

person-centered care

leader in aging services

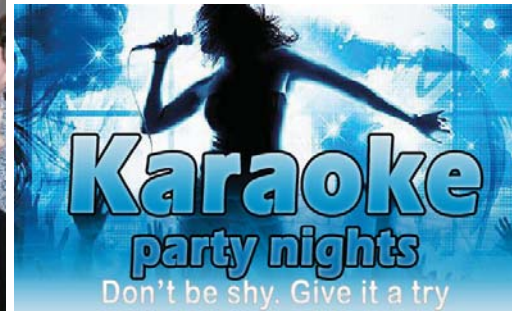


driven by purpose

be the difference

LEADINGAGE OREGON ANNUAL CONFERENCE
MAY 15-18, 2016

Special Thanks to MCKESSON



for their sponsorship of
our Banquet Night entertainment

Casino, Dancing and Karaoke!

Tuesday, May 17



be the difference

LeadingAge[™]
Oregon

2016 ANNUAL CONFERENCE AND EXHIBITION
EAGLE CREST RESORT
REDMOND, OREGON
MAY 15 – MAY 18, 2016



The difference...is you

You expand the world of possibilities for aging every day -- making a difference in the lives of millions of older adults across the country.

You have shown an outstanding dedication to enhancing the lives of older adults so that they may thrive as they age.

Join your peers for an exceptional education experience to explore how you and your organization can continue to excel and Be The Difference in the lives of older adults.

be the difference



be the difference

MAY 15-18, 2016

be the difference

Featured Speakers

Keynote speaker Jean Steel

Jean Steel presented the closing session at the LeadingAge Oregon 2014 Annual Conference, and her evaluations pretty much all sounded something like this:

"This was the best presentation I have ever attended in my 24-year career."

"LOVED LOVED LOVED this speaker!"

"I thought Jean was the best speaker of the week and should have been the keynote!"

We heard you - so we're bringing Jean back!

Born the eldest of five children, Jean Steel spent her formative years—ages 7 to 17—in Africa and Asia. That decade on unfamiliar, foreign soil helped her to cultivate the confidence, strength, and resilience many of us work a lifetime to achieve. A born communicator, Jean has known since college what she wanted to do with her life. She earned her Master's

Degree in Wellness and has been speaking and teaching across the nation for more than 20 years.



In 1999, Jean founded Wellness Works to promote a unique and revolutionary approach to living life well through seminars and teaching engagements. In 2009, she broadened her offerings to include Happy People Win, and its offshoot, Happy Nurses Win. Principles such as self-responsibility, the power of choice, and the art of mindfulness are just a few of the themes that guide a full roster of topics, keynotes, and presentations. More recently, Jean's powerful workshops for employees and managers across the business spectrum are in high demand.

Jean is the author of two books: "I'd Like to Run Wild! A Wellness Action Guide" and "Need Change? Customer Service Tips to Grow from Good to Great."

Haavi Morreim, JD, Ph.D.

Haavi Morreim, JD, PhD, is an academician, attorney and active mediator for litigated and nonlitigated disputes in both civil and family matters.

Dr. Morreim particularly focuses on family-vs-family civil suits. The emotional intensity is comparable to health care conflicts, and the need to find clarity out of highly complex factual situations is likewise similar to health care's multi-dimensional conflicts.

Dr. Morreim brings a distinctive perspective to Conflict Resolution in Healthcare. Although she is a medical school professor focusing on health law and bioethics, her work is not the traditional courses-in-classrooms. Rather, Dr. Morreim is embedded in the clinical setting, based in the regular rounds and conferences during which faculty and physicians-in-training discuss patients,



make medical decisions, and explore broader issues. This has permitted an ongoing, first-hand view of the day-to-day challenges and conflicts that arise for patients, families, physicians, nurses, and others. Conflicts are pervasive throughout healthcare delivery systems that now require intense interdependence among professionals previously accustomed to great independence. From that front-row vantage-point, Dr. Morreim sees adverse outcomes and in-house clashes long before they become deeply entrenched ethics disputes or potential lawsuits.

As an academician Dr. Morreim has authored two books and over one hundred sixty articles in journals of law, medicine, and bioethics, and she has presented hundreds of invited lectures both nationally and internationally. Dr. Morreim is also the daughter of an active, healthy centenarian - - hence a very personal interest in aging!

Eric Moore

Eric Moore is a professional speaker and consultant specializing in customer service and hospitality based out of Boston, MA. Eric's dynamic and passionate

style energizes and entertains with the use of humor and relatability. He has consulted for organizations of all kinds all across the country. He has worked in the customer service industry for over 25 years; owning his own restaurant, working for the New England Patriots and has operated in the field of aging services for over a decade.



