



Life **ON** PURPOSE

LeadingAge[®]
Oregon

2018 Annual Conference
Eagle Crest Resort, Redmond, Oregon
May 20 – May 23, 2018

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*Great sponsorships are still available!
Contact Denise Wetzel, dwetzel@leadingageoregon.org, for more information*

Kick the conference off right!

Be sure to join us 6:00 Sunday evening
at River Run Event Center
(located on the Eagle Crest Property)
for a chance to connect, enjoy a great meal
and win some prizes!



Special **Thank you**
to our sponsors Sysco,
USI Northwest and
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Life ON PURPOSE

Be engaged.
Make a difference.
Become who you are meant to be.

The real purpose of anyone's life is to be fully involved in living, to embrace the adventure and live well at every age. Our field is no longer about bricks and mortar or programs and services. It's about helping older adults on the journey of living a life with intention.

LeadingAge Oregon members are re-writing the rules of aging. They are leveraging new technologies, forming new partnerships and taking a fresh look at everything they do.

Join us as we take on the vast opportunities and great challenges on the path to helping older adults continue to live *a life on purpose*.

Schedule at a Glance Sunday, May 20

9:00 a.m.	Golf Tournament
2:00 - 4:00 p.m.	Registration Desk Open
6:00 p.m.	Welcome Barbecue

Schedule at a Glance Monday, May 21

7:00 a.m.	Fun Run/Walk
7:00 a.m.	Registration Desk opens
8:30 a.m.	LeadingAge Oregon Board Meeting
9:15 - 10:00 a.m.	First Time Attendee and Student Coffee
10:00 - 11:30 a.m.	Keynote Session: Jake French <i>Life Happens, Live it!</i>
11:30 - 1:00 p.m.	Trade Show and Treasure Hunt with Box Lunch
1:00 - 2:15 p.m.	Concurrent Education Sessions
2:30 - 3:45 p.m.	Concurrent Education Sessions
3:45 - 5:15 p.m.	Trade Show with Chocolate Tasting

Schedule at a Glance Tuesday, May 22

7:00 a.m.	Registration Desk opens
9:00 - 10:00 a.m.	General Session: Tracey Gendron <i>Disrupt Ageism</i>
10:15 - 11:45 a.m.	Town Hall Conversation and Concurrent Education Session
11:45 - 1:15 p.m.	Annual Meeting and Awards Luncheon
1:30 - 2:45 p.m.	Concurrent Education Sessions
3:00 - 4:15 p.m.	Concurrent Education Sessions
6:00 - 9:30 p.m.	Dinner, Dessert Dash and Dueling Pianos Show

Schedule at a Glance Wednesday, May 23

8:30 a.m.	Registration Desk opens
9:00 - 10:15 a.m.	Concurrent Education Sessions
10:30 - 11:30 a.m.	Closing Session: Amy Dee <i>From Zero to Everyday Hero: Remember your Power to Make a Difference</i>
11:30 a.m.	Closing Drawing

Featured Speakers



Jake French - Keynote Speaker

INSPIRATION lights up your people's inner drive to push past limitations and perform at their highest level. Jake French, the very definition of inspiration, teaches what fuels it, inhibits it, and the strategies you can use to leverage it. As a young man on top of the world with a new college degree and dream job as a forester, life was suddenly turned upside down by a devastating spinal cord injury that left him a quadriplegic. Jake shares from firsthand experience what has to happen to keep organizations and employees moving forward when life happens. Today he rocks the stage teaching groups how to add optimism back into the office, and leads teams to bring the best out of each situation, and most importantly, each other.

Tracey Gendron, PhD

Tracey Gendron is an Associate Professor in the Department of Gerontology in the School of Allied Health Professions at Virginia Commonwealth University. Dr. Gendron has a Master's of Science in Gerontology, a Master's of Science in Psychology and a PhD in Developmental Psychology. Dr. Gendron takes an all-inclusive approach to teaching about aging, particularly highlighting those understudied and underrepresented groups that are at increased risk of negative health outcomes based on discrimination. Her research is focused on the language, expression and perpetuation of ageism and aging, anxiety, and Elderhood. Her personal and professional goal is to raise awareness of how deeply embedded ageism is within all cultures and settings and to reframe old age as a time of opportunity and purpose.



Amy Dee

Amy Dee is recognized by audiences across the country as a master storyteller and brilliant comedian. Her hilarious stories coupled with valuable brain and behavior content propels audiences to live, act, and work better. Amy's authentic spirit and down to earth approach have made her a sought-after speaker throughout the United States.

Amy returned to college at age forty-three to obtain her RN degree. She was nominated for Nurse of the Year on six occasions during her nine-year practice as a Psychiatric RN. Amy has been a stand-up comic and a voice-over artist for radio. She is the author of three books, and continues to write hilarious song parodies.



Be sure to join us Tuesday evening for
***Dinner, Dessert Dash
and Dueling Pianos***



Special
Thank you
to our sponsor McKesson

Recreation & Events



Annual Golf Tournament

Our **Sunday** Annual Conference Golf Tournament is a long-standing tradition and provides a great opportunity to begin your conference experience with some camaraderie and friendly competition, whatever your ability (or handicap) might be! We welcome everyone from the very occasional golfer to those who would never miss a Saturday on the course. The tournament features a four-person scramble format, and lots of prizes. Special thanks to Title Sponsor **USI Northwest!**



Welcome Barbecue

Don't forget to stop by the River Run Event Center on Sunday evening at 6:00 p.m. for our welcome barbecue, open to all conference attendees and exhibitors! Catch up with colleagues from around the state and enjoy a hearty meal provided by our friends at **Sysco Food Services**. Thanks also to additional sponsors **USI Northwest** and **Columbia Roofing**.



Fun Run/Walk

With hours of sitting ahead, what better way to get your **Monday** morning started than our **7:00 a.m.** LeadingAge Oregon 5K Fun Run/Walk! The Eagle Crest Resort grounds are beautiful in the morning, so recruit a team of colleagues to run or walk with you - it's just 3 miles, so an easy run or walk for all fitness levels! As an added incentive, everyone who participates will be entered in our prize drawing! Thank you to our sponsor **LCG Pence Construction**.

New Attendee and Student Welcome Coffee

Never been to our conference? A student in the aging services field? Join us for a cup of coffee (or tea, or water, you get the idea!) and a tasty treat. Meet us in the main ballroom of the conference center on Monday morning. This will be a great chance to meet some others who are new to the conference. *And*, we'll give you some insider information and introduce you to a few folks you'll want to know!



Community Outreach Project

Keeping with the theme **Life on Purpose** of our conference this year, we have added a new element. We will be coordinating with a Central Oregon non-profit that works to connect seniors living in poverty with local resources. We will fill laundry baskets with household essentials, throughout the conference to provide welcome baskets those who are moving into an apartment. Stay tuned for more information about how you and your community can help!

