



2022 Fall Leadership Conference



Hood River Inn | Hood River, Oregon
November 7-9, 2022

Updated 9-14-22



Thank You!

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Contact Rob West rwest@leadingageoregon.org

2022 Fall Leadership Conference



Dear Members and Friends,

We warmly invite you to join LeadingAge Oregon's 2022 Fall Leadership Conference. We know all of our members are battling staffing challenges, managing regulatory compliance matters, all while still navigating the ever evolving, seemingly never ending pandemic issues. In these busy times it feels overwhelming to step away from the day-to-day operations to attend trainings and network with your peers – yet this is the time you need it most.

Join us to learn something new, to reinforce best practices, to gain and share the wisdom this amazing membership has to collectively offer each other.

We look forward to seeing you.

A handwritten signature in black ink that reads "Kristin Milligan".

Kristin Milligan
LeadingAge Oregon CEO

SCHEDULE OF EVENTS

Monday, November 7

11:00AM - 1:00PM	2022-2023 Leadership Academy
1:00PM - 5:00PM	Leadership Academy with Alum and Keynote Speaker Christopher Ridenhour
6:00PM - 7:30PM	Welcome Reception

Tuesday, November 8

7:30AM - 8:30AM	Breakfast/Networking
8:30AM - 9:45AM	Keynote: Reviving, Inspiring, Engaging, and Retaining Your Staff
10:00AM - 11:00AM	Breakout Sessions
11:15AM - 12:15PM	Breakout Sessions
12:30PM - 1:45PM	Leadership Luncheon
2:00PM - 3:00PM	Breakout Sessions
3:15PM - 4:15PM	Breakout Sessions
4:30PM - 6:30PM	Trade Show, Exhibitor Reception & Drawings

Wednesday, November 9

8:00AM - 9:00AM	Breakfast/Networking
9:00AM - 10:30AM	General Session: Opening Doors to the Aging Services Workforce
10:45AM - Noon	General Session: Future of Work Robots, Millennials, and Workflex, Oh My!



With appreciation to USI for Its Principal Sponsorship of this conference.

Tuesday, November 8

Keynote: 8:30-9:45 AM

KEYNOTE SPEAKER

Christopher Ridenhour

Reviving, Inspiring, Engaging, and Retaining Your Staff

Are you ready to make this the "Year of Retention?" Are you ready to do everything necessary to keep folks from rushing to the exits?

Haphazard nonspecific retention and engagement strategies guarantee increased hospital readmission rates, abysmal morale, high accident rates, and pervasive overtime costs. The sheer impact of replacement costs alone threatens organizational survival.

Reviving, Inspiring, Engaging, and Retaining Your Staff dives deep into the hearts and minds of your colleagues to reveal what inspires and motivates all human beings. Learn how to become a "Team Whisperer," who encourages everyone around them to embrace change, own problems, and take personal accountability for their part in creating a magnetic community. Our buildings deserve the peace that comes from workplace cultures defined by passion, purpose, cooperation and unprecedented levels of morale and engagement. You will walk away with countless strategies created to kick the "workforce crisis" right in its tail!



Socializing & Networking

WELCOME RECEPTION

Monday, November 7 · 6:00 – 7:30PM

Start making the connections that count! Join us for a wine and cheese reception to meet with your peers from other organizations at the Hood River Inn before the conference begins.

Thanks to **Deacon Construction** for sponsoring this event.

TUESDAY BREAKFAST

Tuesday, November 8 · 7:30 – 8:30AM

Don't miss the opportunity to reconnect with your peers to discuss the opportunities and ideas before the first day's conference sessions!

LEADERSHIP LUNCHEON

Tuesday, November 8 · 12:30 – 1:45PM

Join us to applaud the LeadingAge Oregon Leadership Academy Class of 2021-2022 as they conclude their year of learning about leadership and the aging services field, and welcome our Class of 2022-2023!

EXHIBIT AND RECEPTION

Tuesday, November 8 · 4:30 – 6:30PM

Enjoy hors d'oeuvres and learn about new and improved products and services that are available to help you provide the highest quality care and services to your residents and clients. In true LeadingAge Oregon style, we'll have some great prizes to win!

WEDNESDAY BREAKFAST

Wednesday, November 9 · 8:00 – 9:00AM

Start the last day of the conference by networking with your colleagues and sharing thoughts and ideas about what you have learned.

Tuesday, November 8

Breakout Sessions 10:00 - 11:00 AM

A1 Board Track Session 1: Getting to What Matters

Presenter: Steve Patty, Dialogs in Action, Portland, OR

All of us who serve people and communities of people need a way both to prove and to improve our impact in the lives of those we serve. We need data to demonstrate what we are doing is making a difference. We also need data to illuminate areas where we can get better and to show us how to get better. Too often we are influenced by a singular anecdote, or an idea like program satisfaction, or superficial metrics that miss the deeper, more durable, more meaningful aspects of human progress and development. We need better ways to evaluate what really matters. Based on the work of over two decades of capacity-building with hundreds of programs, agencies, and municipalities across North America, Steve Patty Ph.D. will bring to us innovative thinking and proven technique to help us prove and improve our impact.