Currently Eric owns his own speaking and consulting firm Hospitology Consulting. Eric's passion for reminding us why we do what we do has afforded him the opportunity

to speak to thousands of people across the country. Eric holds a Bachelor of Arts in Communication, a Master's Degree in Education and is a graduate of LeadingAge's Leadership Academy for whom he now sits on its Alumni Board. He is a huge proponent of the idea that "enthusiasm is contagious... but only if it's visible" and upon hearing him speak or consult, you will be too.

Recreation & Events

Annual Golf Tournament to feature "fun" and "serious" groups

We're making a change to the LeadingAge Oregon Annual Golf Tournament! Our Sunday afternoon tournament is a long-standing tradition and provides a great opportunity to begin your conference experience with



some friendly competition, whatever your ability (or handicap) might be! And this year, we're making sure

that all golfers (or non-golfers, as the case may be) feel welcome. You'll have the opportunity to let us know whether you want to golf with the "serious" group (they're the ones who can tell you what a "gross" score means) or the "fun" group (who may not know a driver from a divot). You can sign up with a friend, or sign up by yourself and we'll add you to a foursome. This is your year to give the tournament a try! The event features a four-person scramble format, and lots of prizes in both categories! Special thanks once again to our long-time Title Sponsor, **USI Northwest!**

Choose your own activity

Not a golfer but looking for ideas of how you can spend Sunday afternoon with your team or your family?

There are many to choose from in beautiful Central Oregon! Here are a few options for you:



Take a **horseback ride** along trails around Eagle Crest Resort. The Stables at

Eagle Crest prepares four rides per day for groups of eight or less.

Go on a hike with some of Oregon's most dramatic scenery as your backdrop at **Smith Rock State Park**, just 14 miles from Eagle Crest Resort.

Rent a bike at one of the Eagle Crest Sports Centers and enjoy 11 miles of paved bike trails with jaw-dropping views of Cascade peaks.

Head to Bend for a visit to the renowned **High Desert Museum**, or take a tour at the **Deschutes Brewery**.

For more information on these or other recreational options, contact the Eagle Crest Experience Concierge at 541.504.2306.

Don't miss our Welcome Barbecue!

Last year's conference attendees were delighted when we moved our Welcome Barbecue from a private home to the River Run Event Center, with its expansive decks and gorgeous views, so we've decided we're heading back to River Run again this year!



Plan to join us Sunday evening at River Run, which is located on the Eagle Crest property, to greet old friends, meet new ones and find out who won the big golf tournament prizes. All conference attendees are invited to the barbecue; please mark your registration form if you'd like to join us! Special thanks to **USI Northwest** for sponsoring and to **Sysco Food Services** and **Columbia Roofing** for their donations of food, beverages and "volunteer" labor for this traditional conference kick-off event!

Get your heart pumping with our second (Annual?) Fun Run/Walk!

A big shout out to the 30 or so intrepid souls who joined us Monday morning for last year's inaugural

LeadingAge Oregon 5K Run/Walk on the grounds of beautiful Eagle Crest Resort!

We've decided that this is an event that is worth repeating,

a great way to start the conference off on the right foot (and get that blood pumping before conference sessions begin!) Recruit a team of colleagues to run or walk with you, and let them know that this is an event that is appropriate for anyone - 5K is just 3.1 miles! And for added incentive - everyone who participates will be entered in our prize drawings! Sign up for this event on your conference registration.



You're the difference at this year's Casino Party!

Our Tuesday banquet and "casino" party have become a conference tradition, a great opportunity for

conference attendees to relax and enjoy the company of co-workers

and colleagues after two days of learning.

This year you'll get to run the show: You can decide whether you want to belt out some karaoke, request a dance tune, or capture the moment in our photo booth! We'll have our traditional casino games too, as well as valuable prizes!

Our special thanks and gratitude to **McKesson** once again for their generous sponsorship of this event.



be the difference



2016 ANNUAL CONFERENCE AND EXHIBITION
EAGLE CREST RESORT
REDMOND, OREGON
MAY 15 – MAY 18, 2016



Schedule at a Glance

SUNDAY MAY 15, 2016

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>
Afternoon	Not golfing? Enjoy an afternoon in Central Oregon with your team! <i>See activity ideas on Page 3</i>
4:30-6:00 p.m.	LeadingAge Oregon Leadership Academy Alumni Reception <i>(LeadingAge Oregon staff condo)</i>
6:00 p.m.	Welcome Barbecue <i>River Run Event Center - Sponsors Columbia Roofing, Sysco Food Services, USI Northwest</i>