Tuesday Banquet and Entertainment

You are sure to love this year's Tuesday evening entertainment! After you enjoy a delicious meal, we will top it off with a Dessert Dash as we raise some money for our PAC and have a great time while we're at it! Then, sit back and enjoy (or get up and dance!) **Dueling Pianos with Jeff and Rhiannon**. Their high energy and entertaining show will be the perfect way to cap off your day! Our special thanks to **McKesson** for their sponsorship of the entertainment.



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Become who you are meant to be.

Sunday May 20, 2018

9:00 a.m.	Golf Tournament Check-In Begins - Ridge Course <i>Title Sponsor USI</i>
9:30 a.m.	First Golf Tournament Tee time - Ridge Course <i>Title Sponsor USI</i>
6:00 p.m.	Welcome Barbecue <i>River Run Event Center - Sponsors Sysco Food Services, Columbia Roofing and Sheetmetal and USI</i>

Monday May 21, 2018

7:00 - 8:00 am	LeadingAge Oregon Fun Run/Walk					
8:30 - 9:30 a.m.	LeadingAge Oregon Board Meeting					
9:15 - 10:00 a.m.	First Time Attendee and Student Coffee					
10:00 - 11:30 a.m.	A.1 Keynote Session - Jake French Life Happens. Live It! <i>Key Note Sponsor Columbia Roofing and Sheet Metal</i>					
11:30 - 1:00 p.m.	Trade Show and Treasure Hunt with Lunch <i>Treasure Hunt Sponsor Morrison</i>					
1:00 - 2:15 p.m.	A.2 Emergency Preparedness Panel <i>John Schallberger, Rose Villa; Eric Sholty, Pacific Retirement Services; Deschutes County Sheriff's Office</i>	A.3 The Future is Now: Data Driven, Therapeutic, Person-Centered Engagement <i>Charles de Vilmarin, Linked Senior; ; Rob Winningham, Western Oregon University (WOU); Ethan A. McMahan, WOU</i>	A.4 Confronting Mental Health Needs in Senior Care <i>Pamela S. Kaufmann, Hanson Bridgett; Elizabeth Landsverk, ElderConsult Geriatric Medicine</i>	A.5 Stop Employee Conflict Today: Lead Your People Out of Their Unending, Unnecessary, and Unproductive Drama, for Good. <i>Pamela Cournoyer, Powerful & True, Inc.</i>	A.6 Incident Investigations: Don't Let The Regulatory Detectives Conduct Your Incident Investigations <i>Gabriela Sanchez, Lane Powell PC; Joe Greenman, Lane Powell</i>	A.7 Book Discussion "Goals into Results" <i>Delvin Zook, Rock of Ages</i>
2:30 - 3:45 p.m.	A.8 REAC Update <i>Scott Precourt, US Housing Consultants</i>	A.9 Compassionate Communication in Eldercare <i>Tina Taylor, Stress Solutions</i>	A.10 Privacy & Data Security for Senior Living/Long Term Care Employers: Workplace Cyber-Threats <i>Jeff Duncan Brecht, Lane Powell PC</i>	A.11 Marketing to the New Senior Living Consumer <i>DeAnne Clune and Cynthia Cruver, 3rdThird Marketing; Ann Vey, Hearthston; Don Warfield, Skyline;</i>	A.12 From Generation Cohorts to Embracing Age Diversity: A Shifting Mindset <i>Todd Engle and Kathryn Saunders, Friendsview Retirement Community</i>	A.13 Reducing Unwanted Behaviors by Using Cutting Edge Non-Pharmacological Behavior Interventions <i>Rob Winningham, Western Oregon University</i>
3:45 - 5:15 p.m.	Trade Show with Chocolate Tasting, Exhibitor Reception and Drawings					
5:15 - 6:00 p.m.	Virtual Reality Interactive Demonstration					

Tuesday May 22, 2018

9:00 - 10:00 a.m.	B.1 General Session - Tracey Gendron <i>Disrupt Ageism</i>					
10:15 - 11:45 a.m.	B.2 LeadingAge Town Hall Conversation			B.3 MOVE-ing Toward Person-centered Care: Practical Tools for Caregivers <i>Leah Brandis and Serena Hasworth, MOVE</i>		
11:45 - 1:15 p.m.	Annual Meeting and Award Luncheon <i>Sponsor Orrick, Harrinton & Sutcliffe, LLP</i>					
1:30 - 2:45 p.m.	B.4 Fair Housing Refresher <i>Colleen Bloom, LeadingAge</i>	B.5 Aging, What's It Good For? <i>Julie Interrante</i>	B.6 Insider Perspectives on Design Strategies for Success <i>Lisa Warnock and Lisa Sneddon, LRS Architects</i>	B.7 Hot Topics in Senior Living <i>Sarkis Garabedian, Ziegler</i>	B.8 Collaborative Communication: Conversation Partnerships Between Residents and Staff <i>Claudia S. Blumenstock, Copernicus, Inc.</i>	B.9 Safe Antipsychotic Reduction & Positive Approach to Care <i>Chris Harris and Susan Debates, Consonus Healthcare</i>
3:00 - 4:15 p.m.	B.10 Telehealth in Post-Acute Care: Efficacy and the Future <i>Aaron Reese, Infinity Rehab</i>	B.11 "Alexa, help me live well" <i>Megan Thompson and Diane Hood, Mary's Woods</i>	B.12 Transforming Activities for the Cognitively Impaired <i>Cordula Dick-Muehlke, Cordula Cares</i>	B.13 How Happy Would You Be? Understanding Residents' Lives <i>Claudia S. Blumenstock, Copernicus, Inc.</i>	B.14 Infection Preventionist – Key Role in Successful Outcomes <i>Laura Chambers and Lisa Thomson, Pathway Health Services, Inc.</i>	
6:00 - 9:30 p.m.	Dinner, Dessert Dash and Dueling Pianos <i>Sponsor McKesson</i>					

Wednesday May 23, 2018

9:00 - 10:15 a.m.	C.1 Transforming Senior Communities with Fulfilled and Purpose-Oriented Employees <i>Jim Finkelstein and Sheila Repeta, FutureSense</i>	C.2 I'm a New Manager, Now What? <i>Bill Zipp, Leadership Link</i>	C.3 Everything You Always Wanted to Know About LeadingAge Oregon <i>Ruth Gulyas, LeadingAge Oregon</i>
10:30 - 11:30 a.m.	C.4 Closing Session - Amy Dee From Zero to Hero: Remember Your Power to Make a Difference <i>Sponsor LCG Pence Construction</i>		

Monday, May 21

Fun Run/Walk

Thank you to our sponsor *LCG Pence Construction*

7:00 a.m.

Join us for the annual LeadingAge Oregon 5K Fun Run/Walk! A great way to jump-start your conference experience in the fresh Central Oregon air! See more information on Page 7.

Opening Keynote

Thank you to our sponsor *Columbia Roofing and Sheet Metal*

10:00 - 11:30 a.m.

Jake French

Life Happens - Live It!

Ever wonder how some people can go through almost unthinkable challenges personally or professionally, and still come out on top? While others get derailed by the little bumps in the road? Jake shares the tools, mindsets, and strategies needed to turn adversity into opportunity, steer clear of burn-out or self-doubt, and create the kind of focus that can take your life and career as high as you want to go! Everyone — from new employees to seasoned pros - will find inspiration, motivation, and limitation conquering courage from this timely and compelling keynote from a young man who refuses to let a life-changing accident keep him down.

