all with the same foundation of fostering the senior dining industry. With a combination of feature speakers, topic-driven roundtables and (of course) great food samples, we will dive deeply into the senior dining market and emerge with great findings for all attendees.

\* Sponsorship Opportunities \*

### **Advisory Committee & Roundtable Ideation Meeting**

Sponsor-driven peer learning roundtable discussions provide the ultimate opportunity for Industry partners and operators to develop new benchmarking methods, solutions and innovation for senior dining.

### **Evening Networking & Expo**

Regional events will control travel costs, create community, and highlight regional culinary individuality; these meetings offer legitimate networking and learning opportunities in a connection-based environment.

### **Senior Dining 101: Industry Sales Training**

Engaging training offered to all sales associates, focused on taking a deep dive into the daily operations of a senior living community. Key emphasis on understanding the customers they serve, challenges operators face and trends.

### **Operations Training Classes (1 or 2 Day Events)**

Interactive training for on-site chefs, directors and dining room managers concentrating on operational excellence. One day can influence a year's worth of change. Here is sample of topics from our expertly-led training classes.

Labor & reducing turn-over | Menu planning | Budgeting | Controlling food cost | System development to improve efficiency | How to conduct a productive resident food committee meeting | Creating revenue | Trends | Maximize your industry partners and more.

### **Focus Groups**

A concentrated approach on senior dining using market-specific focus groups for your product or service.

### **Annual Meeting**

A gathering of the brightest and most insightful minds in senior dining, putting the state of our industry in context and looking ahead to the exciting future.



# WHAT WE OFFER

## SDA Resources

The senior dining industry has never been more exciting – or more challenging. The **SDA** is an incredible resource to provide the tools needed for success.

### **Best Practices**

If you want to enhance your hospitality – come to an association launched with that same value. Our philosophy in sharing ideas, great practices and strategies speaks to our mission of resident satisfaction.

### **Clinical & Nutrition Support**

The clinical aspect of senior dining is very vital to the daily operations. Through resources provided by our industry partners, **SDA** provides members with materials that can help them through any survey process.

### **Operations Tool Box**

Quickly access tools that will help with daily operations and retention. From server training tips, temperature logs, scheduling templates and a plethora of recipes and more.

### **Senior Dining Today (newsletter & magazine)**

As part of our commitment to education and engagement within the senior dining field, **Senior Dining Today** is a must-read publication full of ideas and key industry findings.

### **Senior Dining Now (e-newsletter)**

Our weekly digital newsletter with timely news, advice and community building is scheduled to launch in April 2018.

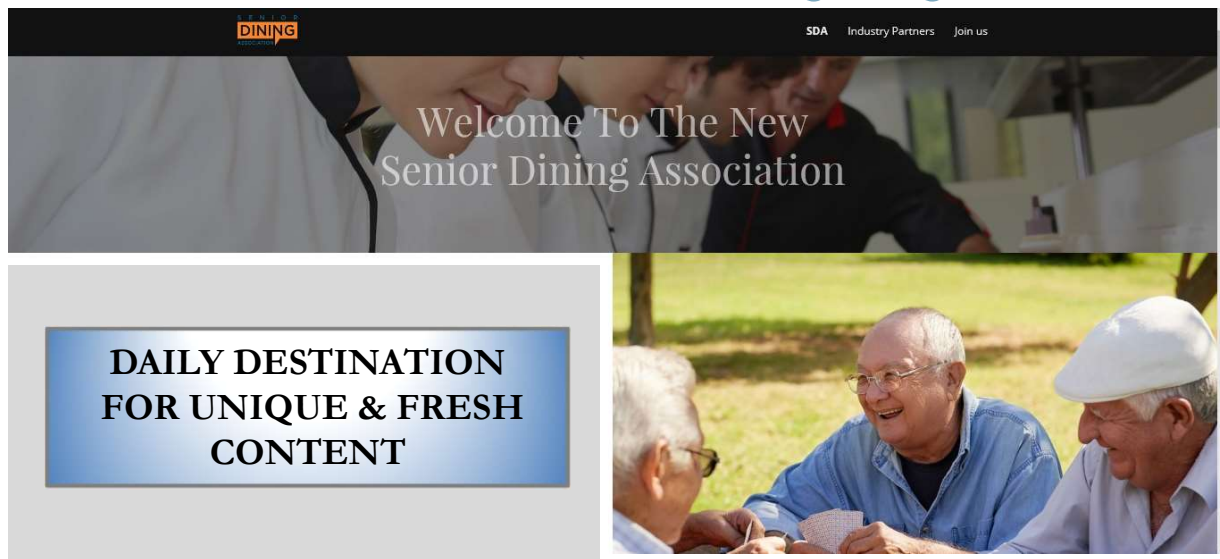
### **Senior Dining Solutions (annual magazine)**

A special annual publication, recognizing all Senior Dining Association Industry Partners.