MONDAY MAY 16, 2016

MONDAY MAY 16, 2016					
7:00-8:00 a.m.	LeadingAge Oregon Fun Run/Walk				
8:30-9:30 a.m.	LeadingAge Oregon Board Meeting		Pesky Bed Bugs: Let's Stop the Spread! <i>Larry Gray, Sprague Pest Solutions</i>		
10:00-11:30 a.m.	A1) Keynote Session Featuring Jean Steel Be the Difference...in Your Workplace				
11:30-1:00 p.m.	Trade Show and Treasure Hunt with Box Lunch <i>Treasure Hunt Sponsor Ziegler</i>				
1:00-2:30 p.m.	A2) The Blue Zones Approach to Improving Well-being <i>Lee Collinge, Blue Zones Project in Oregon</i>	A3) Effective (and Atypical) Selling Behaviors for Senior Living Professionals <i>Michael Marlow, Life Care Services</i>	A4) Friends or Foes? Building Good Relationships with Families of Residents with Dementia <i>Anne P. Hill, JD</i>	A5) Working Effectively with Emotionally Charged Situations in Senior Living Settings <i>John Bowling, Sustainable Leadership Consultants LLC</i>	A6) Creating Dashboards People Love to Use <i>Sean Carey, eSSee Consulting</i>
2:45-4:15 p.m.	A7) Mini Makeovers: Seven Low-Cost Solutions to Create the Feeling of Home <i>Briana Manfrass, Pinnacle Architecture, Inc.</i>	A8) Crucial Conversations in the Real World of Work <i>Bill Zipp, Leadership Link; Caroline Becker, Cedar Sinai Park; Mjere Simantel, Willamette View</i>	A9) Effectively Telling Your Social Accountability Story <i>S. Louise Rankin, ABHOW; Joe Anderson, Seniority Inc.; Trina Hackensmith, Lyon Software</i>	A10) Person-Centered Dementia Care: From Philosophy to Action <i>Cordula Dick-Muehlke, Ph.D., Cordula Cares</i>	A11) Strategies to Address Challenges Related to Vision Loss <i>Mary Lee Turner, Mary Lee Turner Consulting LLC</i>
4:15-6:30 p.m.	Trade Show with Wine Tasting; Exhibitor Reception and Drawings				

TUESDAY MAY 17, 2016

9:00-10:00 a.m.	B1) General Session featuring Haavi Morreim Conflict! Easy to Recognize, Challenging to Manage				
10:15-11:30 a.m.	B2) Employee Retention: Benefit or Bane? How to Improve the Numbers of Effective Employees <i>Nancy Cooper, Garvey Schubert Barer; Diane Hood, Lynne Michaelson, Mary's Woods</i>	B3) Engaging the Community Beyond Your Walls for Strategic Expansion <i>Karen Adams, GSI Research</i>	B4) In Other Words: Transforming the Language of Ageism <i>Jeanette Leardi, JeanetteLeardi.com</i>	B5) Joyful Connections! An Afternoon Structured Social Club for Residents with Dementia <i>Caren Silverlieb, Jewish Community Housing for the Elderly</i>	B6) Maintenance Tips and Tricks of the Trade <i>RoundTable Discussion</i>
11:30-1:15 p.m.	Annual Meeting and Award Luncheon <i>Orrick, Herrington & Sutcliffe, LLP</i>				
1:30-2:45 p.m.	B7) Drilling Down: A Case-based Training in Conflict Resolution Skills <i>Haavi Morreim, JD, Ph.D., University of Tennessee Health Science Center</i>	B8) Focus on Net Operating Margin (NOM): Best Practices to Improve the Bottom Line <i>Mary Munoz, Sarkis Garabedian, Ziegler</i>	B9) Right to Die Issues in Senior Care and Housing <i>Pamela Kaufmann, Esq., Hanson Bridgett LLP; Gabriela Sanchez, Esq., Lane Powell PC</i>	B10) Bullying Among Older Adults: Out of the Playground and into Senior Living Communities <i>Ruben Rivera-Jackman, King County Housing Authority</i>	B11) The Future of Senior Living Marketing - and How To Capitalize on It Easily <i>Laurie Macomber, Blue Skies Marketing</i>
3:00-4:15 p.m.	B12) Drilling Down: A Case-based Training in Conflict Resolution Skills (repeat of 1:30 session) <i>Haavi Morreim, JD, Ph.D., University of Tennessee Health Science Center</i>	B13) Mixing Politics with Nonprofits <i>Diane Gibson, Terwilliger Plaza</i>	B14) Inclusion is Like Popcorn: Kernels Don't Pop Until You Turn the HEAT UP! <i>Carolyn Creighton, Capital Manor</i>	B15) The 5 Lessons: Real Life Caregiving Wisdom <i>Adele R. Tiberius, Waterford Grand</i>	B16) Challenges and Opportunities in Adult Day Services <i>Rene Knight & Tera Stegner, Grace Center; Alison Bookman-Skidmore, Volunteers of America; Nancy Heckler, Cedar Sinai Park</i>
6:00-9:30 p.m.	Dinner, Casino Party and Entertainment <i>Entertainment Sponsor McKesson</i>				