Jake will share how we can:

- Positively ACT on, rather than REACT to, life's curve balls— personally and professionally.
- Identify negative thinking and turn it into positive power.
- Keep your eye on the doughnut, not on the hole with strategic, targeted focus.
- Find the opportunities in CHANGE.
- Become more RESILIENT than any challenge that happens to you.

You'll walk away inspired, changed, and ready to leave excuses behind. Why? You will GET that 99% of the reasons we create in our minds why something can't be done will be taken away by a young man who lives every day in a rolling excuse but refuses to use it.

Trade Show and Treasure Hunt with Lunch

Thank you to our sponsor *Morrison Community Living*

11:30 - 1:00 p.m.

Eat your lunch at your leisure, either before or after browsing our exhibits. Learn about new products and services to help you do your job, in a fun and festive atmosphere. And don't forget to find your envelope in our Trade Show.

Concurrent Sessions

1:00 - 2:15 p.m.

Select from the following sessions

A.2 Emergency Preparedness Panel

Emergency Preparedness can seem like another box to check on a never-ending to-do list. But this panel will help with the reality of being prepared for an emergency with the population we serve. Hear from LeadingAge Oregon members who have been through true emergencies, and what they've learned (and what they'd do differently next time!). Also, learn from a member who has harnessed the enthusiasm of their residents and are becoming well equipped to move into action should the need arise. And finally, in this session understand what emergency preparedness looks like from the perspective of the Deschutes County Sheriff's office.

- Understand the fundamentals of being prepared for an emergency, and examining what that emergency may be.
- Examine how your plan can change with unforeseen circumstances.
- Hear about ways to involve residents in planning and preparation.

Presenter(s): *Eric Sholty, Pacific Retirement Services; John Schallberger, Rose Villa; Deschutes County Sheriff's Office*

A.3 The Future is Now: Data Driven, Therapeutic, Person-Centered Engagement

Many times, in senior care, an older adult can experience boredom, loneliness, and helplessness as they age due to cognitive changes and a lack of person-centered engagement. Subsequently, older adults are at risk for increased levels of isolation, depression, increased fall risk, behaviors associated with dementia, over prescription of drugs such as antipsychotics and antidepressants and low quality of life. Providers are being asked to do more with fewer resources while also facing higher acuity residents, more regulations and falling reimbursement rates. Resident engagement is traditionally conducted by the activity or recreational therapy department, which is primarily paper-based and therefore in need of technology advancement. To truly realize person-centered engagement, there is a need for more integrated, user-friendly, digital engagement solutions to address the needs of our older population in a cost conscious, clinically sound and individualized manner.

- Hear how resident engagement data can be used to improve management, ensure accountability and allow for performance review.
- Examine the future of resident engagement which will be therapeutic and aligned with quality of life and health outcomes.
- Explore how they can truly make resident engagement person-centered so that every older adult can live their life to its fullest based on their unique interests and abilities.

Presenter(s): *Charles de Vilmorin, Linked Senior, Washington, DC; Rob Winningham, Western Oregon University, Monmouth, OR; Ethan A. McMahan, Western Oregon University, Monmouth, OR*

A.4 Confronting Mental Health Needs in Senior Care

As providers of services and care to seniors, we are no strangers to behavioral changes. How often, however, do we look behind our residents' behaviors to determine if they have an unmet – or perhaps undiagnosed – mental health need? Many of us are trained to identify and address dementia, which is common in our communities, but we may not have the skills to identify, let alone address, mental illness. In this interactive session, an attorney who has counseled senior care and housing providers for nearly 30 years and a geriatrician who has addressed challenging medical and behavioral issues facing older patients for 20 years will confront this difficult issue. They will identify some of the unmet needs of senior care residents with mental health issues, identify their vulnerabilities, and underscore the need to determine residents' competency and perform a mental health assessment. They will then make practical suggestions for balancing members' legal risk and their duty to provide effective care to residents.

- Identify unmet needs of senior care residents with mental health or cognitive challenges, whether diagnosed or not.
- Consider vulnerability of this population to eviction, financial abuse, adverse drug interactions, and untreated pain.
- Help senior care providers balance legal risk with their responsibility to provide effective care to residents; underscore need for mental health assessment.

Presenter(s): Pamela S. Kaufmann, Esq., Hanson Bridgett, LLP, San Francisco, CA; Elizabeth Landsverk, M.D., ElderConsult Geriatric Medicine, Burlingame, CA

A.5 Stop Employee Conflict Today: Lead Your People Out of Their Unending, Unnecessary, and Unproductive Drama, for Good.

Most of us will do anything to stop conflict. Because, even minor conflict reduces attention to work and can lead to infighting, distrust, and lowered productivity. When things really turn ugly at work we see drama; displayed in absenteeism, over-used sick time, insults, positioning, rumors, gossip, passive-aggressiveness, backstabbing and nasty politics. You know what happens when you can't get on top of this. The troubled employees stay, and the good ones leave. This session will introduce the insidious and relentless drama triangle. That's where the bosses and well-meaning people get caught up in rescuing the "victims" from the "villains". You'll be amazed how easily you'll identify this notorious conflict causer and how many of those roles you and your staff unwittingly take on. You'll love even more knowing how to shut it down. Get ready to lead your people out of drama and back to work!

- Identify the three ever-present, interchangeable psychological roles that people play in conflict (and why it's killing workplace productivity).
- Gain unique insights into shutting down the differing psychological roles.
- Receive coaching in enhanced conflict resolving tools you can apply immediately.

Presenter: Pamela Cournoyer, Powerful & True, Inc. Leadership Mastery, Tigard, OR

A.6 Incident Investigations: Don't Let The Regulatory Detectives Conduct Your Incident Investigations

With both state and federal regulatory agencies increasing scrutiny on resident safety and quality of care in long term care and assisted living settings, a basic protocol for handling day-to-day internal investigations is more important than ever. Having institutionalized policies and procedures for conducting timely investigations gives providers an opportunity to gather independent and objective facts and evidence. Investigations will also assist providers with responding to regulatory inquiries, investigations, and government sanctions where noncompliance is found. Conducting complete and thorough incident investigations gives providers the initiative to learn and organize the facts of any resident incident before regulators determine and evaluate those facts and circumstances. In this session, we will walk you through real life scenarios as we discuss these topics.

- Learn the best practices for writing and implementing an internal investigations policy.
- Learn best practices for conducting internal investigations, including tips for managing witness interviews.
- Learn best practices and application of the scientific method to analyze data and incidents.