### **Benchmarking**

The **SDA** will conduct multiple benchmarking studies to help maintain the standard of excellence across the industry and ensure its evolution as the senior housing community grows.

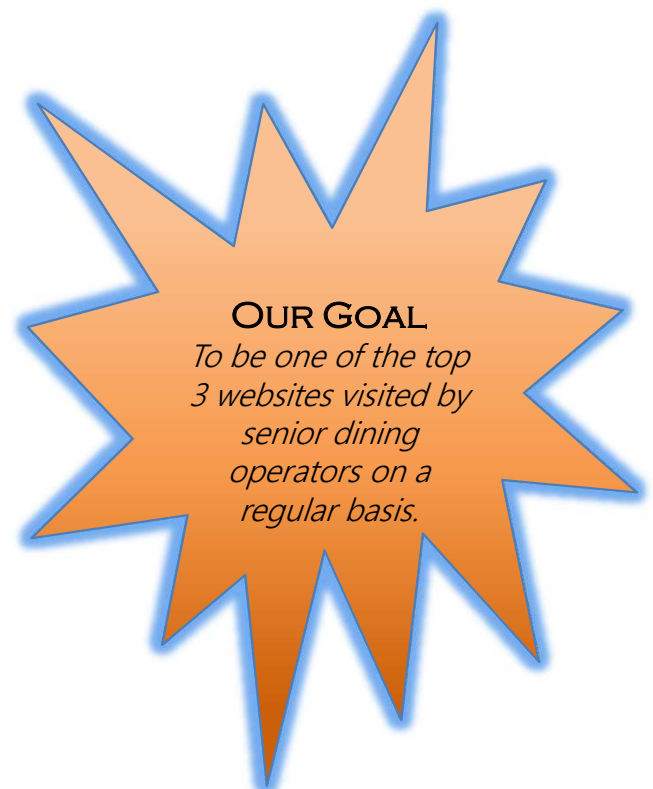
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Operational Resources | Best Practices | Training & Education | Webinars  
Discussion Groups | Culinary Tool Box | Dining Trends | Careers Page

## **PARTNERSHIP OPPORTUNITIES**

- ✓ **Designated page to showcase your products and services targeted toward senior dining**
- ✓ **Share highlights of your company, including immediate sample or contact request options and rebates**
- ✓ **Home page content sponsorship**
- ✓ **Brand recognition options**
- ✓ **Mobile app messaging**



## 2018 Inaugural Launch Annual Sponsorship Package

	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Logo Website Home Page	✓				
6 Featured Articles in E-Newsletter & Website	✓				
Brand on All Event Welcome Banners	✓				
Early Registration for Events & Premium Exhibit Locations	✓				
Website Advertising - Banner, Box or Skyscraper Location & type are determined by partnership level	9 Months	6 Months			
Member of the Advisory Committee	✓	✓			
Invitation to Advisory & Roundtable Ideation Meeting (Limited to 14 sponsors only)	✓	✓			
Membership Directory	2x Per Year	2x Per Year	1x Per Year		
Directory of Event Attendees Participation Required - 3 weeks prior & post event	✓	✓	✓		
Industry Sales Training- Senior Dining 101	3 Tickets Included	2 Tickets Included	1 Ticket Included		
Advisory Meeting & Roundtable Report	✓	✓	✓		
Benchmarking Reports	✓	✓	✓	✓	
1 Event 6' Exhibit Table (included)	✓	✓	✓	✓	
Discount on all Media & Event Advertising	✓	✓	✓	✓	
Annual Meeting Recognition	✓	✓	✓	✓	✓
SDA Industry Membership	3 Included	2 Included	2 Included	1 Included	1 Included
Brand on Resource Page with URL Link	✓	✓	✓	✓	✓
Permission to Use SDA Logo on Partner Website	✓	✓	✓	✓	✓

Inaugural year partnership starts on March 1<sup>st</sup> 2018 and ends December 31<sup>st</sup> 2018

**After payment is received sponsor logo will immediately be posted to current SDA website.**

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