WEDNESDAY MAY 18, 2016

9:00-10:30 a.m.	C1) Creating Welcoming Environments: Allies for Diversity <i>James Mason, Ph.D., Providence Health and Services Oregon Region</i>	C2) Compassionate Presence and Healthy Aging <i>Elaine Yuen, Naropa University</i>	C3) Just Writing it Down Isn't Enough: How to Avoid Common Documentation Mistakes <i>Tamara Nordin, Pacific Retirement Services</i>	C4) Creating a Distinct Advantage for Your Community through Lifelong Learning <i>Jennifer Clancy, Jan Christensen, ALLE Learning</i>
10:45-Noon	C5) Closing Session featuring Eric Moore Hospitality: Creating a Culture of Character			

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annual conference | may 15-18, 2016

7:00 a.m. Fun Run/Walk

Join us for the second (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 4.

8:30-9:30 Pre-conference Extra

Pesky Bed Bugs: Let's Stop the Spread!

- Hear an overview of bed bug basics, including history of infestation issues and how to identify bed bugs.
- Learn how to inspect for bed bugs and recognize signs that you may have a problem.
- Examine strategies for bed bug elimination and prevention.

Lance Gray, Southern Oregon Branch Manager, Sprague Pest Solutions

10:00-11:30 Keynote Session

A1) Be the Difference...in Your Workplace

Workforce issues are front and center for all organizations in the staff-intensive aging services field. Simply finding enough staff is a challenge in this day and age, ask anyone in human resources! But an even bigger question may be: What can we do to encourage talented individuals to stay when there are so many job opportunities, and so much competition for workers? As Baby Boomers head our way, the unemployment rate drops and other career paths beckon, it will take a concerted effort on all fronts for LeadingAge Oregon members to recruit and retain the staff they need.

What can you - as an organization, a boss, a supervisor, a co-worker - do to "be the difference" in creating a more welcoming, nurturing workplace, a place where talented individuals want to work - and want to stay?

Join us as **Jean Steel** offers her perspective on this big question and discusses strategies that we can employ - as individuals and organizations - to work cooperatively with our colleagues as a true team, to embrace differences, and to build happier, more productive working environments.

11:30-1:00 p.m. Trade Show and Treasure Hunt with Lunch

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. As always there will be plenty of prizes to win!

1:00-2:30 p.m. Concurrent Sessions

A2) The Blue Zones Approach to Improving Well-being

- Reflect on the connection between healthy staff, healthy organizations and healthy communities.
- Explore the proven Blue Zones approach to better well-being and see how it

might help you inspire co-workers, clients and the community.

- Create a well-being improvement action plan for your organization and learn how the free and nationally-proven Blue Zones Project tools and resources can help you be successful.

Lee Collinge, Statewide Engagement and Marketing Lead, Blue Zones Project in Oregon

A3) Effective (and Atypical) Selling Behaviors for Senior Living Professionals

- Learn and practice the atypical behaviors necessary to exceed occupancy and revenue goals in your community and examine how these behaviors are the appropriate way to treat our various customer groups.
- Discuss ways to utilize effective, sequential questioning and listening skills to obtain a deeper understanding of the nuances of our customers and their stories thereby allowing us to fully customize our message to them.
- Discuss an overall proven "formula" for selling senior living services that combines atypical selling behaviors with a simple selling process to dramatically shorten the selling cycle.

Michael Marlow, Senior Living Marketing and Sales Manager, Life Care Services, Louisville, KY

A4) Friends or Foes? Building Good Relationships with Families of Residents with Dementia

- Understand the difficult family dynamic that occurs when a family member has dementia and how that impacts caring for a resident with dementia.
- Learn strategies to communicate effectively and build good relationships with families of residents with dementia.
- Practice how to handle some difficult interactions with family members.

Anne P. Hill, JD, Author/Speaker, Portland, OR

A5) Working Effectively with Emotionally-Charged Situations in Senior Living Settings

- Explore and practice strategies for managing boundaries around conflict.

- Examine the role of assumptions when making decisions related to resident conflict.
- Develop skills accessing five channels of communication to help de-escalate high emotion conversations.

John Bowling, Ph.D., Managing Director, Sustainable Leadership Consultants LLC, Jacksonville, OR

A6) Creating Dashboards People Love to Use

- Examine how the elements of Data, Story, and Visual contribute to the design and usability of dashboards, which visually display important information needed to monitor and manage organizational performance.
- Define leading and lagging measures, and understand the value and purpose of each.
- Compare effective and ineffective dashboard designs, and articulate how design and usability contribute to dashboard effectiveness.