Presenter(s): Gabriela Sanchez, Lane Powell PC, Portland, OR; Joe Greenman, Lane Powell, Portland, OR

A.7 Book Discussion "Turning Goals into Results"

Join us for a discussion based on the Harvard Business Review book, "Turning Goals into Results: The Power of Catalytic Mechanisms" by Jim Collins. Read this short (only 73 pages!) book before the conference, and participate in a discussion about turning lofty aspirations into reality. The discussion will be lead by Delvin Zook from Rock of Ages. Hear how they have implemented the principles of the book, by having paychecks affected by customer satisfaction. Delvin will also share what they have learned in the process by allowing their customers to show their satisfaction through the payment process, and yet not make it a payroll nightmare. The discussion will also include other ways to make real and dramatic changes to your organization using the tenets outlined in the book.

Facilitator: Delvin Zook, Rock of Ages, McMinnville, OR

Concurrent Sessions

2:30 - 3:45 p.m.

Select from the following sessions

A.8 REAC Update

An entertaining presentation that simplifies the complex REAC process, this session is designed to provide insight and direction to property managers, maintenance staff, and company executives on how to understand how the UPCS inspection code works and how to prepare for REAC Inspections. Attendees will learn how inspections are designed into categories of inspectable areas and items. A variety of topics will be addressed, most importantly - how to ensure success on every inspection and know when you got lucky and when you were truly ready. All attendees will receive a pocket-sized Field Guide to UPCS Compliance.

- Understand how the UPCS inspection code works.
- Learn best methods for preparing your property item.
- Know when you are ready for an inspection.

Presenter(s): Scott Precourt, US Housing Consultants

A.9 Compassionate Communication in Eldercare

Caregiving, while it is satisfying, rewarding, and even joyous - it can be frustrating, exhausting, and demanding. How do we get less of the bad experiences and more of the good? Compassionate Communication is a world-renowned training that is deeply powerful in helping us get our own needs met, including our need to help others. Rooted in self-awareness and self-care, Compassionate Communication gives you a new way to use language, thoughts, and actions to create a more peaceful, satisfied world.

- Learn how to revitalize your ability to better get your own, and others', needs met.
- Discover how your awareness of your own needs, including your need to help others, is often blocked, and how to unblock it.
- Improve your ability to communicate clearly, be heard as you would like to be, and listen effectively.

Presenter(s): Tina Taylor RN MS, Stress Solutions, Corvallis, OR

A.10 Privacy & Data Security for Senior Living/Long Term Care Employers

Senior Living and Long Term Care employers must utilize technology and work with substantial amounts of electronic data that includes private and highly sensitive information. Because this private workplace data is created, stored, used, and shared through computers, smart phones, and other complex (but potentially security-vulnerable) technology, Senior Living and Long Term Care employers are faced with substantial workplace privacy and data security challenges. This presentation will address cyber threats commonly faced by our industry and offer practical advice on how employers can assess, address, and mitigate ever-evolving workplace privacy and data security risks. The session will also cover policy development for employee-based privacy data security and implementation, and workforce training on best practices to prevent, detect and respond to possible data breaches.

- Bring Senior Living/Long Term Care employers up-to-date on privacy and data security risks in their workplaces.
- Provide an overview of laws that impact how employers respond to workplace privacy and data security issues.
- Provide practical steps and best practices that employers should undertake to help prevent and respond to workplace privacy and data security breaches.

Presenter(s): Jeff Duncan Brecht, Lane Powell PC, Portland, OR

Presenter(s): Claudia Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY

A.11 Marketing to the New Senior Living Consumer

Despite mounting scientific and psychological evidence about how people feel, regardless of their age, many senior living communities continue to utilize photos of smiling grey haired people to market their communities. The new consumer is savvy and educated about their options and future. They feel 35 inside, regardless of their age. And very different than their parents, many are planning a move earlier to a community that is a good fit, and they do not want to leave this decision to their children. This session is a panel of two communities that have success marketing to the new consumers. Hear from the marketing directors about how they've appealed to the more savvy target audiences.

- See creative, tactics and marketing campaign ROI figures for two communities that have been focusing on marketing to the new 62+ consumer.
- Hear about the strategies that informed these case studies. The who, what and why's of how to communicate to gain action.
- Leave this session with tangible information, for how your organization could proceed with shifting your messaging and marketing strategies to increase effectiveness.

Presenter(s): DeAnne Clune and Cythia Cruver, 3rdThird

Marketing, Seattle, WA; Ann Vey, Hearthstone, Seattle, WA;

Don Warfield, Skyline, Seattle, WA

A.12 From Generation Cohorts to Embracing Age Diversity: A Shifting Mindset

Working with a variety of generational cohorts can bring strength to an organization as well as posing challenges. Join LeadingAge Oregon member, Friendsview as they discuss how their community has embraced the strengths of age diversity. Friendsview was spotlighted in a study LeadingAge and partner organizations conducted on the subject of Intergenerational Programming in Senior Housing.

- Explore the characteristics, commonalities and differences that may exist among different generational cohorts working in aging services.
- Understand the importance of focusing on the strengths age diversity brings to a workplace - as opposed to emphasizing generational differences.
- Gain ideas and examples of age-informed programs and strategies designed to support and be inclusive of employees of all ages.

Presenter(s): Todd Engle and Kathryn Saunders MSW, Friendsview Retirement Community

A.13 Reducing Unwanted Behaviors by Using Cutting Edge Non-Pharmacological Behavior Interventions

Unfortunately, people with dementia often engage in behaviors that can negatively affect their quality of life. Caregivers and staff members are often unsure how to handle unwanted and challenging behaviors. In this presentation, we will discuss how and why brain changes often lead to unwanted behaviors. Then, we will discuss a myriad of responses and interventions. Attendees will learn many new strategies that could help them better respond to unwanted behavior and reduce its frequency. These strategies have the potential to reduce antipsychotic medication if the unwanted behaviors can be dealt with using these techniques. In addition, attendees will learn how to engage residents in activities designed to improve attention and their ability to inhibit or not engage in maladaptive behaviors and emotional outbursts.

- Be able to describe how to customize redirecting strategies that will work best for any given individual
- Be able to describe how meditation, physical exercise, and cognitive interventions could reduce unwanted behavior.
- Be able to describe how knowledge of antecedent conditions could be used to reduce unwanted behavior.

Presenter(s): Robert G. Winningham, Ph.D., Western Oregon University, Monmouth, OR

Trade Show with Chocolate Tasting, Exhibitor Reception and Drawings

3:45 - 5:15 p.m.

Be sure to stop by our afternoon trade show to enjoy a chocolate tasting event, sponsored by our exhibitors! You will also want to stick around for prize drawings from 4:45 to 5:15 p.m. (you must be present to win)

Special thanks to our Beverage Sponsor Pacific Retirement Services

Virtual Reality Interactive Demonstration

Join us for a fun and informative way to cap off the day! Rendevar will be providing Virtual Reality (VR) games and tours for a hands-on look at how VR can be used in senior communities. Hear from both Rendevar and a LeadingAge Oregon member community who has recently begun using VR programming with their residents, in this entertaining and informative experience.



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General Session

9:00 - 10:00 a.m.

Tracey Gendron

Disrupt Ageism

The vision of LeadingAge, our national association, is to have "An America freed from ageism." In this session **Tracey Gendron**, an Associate Professor in the Department of Gerontology in the School of Allied Health Professions at Virginia Commonwealth University, will explore the phenomenon of ageism within all levels of society and professional practice. The cultural narrative of aging as a single story of decline will be discussed and challenged by Dr. Gendron. The negative impacts of ageism and stigma will be discussed along with simple strategies for disrupting them in daily practice. You will hear why the shared experience of aging means we all have a vested interest in creating a society that respects individuals throughout the lifespan. She will discuss current research on ageism and common public perceptions of older adults and ways to re-frame the way you think and communicate about aging.

Concurrent Sessions

10:15 - 11:45 a.m.

Select from the following sessions

B.2 LeadingAge Town Hall Conversation

LeadingAge has established a new national public-policy setting process, the most important part of which is a Town Hall Conversation in each state. This Town Hall Conversation will provide crucial feedback to national LeadingAge. It will be used to set public priorities to better represent your interests and the interests of older adults in Washington. This is an opportunity for LeadingAge members – whether a Life Plan Community, affordable housing, assisted living, nursing facility, home care or another setting - to tell us about the policy issues that matter to you. Tell us how they affect the older adults you serve. You may have stories to share about how policies affect the lives of the older adults you serve, stories that illustrate the successes and challenges policy creates. LeadingAge wants to hear from you. Please join us for this important and exciting event!

Guest: Roberta Jacobsen, LeadingAge Board Member

Convener: Diane Hood, LeadingAge Oregon In-Coming Board President, Mary's Woods

B.3 MOVE-ing Toward Person-centered Care: Practical Tools for Caregivers

Everyone says they are providing it but what does it really mean to provide person-centered care? How can caregivers be sure they are doing it? This session, hosted by MOVE (Making Oregon Vital for Elders), Oregon's coalition for culture change in long term care, will explore the components of person-centered care and tools for incorporating person-centered care into your care routines. A new web-based training tool for caregivers and how it can be used to support person-centered care in multiple settings, including adult foster homes, assisted living and residential care, memory care and nursing homes will be highlighted.

- Describe the multiple components of person-centered care.
- Apply the mnemonic "TRACK" (Tune-in, Relate, Assist Autonomy, Collaborate, Know the Person) to enhance person-centered care practice.
- Identify resources for person-centered care.

Presenter(s): Leah Brandis and Serena Hasworth, MOVE

Annual Meeting and Award Luncheon

Thank you to our sponsor Orrick, Harrington, Sutcliffe, LLP

Noon - 1:45 p.m.

Join us for an inspiring event as we celebrate our amazing award recipients, accomplishments and board members.

Concurrent Sessions

1:30 - 2:45 p.m.

Select from the following sessions

B.4 Fair Housing Refresher

Fair housing issues can arise in the most unexpected ways, but having a good awareness and clear operational policies can help protect you from running afoul of the law. This refresher session is suitable for all staff and all senior housing communities.

- Obtain an overview of fair housing and ADA laws, protected classes, and recent clarifications in policy.
- Explore issues and some misconceptions related to reasonable accommodation, motorized vehicles, and assistance animals.
- Review common fair housing situations - and share some of your own aging services provider stories (we all have them!!).

Presenter: Colleen C. Bloom, Director for Housing Operations, LeadingAge, Washington DC

B.5 Aging, What's It Good For?

What is aging good for? And more importantly - 'What am I good for?' is often the question heard from seniors. Living longer with physical, mental and emotional changes is a life transition no one is prepared to face. We live in a culture that caters to the young, touts that 70 is the new 50 and promises renewed energy and vitality through potions, herbs, vitamins, and Viagra. There is a great deal of living to do at all ages, but ignoring how aging changes people robs us of the perspective and balance that elders bring to life. Participants will take away skills for starting and continuing a conversation of what aging is good for; they will learn new ways to talk about the life change we call aging.

- Hear why it is vitally important that elders stay involved and committed to family, friends, children and community.
- Learn how to begin and sustain a conversation with elders about the importance of staying involved, being creative and bringing life experience and presence to our communities.
- Recognize the need for assisting elders in identifying what they bring to our culture and help them embrace their true importance in sustaining a healthy, balanced culture.

Presenter(s): Julie Interrante, Sacramento, CA

B.6 Insider perspectives on Design Strategies for Success

Join a fun and informative conversation about important interior design decisions that affect marketing, resident care, and overall community perception. The presenters will discuss and share insights on simple and easy to implement ideas that can impact the overall feel and energy of a community and how to create a great first impression using the factors that ARE in your control. Also, learn important considerations to keep in mind when selecting and approving finishes and furnishings in a remodel or new build to ensure they look great as long as possible while enhancing resident comfort and quality of life. In addition, learn about the benefits of Tunable Lighting and the effect lighting has on circadian rhythms and the overall health and well-being of residents AND care providers.

- Learn how to better position your community to stand out from the competition during tours.
- Learn how to identify the right materials for the right locations in a remodel or new build.
- Analyze and communicate the do's and don'ts of a successful community design.

Presenter(s): Lisa Warnock, LRS Architects, Portland, OR; Lisa Sneddon, LRS Architects and Senior Living Experts, Portland, OR

B.7 Hot Topics in Senior Living

The senior living environment is undergoing significant change. Competitive pressures are high and come from many directions. At the same time, many providers have dated physical plants, and seek to establish strategies to work in the post-acute environment that healthcare reform has wrought. This session will cover hot trends of the next year – competitive pressures, healthcare reform/skilled nursing environments, marketing, occupancy development, technology integration, construction and redevelopment, consumer preferences/change, demographics, and finance among others. This session will also feature national trend information around growth strategies among the LeadingAge Ziegler 150, consumer trends, financing trends, sponsorship transition activity, and other pertinent data. Case studies of successful growth execution will also be presented.

- Learn how successful senior living organizations in Oregon and nationally are growing their businesses, sharpening their competitive positions and increasing their "footprints" in their markets.
- Gain insights into how the capital markets view growth, and consider key strategies for successfully financing growth strategies.
- Come away with strategies for improving operations and occupancy.

Presenter(s): Sarkis Garabedian, Ziegler, Seattle, WA

B.8 Collaborative Communication: Conversation Partnerships Between Residents and Staff

Long term care is facing an unknown and challenging future. Heavy for-profit activity and pressures from multiple directions abound, including staffing shortages, health care reform, declining reimbursement, aging physical plant, and alternative service models. Strong capital flows into the for-profit sector have led to new hospitality focused models leaving older non-profits scrambling to catch up. This session will provide an opportunity to assess current data and analysis, learn how to recognize the opportunities and threats of your local market, and explore the repositioning process. After assessing the "not-for-profit difference," we will look to provide several perspectives on the sustainability of the not-for-profit mission.

- Gain insights into where the post-acute and long-term care are headed.
- Identify ways of evaluating local market opportunities and threats.
- Obtain insights about critical data to help re-position your skilled nursing facility.