Sean Carey, Principal, eSSee Consulting, Portland, OR

2:45-4:15 p.m. Concurrent Sessions

A7) Mini Makeovers: Seven Low-Cost Solutions to Create the Feeling of Home

- Discover how interior design can influence quality of life and retention/recruitment of staff.
- Hear about a variety of ways to upgrade your community without a large budget.
- Learn about the planning, design, and construction process for a renovation.

Briana Manfrass, Interior Designer, Pinnacle Architecture, Inc., Bend, OR

A8) Crucial Conversations in the Real World of Work

- Learn how to prepare for difficult staff/co-worker conversations so that you keep your cool in it.
- Explore how to deliver bad news to your people without having it get even badder (I know, I know...worse).

- Examine how to provide correction in a productive, professional way without having it get personal and emotional.

Bill Zipp, President, Leadership Link, Inc.; Mjere Simantel, Health Care Services Administrator, Willamette View; Caroline Becker, Chief Human Resources Officer, Cedar Sinai Park; Lynn Szender, Mary's Woods

A9) Effectively Telling Your Social Accountability Story

- Understand why you should be telling your social accountability story, and how your social accountability initiative can support your organization's mission and protect your not-for-profit's tax exempt status.
- Examine what you should be telling in your story, including what information should be included in a Social Accountability report, and the difference between marketing programs, standards of care, and social accountability.
- Explore how you should be telling your story, including how to convey the message to your key publics, and the different communication methods that work for different audiences.

S. Louise Rankin, Senior Vice President, General Counsel and Corporate Risk Manager, ABHOW, Pleasanton, CA; Joe Anderson, President, Seniority Inc. & Manager, Cornerstone Affiliates China Operations, Pleasanton, CA; Trina Hackensmith, Vice President, Lyon Software, Sylvania, OH

A10) Person-Centered Dementia Care: From Philosophy to Action

- Identify the four core components of person-centered dementia care (i.e., VIPS).
- Provide at least three examples of how to restore well-being in dementia using person-centered approaches.
- Identify at least three ways of interacting with people who have dementia to affirm personhood (i.e., "uplifts") rather than detract from it (i.e., "putdowns").

Cordula Dick-Muehlke, Ph.D., Consultant in Aging & Dementia, Cordula Cares, Santa Ana, CA

A11) Strategies to Address Challenges Related to Vision Loss

- Gain a perspective on sight loss that will move you from vision loss as problem to challenge.
- Learn practical strategies for interacting with individuals experiencing vision loss.
- Leave this session with more resources and belly laughs than you thought possible.

Mary Lee Turner, Consultant for visually impaired or blind individuals, Mary Lee Turner Consulting LLC, Portland, OR

4:15-6:30

Trade Show with Wine Tasting, Exhibitor Reception and Drawings

Be sure to stop by our afternoon trade show to enjoy a wine tasting event, sponsored by our exhibitors! You will also want to stick around for prize drawings from 6:00 to 6:30 p.m.; you must be present to win, so keep that in mind when making your dinner reservations!

*Special thanks to our
Treasure Hunt Sponsor
Ziegler*

tuesday

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annual conference | may 15-18, 2016

**9:00-10:00 a.m.
General Session**

B1) Conflict! Easy to Recognize, Challenging to Manage

Conflict is virtually inevitable in the landscape for those who serve seniors. Families may disagree among themselves about what's best for an incapacitated elder; elders' or families' requests may not fit institutional policies; regulations don't always match realities; care providers can disagree with each other; employees may clash over job expectations and workload allocation. These conflicts are pervasive, and often worsen over time as communication breaks down and people become entrenched in their positions.

This session will describe the most important basis for effective conflict resolution, and then introduce an array of conflict resolution skills and strategies. Those skills will then, in the afternoon's "Drilling Down" sessions, be used in a variety of real-life practice exercises.

*Haavi Morreim, JD, Ph.D., Professor,
Department of Internal Medicine, College
of Medicine, University of Tennessee Health
Science Center, Memphis, TN*

**Special thanks to Session Sponsor
Value First**

10:15-11:30 Concurrent Sessions

B2) Employee Retention: Benefit or Bane? How to Improve the Numbers of Effective Employees

- Hear how the culture of your company can affect retention – both positively and negatively.
- Learn how to fully engage employees through management interaction, "Stay Interviews", and owning their positions by viewing "jobs" as "responsibilities."
- Examine how to develop a plan to achieve the retention goals you set by ensuring your best employees are engaged and understand their value to the organization.