Presenter(s): Claudia S. Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY

B.9 Safe Antipsychotic Reduction & Positive Approach to Care

The goals to safely reduce antipsychotic use in those living with dementia can be achieved by delivering health care that is person-centered, comprehensive and interdisciplinary. This session will provide best practices for reducing the use of off-label antipsychotics to safely meet regulations. Before contacting the prescriber to discuss potential dose reduction, it is important for the interdisciplinary team to have a strategic approach that incorporates adequate assessment, clinical judgment, planning, implementation and an evaluation plan to improve outcomes. In this session, you will hear from two unique perspectives – nurse and pharmacist – and how their collaboration in reviewing the medication regimen help identify medication-related issues that can contribute to behaviors. Participants will gain resources to add to their tool boxes in their continuous effort to reduce psychotropic medications and achieve excellence.

- Align goals and create best practices for reducing off-label antipsychotics.
- Identify tools for education, communication and tracking/trending.
- Review medication-related issues that can contribute to problematic behaviors in dementia and suggest alternatives.

Presenter(s): Chris Harris, Consonus Healthcare, Milwaukie, OR; Susan Debates, Consonus Healthcare, Milwaukie, OR

Concurrent Sessions

3:00 - 4:15 p.m.

Select from the following sessions

B.10 Telehealth in Post-Acute Care: Efficacy and the Future

Telehealth traces its roots to 1876. Since then the practice has evolved with advances in technology and advances in health care policy. Easy and affordable access to technology and quality internet connections have improved the service delivery model. This session will provide a brief review of the history of telehealth with a focus on the effectiveness of telehealth as a service delivery model amongst the therapies (speech, physical and occupational therapy) and nursing services in the post-acute industry. Future implications for telehealth will be discussed as well as its current benefits.

- Explore current efficacy studies and review the literature regarding the quality of telehealth in post-acute settings as it relates to nursing care and speech, physical and occupational therapy.
- Discuss effective telehealth implementation strategies in the post-acute setting for effective service delivery.
- Examine the benefits of telehealth implementation in post-acute care facilities in remote and rural locations facing nursing and rehab therapy staffing shortages.

Presenter(s): Aaron Reese, EdD, Infinity Rehab, Portland, OR

B.11 "Alexa, help me live well"

LeadingAge Oregon member Mary's Woods has recently collaborated with Amazon, using their smart home devices, to pilot and discover new ways for smart homes to help folks live well and avoid some of the negative outcomes that can come with aging in place when support resources are limited. In this presentation hear how social isolation, forgetfulness, malnutrition, poor eyesight, or hearing and other afflictions often can be prevented with the right kind of help. In this session you will hear how medication reminders, food delivery, climate control, lights and phone operation can be done via voice recognition. Also, learn how "Alexa" can play music and stimulate socialization and engagement in current events decreasing depression and providing a platform for lifelong learning and life work.

- Learn how to utilize Alexa's skills to enhance the lives of seniors whether they are in a private home or in a community.
- See demonstrations of drop-in calls, medication reminders, brain exercises, music selection, grocery orders, and more.
- Hear about Mary's Woods and Amazon's pilot program and the benefits of Alexa to their population of residents and staff on and off campus.

Presenter(s): Megan Thompson, Mary's Woods, Lake Oswego, OR; Diane Hood, Mary's Woods, Lake Oswego, OR

B.12 Transforming Activities for the Cognitively Impaired with Purpose

Engaging, purposeful activities are key to quality of life for cognitively impaired residents. Just as "fun" is one important part of our lives, so it remains a significant element in a broader program centered on creating meaning. In this session, attendees will learn how to transform simple activities like sorting buttons into, for example, button art that can be hung and serve as a source of pride and affirmation for the artist(s). Activities designed for persons with mild cognitive impairment or early dementia can be similarly transformed by drawing on the person's background, interests, and preferences, as well as emphasizing therapeutic benefits. Additionally, the presenter will discuss barriers, such as lack of time, that can make it challenging for staff to provide a purpose-driven activity program and offer suggestions to address these.

- Participants will be able to identify the steps involved in developing purpose-driven programming for residents with mild cognitive impairment to late dementia.
- Participants will identify at least two tools (online, print) to aid them in developing purposeful activities.
- Participants will be able to immediately implement at least two new/transformed activities to enhance a sense of meaning in their cognitively impaired residents.

Presenter: Cordula Dick-Muehlke, Cordula Cares, Santa Ana, CA

B.13 How Happy Would You Be?

Understanding Residents' Lives

There is an imperceptible trend weaving its way through the lives of our elders. A subtle fading of experiences that bring meaning and purpose to one's life is taking place. As physical and cognitive skills decline, the attention of older adults, their family members and caregivers turns to putting in place the highest quality of care and support services possible. With this as an appropriate main-focus, engaging aging with meaningful living and joyful experiences often plays a smaller role in the "care" model. These life experiences, however, define and sustain us and provide the hope and optimism that nurtures one's spirit. What would it be like to experience life changes and challenges as a resident in your community? What would you want for yourself? What would you do to get it? This interactive session offers the opportunity to explore loss of purpose from the perspective of a resident. It provides concepts that teach participants how to understand other viewpoints and tools and resources to help reestablish richer living.

- Examine the progression of loss that residents confront.
- Consider skills to adopt other points of view.
- Consider methods that will help participants and residents reap the benefits of engaging in purposeful life activities together.

Presenter(s): Claudia S. Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY

B.14 Infection Preventionist – Key Role in Successful Outcomes

The role of the Infection Preventionist (IP) continues to evolve as a key member of the leadership team in a long-term care organization. As leaders in today's health care environment, this key role is critical to your organization's clinical, operational and financial health. While the IP is responsible for developing concrete best practices to be able to prevent and control infections and communicable diseases as well as engage the care team to follow exceptional processes for successful outcomes, today's leaders need to understand the importance of this role as well as how it integrates into all aspects of the organization. Attendees will be provided with leadership strategies as to how to incorporate regulatory compliance and quality outcomes in a user friendly manner to encourage positive staff involvement in the Infection Prevention and Control Program.

- Identify both regulatory requirements and best practices necessary to include in the Infection Prevention and Control Program policies and procedures.
- Describe the role of the Infection Preventionist in development, implementation and coordination of the facility wide Infection Prevention and Control Program.
- Describe 3 leadership strategies for quality monitoring for successful outcomes.

Presenter(s): Laura Chambers, RN, MSN, RAC-CT, CIMT Senior Nurse Consultant, Pathway Health Services, Inc., Lake Elmo, MN

Dinner, Dessert Dash and Dueling Pianos!

6:00-9:30 p.m.

Join us for "Fun Night"! Enjoy a buffet dinner, followed by an exciting Dessert Dash to raise some funds for our PAC. Then, be ready to be entertained with the high energy Jeff & Rhiannon Dueling Pianos Show. You won't want to miss it!

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McKesson*

Be engaged.

Make a difference.

*Become who you are
meant to be.*

Wednesday, May 23

Concurrent Sessions

9:00 - 10:00 a.m.

Select from the following sessions

C.1 Transforming Senior Communities with Fulfilled and Purpose-Oriented Employees

Imagine a senior community built intentionally from the inside out – with a unified sense of purpose amongst the staff, residents, and families alike. Faced with ever-changing legislation, a shortage of qualified candidates, increased employee turnover and a myriad of other challenges, senior care organizations are considering new ways to build and develop their workforce to create transformative communities for residents and their families. Recent studies show the link between purpose and positive outcomes in senior populations. Staffing senior communities with employees who have a greater sense of purpose has never been more important. Research shows purpose oriented workers are more likely to be in leadership positions, more likely to be promoters of their employers, have higher levels of fulfillment in their work, are significantly more productive in their roles and have a longer tenure in their jobs. Participants will have a clear picture of the benefits to residents when a culture of purpose exists.

- The Vision: Get an understanding of the purpose of communities and why they matter?
- The Reality: Recognize and identify strategies on the staffing challenges facing building purpose communities as well as how to select, retain, and motivate staff for these communities.
- The Solution: Identify the strategies to build and sustain a culture of purpose.

Presenter(s): Jim Finkelstein, FutureSense, LLC, San Rafael, CA; Sheila Repeta, FutureSense, LLC, San Rafael, CA

C.2 I'm a New Manager, Now What?

Congratulations, you've been promoted! The word "manager" now sits under your name on your business card (and everywhere else). What do you do now? Where do you start? And, most importantly, how in the world do you lead the people who used to be your peers? Especially that difficult person who wanted the job you got? This is a hands on, fully interactive workshop that explores typical new manager scenarios and the very real challenges that arise. Come ready to join the collective wisdom of others and discover the secrets to succeeding in your first management role.

- Learn how get started right as a new manager and succeed in the role from day one.
- Explore how to respond when those who used to be your peers test the boundaries of your leadership.
- Discover how to take care of yourself for a lifetime of leadership effectiveness.

Presenter: Bill Zipp, President, Leadership Link, Inc., Corvallis, OR

C.3 Everything You Always Wanted to Know About LeadingAge Oregon

We are the statewide association of not-for-profit and other mission-directed organizations dedicated to advancing quality aging services in Oregon through advocacy, education and fellowship. What exactly does this mean? For those who are not as familiar with us and/or for those wanting to know more, this session will go into depth about who we are and what we do.

- Learn about who makes up LeadingAge Oregon, our history, role in the community and how we're governed.
- Explore the benefits of being a member including our advocacy, education and other membership programs/services.
- Learn about how our partnership with national LeadingAge works and how you can be involved.

Presenter: Ruth Gulyas, LeadingAge Oregon

Closing Session

Special thanks to our Sponsor LCG Pence Construction

10:15-11:15 a.m.

Amy Dee

From Zero to Hero: Remember Your Power to Make a Difference

Who you decide to be in this world matters. That's why—with the right attitude—no job is small and profound satisfaction can come from finding meaning in everyday actions. By learning how your brain affects your own behavior and influences people around you, Amy uses hilarious stories to help discover how to take responsibility for your actions and attitude. You'll explore how to bring a positive attitude from "inside" rather than trying to extract it from external events during the day. You'll realize that for every act of violence and horror we hear about there are thousands of unheralded acts of kindness. Laugh while you discover delightfully practical ways to develop kindness, positivity and deal more effectively with negative people and situations.

Be sure to stay for our traditional Closing Drawing!

Conference Registration Information

Conference registration is all online - see page 18 for more information

Please note that the "member rate" is available to members of LeadingAge Oregon. Different rates apply for provider participants and business representatives; see pages 20 & 21 for details.

The full conference fee includes all educational sessions and the following meals and special events: Sunday Welcome Barbecue; Monday Trade Show Lunch and Trade Show Wine Tasting and Reception; Tuesday's Annual Meeting Luncheon, Dinner and Carnival.

One-day fees are also available for provider participants:

The **Monday-only** fee includes • Sunday Welcome Barbecue • All Monday educational sessions • Conference keynote
• Trade Show Lunch and Reception

The **Tuesday-only** fee includes • Monday's Trade Show Wine Tasting and Reception • Tuesday educational sessions
• Annual Meeting Luncheon • Tuesday Dinner and Carnival

The **Wednesday-only** fee includes: • Wednesday educational sessions • Closing session

If any person from a facility/organization registers for the full conference, at least one person from the facility/organization must pay the first-person full conference fee. If facilities/organizations are affiliated, each site is considered a separate entity.

Spouse/guest registration Included in spouse/guest registration: the Sunday Welcome Barbecue, Monday Trade Show Wine Tasting and Reception, Tuesday Dinner & Entertainment, and Wednesday's closing session. If a spouse or guest wishes to attend educational sessions, he/she must pay conference fees.

Silver Star honoree Silver Stars may attend the Tuesday luncheon and Tuesday educational sessions of their choice at no charge. Silver Stars who wish to attend the entire conference receive a \$50 discount off the registration fee.

Lodging Information Lodging arrangements should be made directly with Eagle Crest Resort by calling 1.800.682.4786 or 1.541.923.2453. Our special rates are:

Double Queen: \$109 King Room: \$109 1-Bedroom Suite: \$129
Condo: 2-bedroom: \$199 3-bedroom: \$249 4-bedroom: \$299

Minimum 2-night stay for condos/homes. These rates do not include a 17.8% lodging tax.

Cancellations: Hotel rooms: 48 hours in advance; Condos: 3 days in advance

Please note that rooms at these rates are being held through **April 20** only, so make your reservations early!

Continuing Education Credits CEU approval is pending from the Oregon NHA board. ALF/RCF Administrator CEUs are available, including Memory Care CEUs.

Who Should Attend LeadingAge Oregon's Annual Conference is designed to provide valuable educational and networking opportunities for all administrators, department managers and staff from **nursing homes, assisted living/residential care, senior housing, CCRCs home care agencies and other home and community-based service organizations**, including but not limited to:

- Administrators/CEOs • Directors of Nursing/Nurses • Dietary • Finance Directors • Marketing
- Human Resources • Facility Services/Maintenance • Social Services • Chaplains • Activities/Wellness
- Fund Development/Foundation Staff • Department Managers • Supervisors • Frontline staff

What to Wear Casual attire is appropriate for all educational sessions and social activities. Please be aware that meeting rooms vary in temperature; for your comfort, we recommend dressing in layers and keeping a sweater or jacket handy.

Watch for handout e-mail Please note that we do not provide hard copies of handouts for breakout sessions (except by special speaker request). Instead, we post the handouts online for conference attendees to download, save to their laptops or iPads, or print if they so desire. We begin posting handouts about two weeks before the conference; watch for your e-mail notification.

Conference App Download our Mobile Event App before you arrive!

Before the conference we'll send you information about how to download the app, which will contain all the information you'll need to enhance your event experience. Features include the conference schedule, the ability to create your own personalized schedule, and access to session descriptions, speaker information, exhibitor listing, maps and more! Make sure we have your personal e-mail address when you register so we can send you a link to the app before the conference.