Nancy Cooper, Attorney, Garvey Schubert Barer, Portland, OR; Diane Hood, CFO/COO, and Lynne Michaelson, Director of Human Resources, Mary's Woods at Marylhurst, Lake Oswego, OR

B3) Engaging the Community Beyond Your Walls for Strategic Expansion

- Hear about a case study outlining use of both resident and external community surveys, what was learned and how the feedback of these groups was applied to both master planning decisions and external community engagement.
- Participate in a dialogue about attendees considerations for undertaking programs that engage their surrounding communities, and discuss programs that they have engaged in.
- Understand the concerns of residents and the perceptions of the external potential markets for the community with regard to developing non-resident use of the campus.

Karen Adams, Vice President, Planning, GSI Research, Seattle, WA

B4) In Other Words: Transforming the Language of Ageism

- Identify major sources of ageist myths and stereotypes.
- Understand how ageist language negatively impacts the successful delivery of programs, products, and services to older adults.

- Learn productive ways to react to ageist language and transform it.

*Jeanette Leardi, M.A., Gerontologist and
Community Educator, JeanetteLeardi.com,
Portland, OR*

B5) Joyful Connections! An Afternoon Structured Social Club for Residents with Dementia

- Learn the process Jewish Community Housing for the Elderly (JCHE) went through to create Joyful Connections!
- Learn which exercises, snacks and therapeutic activities became part of the routine and why.
- Review the guide JCHE created to assist others to replicate Joyful Connections!

*Caren Silverlieb, Director of Strategic Planning
and Partnerships, Jewish Community Housing
for the Elderly, Brighton, MA*

B6) Maintenance Tips and Tricks of the Trade

- Discuss time and cost saving maintenance tips, from repairs to maintenance technology and more.
- Brainstorm maintenance situations with others in the field to get different feedback and responses.
- Share ideas on building and landscaping improvements and how to maintain marketability and high standards.

Roundtable discussion led by participants

11:30-1:15

Annual Meeting and Award Luncheon

Join us for an inspiring event as we celebrate our amazing award recipients, our accomplishments over the past year, and incoming and outgoing Board members.

**Special thanks to our
Award Luncheon Sponsor
Orrick, Herrington & Sutcliffe LLP**

1:30-2:45

Concurrent Sessions

B7) Drilling Down: A Case-based Training in Conflict Resolution Skills

(This session will be repeated at 3:00 p.m.)

- Understand and be able to use a central set of skills and strategies that are

essential to managing conflict in the long-term care and senior living settings.

- Practice using those skills and strategies in several highly realistic case scenarios.
- Debrief following practice scenarios to achieve a richer understanding of best practices for addressing the conflicts that commonly arise in long-term care and senior living.

Haavi Morreim, JD, Ph.D., Professor, Department of Internal Medicine, College of Medicine, University of Tennessee Health Science Center, Memphis, TN

B8) Focus on Net Operating Margin (NOM): Best Practices to Improve the Bottom Line

- Learn from provider case studies about how to improve net operating margins (NOM) and avoid financial challenges.
- Identify diagnostics to use, not only to avoid trouble, but to enhance operations.
- Pinpoint what specific metrics are most important to track and focus on when looking to enhance the bottom line.

Mary Munoz, Managing Director, Ziegler, Scottsdale, AZ; Sarkis Garabedian, Senior Vice President, Ziegler, Seattle, WA

B9) Right to Die Issues in Senior Care and Housing

- Help members consider their approach not only to death with dignity issues, but to the full range of end-of-life planning.
- Learn about the growing national right-to-die movement.
- Compare three state right-to-die laws (WA, OR and CA) and consider what they say (and don't say) about the right to die in different senior care settings.

Pamela S. Kaufmann, Esq., Partner, Hanson Bridgett LLP, San Francisco, CA; Gabriela Sanchez, Esq., Shareholder, Lane Powell PC, Portland, OR

B10) Bullying Among Older Adults: Out of the Playground and into Senior Living Communities

- Analyze the five common types of adult bullies.
- Learn the characteristics of bullying behaviors and their psycho-social impacts.

- Gain coping skills that targeted residents can use in bullying situations.

Ruben Rivera-Jackman, Senior Resident Services Manager, King County Housing Authority, Seattle, WA

B11) The Future of Senior Living Marketing - and How to Capitalize on It Easily

- Gain a better understanding from keyword research about what issues caretakers have when searching on line, and how to provide exactly the information that is needed in response.
- Find out how to make your website a 24/7 salesperson, by providing a path through that helps visitors 'know you, like you, trust you, pay you!'
- Discover how to use content to your advantage - how to promote your organization, figure out which stories are worth telling, and where to publish your compelling content.

Laurie Macomber, Owner/CEO, Blue Skies Marketing, Fort Collins, CO

3:00-4:15 Concurrent Sessions

B12) Drilling Down: A Case-based Training in Conflict Resolution Skills

(Note: This session is a repeat of Dr. Morreim's 1:30 session)

- Understand and be able to use a central set of skills and strategies that are essential to managing conflict in the long-term care and senior living settings.
- Practice using those skills and strategies in several highly realistic case scenarios.
- Debrief following practice scenarios to achieve a richer understanding of best practices for addressing the conflicts that commonly arise in long-term care and senior living.