Registration and Pricing Details

Registration is all online at www.leadingageoregon.org

Special thanks to our online sponsor USI

Please register online at www.leadingageoregon.org. You will have the option of paying for your online registration by credit card or by check. (LeadingAge Oregon accepts Visa, Mastercard, Discover and American Express). To register:

1. Go to the LeadingAge Oregon home page, www.leadingageoregon.org, and scroll down to click on the Annual Conference Brochure and Registration Information link.
2. Click on Register Online. On the online form, enter your personal user name and password. (If you have forgotten your user name and password you can go to Member Tools/My Profile and click on "Forgot your Password?" to have your user name and password e-mailed to you).
3. If you don't have a user name and password, you can register as a "new user."
4. Choose your conference sessions and special events. (Be sure to review the session descriptions before you make your selections!)
5. Choose credit card or "Invoice Me" payment option (note: An invoice will be generated when the "Invoice Me" option is chosen. Payment must be made by **Wednesday, May 16**).
6. Does your organization prefer to issue one check or credit card payment for all of your attendees? Simply have each attendee register online and choose the "send check" option, then call us at 503.684.3788 Ext. 305 to arrange for payment.
7. Having problems, or don't have online access? Call us at 503.684.3788 Ext. 305 and we will assist you.

About Registration Each facility must register independently, even when several facilities are governed by a parent company or are located on one campus. Note that if any person from a facility registers for the full conference at least one person from the facility must pay the first person full-conference registration fee. Discounts are offered for second and subsequent registrants from the same facility/site.

Special discounts Silver Stars and Leadership Academy participants Email mkillam@leadingageoregon.org for your registration discount codes.

Scholarships A limited number of scholarships are available for LeadingAge Oregon members who would otherwise not be able to pay registration fees. Call 503.684.3788 for more information.

Cancellations Cancellations for conference registration fees must be sent in writing to Derrinda Van Der Linden, dvanderlinden@leadingageoregon.org, no later than Friday, **May 11** to be refunded (less a \$25 service charge). No conference fee refunds are possible after that date, but you are welcome to send someone in your place; just let us know who is replacing you. Golf: See golf cancellation information on Page 21.

Early bird rates Early bird rates are available through Monday, April 30 only. **All registration fees increase by \$25 on May 1.**

Special attendance rates for Non-Exhibiting Business Members LeadingAge Oregon welcomes our Business Associates who wish to attend our Annual Conference and benefit from the education and networking opportunities. We encourage all of our Business Associate members to join us as exhibitors. For more information about exhibiting, please contact Denise Wetzel at the LeadingAge Oregon office, dwetzel@leadingageoregon.org, 503.684.3788 Ext. 304.

If your company is unable to exhibit this year and you wish to attend as a conference attendee, two Business Associate rates are shown on the rate schedule. One rate is for Business Associates who have chosen a sponsorship with a value of \$400 or more, and another rate is for those who are not exhibitors or sponsors. Registration includes all conference sessions and meals. Please note that these rates are for LeadingAge Oregon Business Associate members only; representatives of non-member companies that sell or market products and/or services to provider organizations are not eligible to attend.

Exhibitor attendance at conference sessions Exhibitors are welcome to attend non-meal conference sessions and may purchase tickets for meals and special events. See the Call for Exhibitors for more information.

2018 Annual Conference Rates

Provider Organizations

Conference fees for the **first registrant** from a single site facility/provider organization:

	<u>Member Price</u> Early Bird rates - by April 30	<u>Non-Member Price</u> Early Bird rates - by April 30
Full Registration	\$425	\$510
Monday only	\$250	\$350
Tuesday only	\$320	\$420
Wednesday only	\$170	\$270

Conference fees for the **second or subsequent registrants** from a single site facility/provider organization:

	<u>Member Price</u> Early Bird rates - by April 30	<u>Non-Member Price</u> Early Bird rates - by April 30
Full Registration	\$325	\$410
Monday only	\$185	\$285
Tuesday only	\$225	\$325
Wednesday only	\$140	\$240

Business Associates

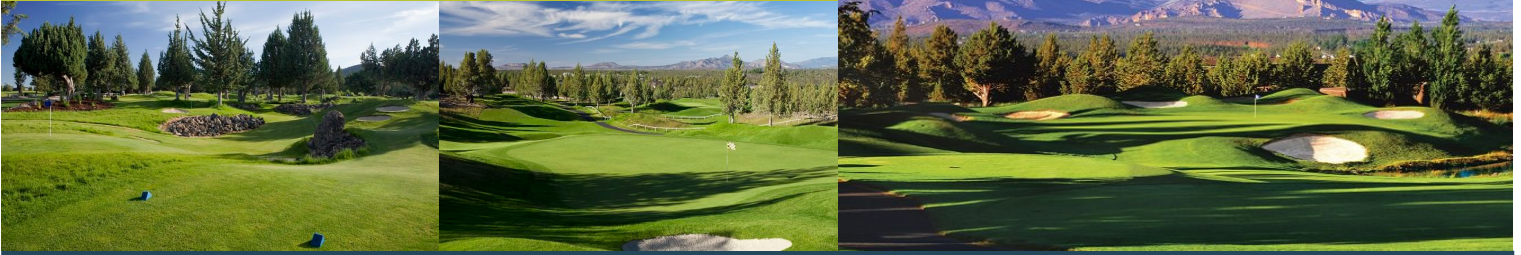
Member Price
Available to LeadingAge Oregon Business Associate members only

Per Person Non-Exhibitor/Non-Sponsor registration fee	\$710
Per Person Sponsor registration fee (Non-Exhibitor)	\$410
<i>*Sponsorship must have a value of \$400 or more</i>	

Special Events

Golf	\$125 (member)	\$175 (non-member)
Guest/Spouse (<i>see page 18 for what's included</i>)	\$ 90	
Extra Banquet Tickets	\$ 60	

GOLFING AT EAGLE CREST



Thank You Title Sponsor



2018 LeadingAge Oregon Annual Golf Tournament

May 20, 2018, Eagle Crest Resort, Redmond Oregon

Come join the fun - all players are welcome, at any skill level!

You might be a golfer who never misses your weekly game. Or maybe you've always wanted to give golf a try! Whatever your skill level - this is the tournament for you!

So gather your colleagues and put a team together or let us know if you need a team. Individuals are welcome to sign up, and we will place you on a team.

Please plan to join us for a "sunny" round of golf and enjoy the fresh air of Central Oregon!

Space is limited. Sign up today!

Check-in: Beginning at 9:30 a.m. (tentative - dependent on tee times)

Cost for Conference Attendees/Exhibitors: \$125; Non-attendees/Non-exhibitors: \$175 (includes course fees, ½ cart rental, box lunch and barbecue)

Tee Times: Begin at 10:00 am – Ridge Course. Tee times will be determined by prior registration

Format: Four-person team scramble: all players tee off, then select the single ball in the best position. Advance to that spot, then all four players hit their ball from that position. Play continues in this manner until the ball is in the hole.

Handicap: We will award prizes for the top three gross (unadjusted score) and net team scores. Our net teams will be using a modified "System 36" format: Teams will be awarded points for their play during the round of golf.

Golf registration is included with exhibit registration online at www.leadingageoregon.org

Eagle Sponsors