Haavi Morreim, JD, Ph.D., Professor, Department of Internal Medicine, College of Medicine, University of Tennessee Health Science Center, Memphis, TN

B13) Mixing Politics with Nonprofits

- Recognize the IRS requirements for nonprofits related to political activity.
- Learn how to engage and have a voice on important issues without violating the IRS requirements.

- Take away some simple advocacy tools for your community.

Diane Gibson, VP of Finance and CFO, Terwilliger Plaza, Inc., Portland, OR

B14) Inclusion is Like Popcorn: Kernels Don't Pop Until You Turn the HEAT UP!

- Hear one community's journey to create a more inclusive community among residents who live independently and those who do not.
- Examine the barriers to inclusivity experienced by residents and staff, and what strategies worked - and didn't work - to overcome those barriers.
- Explore lessons learned and what challenges remain.

Carolyn Creighton, Administrator of Resident Health Services, Capital Manor, Salem, OR

B15) The 5 Lessons: Real Life Caregiving Wisdom

- Learn real-life caregiving tips from the people we serve who are living with dementia.
- Connect with your own residents' caregiving wisdom.
- Celebrate a greater appreciation of the contribution of our residents to the service we provide.

Adele R. Tiberius, Memory Care Coordinator, Waterford Grand, Eugene, OR

B16) Challenges and Opportunities in Adult Day Services

- Learn about the benefits of adult day programs as part of the long-term care continuum to meet the growing need and demand for aging services in communities.
- Examine the profiles and programming of three successful Oregon adult day service providers.
- Discuss challenges and opportunities in adult day services, including how to make it work financially.

Rene Knight, Director of Operations, and Tera Stegner, Director of Community Relations, Grace Center for Adult Day Services, Corvallis, OR; Nancy Heckler, Adult Day Services Program Director, Cedar Sinai Park, Portland, OR; Alison Bookman-Skidmore, Program Director, Volunteers of America Oregon Adult Day Centers, Portland, OR

6:00-9:30

Dinner and Casino Party with DJ, Dancing, Karaoke - and more!

Join us for our traditional "Fun Night," which includes something for everyone: dinner, casino games, DJ, music for dancing and listening, karaoke and a photo booth to capture the moment! This is a favorite event for enjoying the company of your colleagues and business partners. You won't want to miss it!

*Special thanks to our
Entertainment Sponsor
McKesson*

wednesday

5.18.16



annual conference | may 15-18, 2016

9:00-10:30

Concurrent Sessions

C1) Creating Welcoming Environments: Allies for Diversity

- Gain strategies to promote welcoming work and therapeutic environments, improve interactions between residents and staff, and ensure a healthy and respectful environment in which to work or be a resident/client.
- Learn how people can unwittingly be separated into power and non-power groups, and how power group members may be able to use their status or power to benefit others in non-power groups.
- Examine interventions and practices that can be used by power group

members to remove barriers so they can be more supportive of the non-power group and other vulnerable people.

*James L. Mason, Ph.D., Chief Diversity Officer,
Providence Health and Services Oregon Region*

C2) Compassionate Presence and Healthy Aging

- Deepen an understanding of interpersonal and intra-personal aspects of compassionate presence, and how it plays a key role in care settings.
- Investigate how mindfulness and awareness practices can engender compassion for oneself as well as for others.
- Explore obstacles and supports to compassionate presence in healthcare practice.

*Elaine Yuen, Associate Professor of Religious
Studies, Chair, Master of Divinity Program,
Naropa University, Boulder, CO*

C3) Just Writing It Down Isn't Enough: How to Avoid Common Documentation Mistakes

- Learn how to generate and manage fair, accurate and non-biased documentation of resident and employee behavior.
- Examine the concept that documentation is not about whether you did something for the right reason, but rather it's about whether you can prove you did something for the right reason.
- Explore documentation accuracy, timeliness, behavioral style, detail, emotional content and language.

*Tamara Nordin, Senior Vice President of Human
Resources, Pacific Retirement Services*

C4) Creating a Distinct Advantage for Your Community through Lifelong Learning

- Recognize that seniors seek connection and new purpose at this stage of their lives.
- Explore the concept of lifelong learning to satisfy both needs.
- Create a marketing plan that highlights lifelong learning opportunities that differentiate your community.

*Jennifer Clancy, Co-founder, and Jan
Christensen, Co-founder, ALLE Learning,
Phoenix, AZ*

10:45-Noon
Closing Session

C5) Hospitology: Creating a Culture of Character

Please join us as we close out our 2016 conference with an engaging and inspirational multi-media presentation on "hospitology" - the practice of customer service and hospitality in the field of aging services.

We'll define what customer service is in modern day aging services, and examine the tools to create a culture of service in your community. We'll reimagine what it truly means to provide exceptional service with passion and dignity. And we'll talk about "moments of magic" - those little things that make the biggest impact in people's lives.

Stories, anecdotes and examples from communities around the country will help to paint a vibrant picture of the magic that is happening every day. This closing session will leave you with what our presenter calls "Powerful Empowerment" - meaning that every person in every community is empowered with the ability to make a change, to make a difference and to make someone's day...every day. It will bring a tear to your eye...and make you laugh until you cry. And most importantly, we'll be reminded why we do what we do - and how important you are for doing it.

*Eric Moore, Owner, Hospitology Consulting,
Boston, MA*

*Special thanks to our
Closing Session Sponsor USI Northwest*

**Be sure to stay
for our traditional Closing Drawing!**

Conference Registration Information

Conference registration is all online. See page 13 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 page 13 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 Casino Party.

—**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 Casino Party

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 & Casino Party, and Wednesday's closing session. If a spouse or guest wishes to attend educational sessions, he/she must pay conference fees.

—**Silver Star honorees.** 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.

—**Cancellations.** Cancellations must be received no later than **Friday, May 6** to be refunded (less a \$25 service charge). No refunds are possible after that date, but you are welcome to send someone in your place.

—**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: \$100 King Room: \$100 1-Bedroom Suite: \$119
Condo: 2-bedroom: \$195 3-bedroom: \$225 4-bedroom: \$275

Minimum 2-night stay for condos/homes. These rates do not include a 14% 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 14** only, so make your reservations early!

—**Continuing Education Credits.** CEU approval is pending from the Oregon NHA board. Up to 12 ALF/RCF Administrator CEUs are available, including 4 Memory Care CEUs.

—**Payment required.** Please note that registrations must be accompanied by credit card information or, if payment is by check, payment must be received **by Wednesday, May 11.**

—**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.

Special Notes

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

Register Early for your Early Bird Discount!

Register by **April 25**, and you'll receive an "early bird discount" off your registration fee! See Page 13 for details.

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.

Questions? Call 503.684.3788

2016 Annual Conference Registration and Pricing Details

Registration is all online at www.leadingageoregon.org

Special thanks to our online sponsor Value First

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 "send check" payment option (note: An invoice will be generated when the "send check" option is chosen. Payment must be made by **Wednesday, May 11**).
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 mcervenka@leadingageoregon.org for your registration discount codes..

Cancellations

Conference fees: Cancellations for conference registration fees must be sent in writing to Denise Wetzel, dwetzel@leadingageoregon.org, no later than Friday, **May 6** 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 16.

Early bird rates

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

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 at no additional charge as long as there is space in the room after conference attendees have been seated. As an exhibitor, up to four company representatives are welcome at your booth and to attend sessions on a space available basis.

2016 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 25	<u>Non-Member Price</u> Early Bird rates - by April 25
Full Registration	\$395	\$495
Monday only	\$225	\$325
Tuesday only	\$295	\$395
Wednesday only	\$150	\$250

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

	<u>Member Price</u> Early Bird rates - by April 25	<u>Non-Member Price</u> Early Bird rates - by April 25
Full Registration	\$295	\$395
Monday only	\$175	\$275
Tuesday only	\$215	\$315
Wednesday only	\$135	\$235

Business Associates

<u>Member Price</u> Available to LeadingAge Oregon Business Associate members only	
Per Person Non-Exhibitor/Non-Sponsor registration fee	\$695
Per Person Sponsor registration fee (Non-Exhibitor)	\$395

**Sponsorship must have a value of \$400 or more*

Special Events

Golf	\$125 (member)	\$175 (non-member)
Guest/Spouse <i>(see page 12 for what's included)</i>	\$ 90	
Extra Banquet Tickets	\$ 60	



Thank You Title Sponsor



2016 LeadingAge Oregon Annual Golf Tournament

May 15, 2016, 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!

New this year, when you sign up for the LeadingAge Oregon golf tournament, you'll have the opportunity to choose if you'd like to compete in the **fun group** or the **serious group**. The fun group will have "special golf tools" to enhance their game (string and the foot wedge). Prizes will be awarded to the winners of both groups!

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 9:30 a.m. – 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 your online registration at
www.leadingageoregon.org**

*Thank you to the following
conference and golf tournament sponsors*

USI Northwest

LeadingAge Oregon Platinum Partner

**Columbia Roofing & Sheet Metal
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**Propel Insurance
Schryver Medical**

ALLE Learning
Concepts in Community Living
LaPorte Insurance
LCG Pence Construction
Manor Management
Morrison Senior Living
Swisher
Walsh Construction

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