A2 Working with Emergency Medical Service Providers

Presenter: Sid Humphries, Emergency Medical Services Coordinator, Safety Oversight and Quality, Oregon Department of Human Services

The Department of Human Services has created a new position, Emergency Medical Services Coordinator. Hear from the new coordinator, Sid Humphries, about Working with Emergency Medical Services (EMS) system in Oregon for licensed care facilities. The interactive session covers identifying when to call 911, assisting 911 call takers when a call is made, working with EMS providers, as well as tools for internal improvements a care facility can make to assist EMS. Understanding alternatives to 911 and what a caregiver can do to improve resident outcomes when an emergency occurs is at the core of Working with EMS.

A3 LeadingAge Oregon Initiatives: How We're Working for You

Presenter: Kristin Milligan, LeadingAge Oregon, CEO

LeadingAge Oregon has identified several initiatives to focus on in the coming years. After a recent strategic planning retreat by the board of directors, those issues most significantly impacting members were identified. Join new LeadingAge Oregon CEO Kristin Milligan to learn about the plans LeadingAge Oregon has for helping our members successfully move forward providing innovative, quality senior living in Oregon.

A4 Put Your Best Foot Forward: Using Your Residency Agreements as a Risk Management Tool

Presenters: Gabi Sanchez and Jeff Duncan, Lane Powell

Learn the language and terms you should have (and that you avoid) in your residency agreements to help mitigate risk and minimize your liability with residents. Presenters share real world experiences and how residency agreements may have affected the outcome of cases. They will also walk through terms you should have (and why) in your life plan contracts, those for direct admits, including assisted living and skilled nursing residency agreements. In short, this will be practical and pragmatic discussion that you can apply to your own agreements to help you mitigate risk.

Tuesday, November 8

Breakout Sessions 11:15 - 12:15 PM

B1 Board Track Session 2: Creating a Healthy Board

Presenter: Don Jones and Deniz Tasdemiroglu Conger, Invaluable People, Portland, OR

Creating a healthy board is key to the healthy operation of your organization. Based on years of experience and supplemented with several research studies, Don will help navigate these important topics. Board responsibilities, the importance of transparency, engagement, and ensuring the right fit will all be discussed, as well as how to manage and guide the financial review process.

B2 An Update from Aging and People with Disabilities: Priorities for 2022 and Beyond

Presenter: Jack Honey, Safety, Oversight and Quality Administrator, Aging and People with Disabilities, Department of Human Services

Join Jack Honey, Safety, Oversight and Quality Administrator, Aging and People with Disabilities as he discusses how APD is keeping up with the changing landscape of senior living. APD has identified goals of well-being, accessibility, quality outcomes, service equity, and engagement to support the vision they have that Oregon's older adults, people with disabilities and their families experience person-centered services, supports and early interventions that are innovative and help maintain independence, promote safety, wellbeing, honor choice, respect cultural preferences and uphold dignity. Learn more about how state strategies may affect your organization's operations, your staff, your residents and clients, and Oregon's system of long-term services and supports.

B3 Customer Service Practices to Ignore at your Own Peril

Presenter: Albert Munanga, Director of Health and Clinical Services, Mary's Woods

Customer Service Practices to Ignore at your Own Peril is a conversation drawing on long term care specific examples and scenarios. The principles laid out in this presentation capture both customer service principles and embeds in risk management approaches as well. Participants will, in the end, have a strong appreciation of a customer service led risk management model that also helps with process improvement. In a way, this can also be part of a quality improvement process. It's less passive and more proactive and draws on the strengths of a broad staff base than a typical risk management program led by a small team of people.

B4 20 Lessons Learned

Presenter: Steve Rinkle, General Counsel, Pacific Retirement Services, Inc.

Employment disputes are challenging for any leader, and the current employment environment has only elevated the issue. Steve Rinkle and the team of HR & Legal leadership at Pacific Retirement Services, Inc., have identified 20 lessons learned over the years concerning employment disputes. This session is recommended for new and established leaders seeking a review of best practices. The session will discuss issues ranging from effective communication strategies to litigation and liability concerns.

Tuesday, November 8

Breakout Sessions 2:00 - 3:00 PM

C1 Board Track Session 3: The Board's Role in Leading a Healthy Workplace

Presenter: Don Jones and Suzanne Van Amburgh, Invaluable People, Portland, OR

While the Executive Director or CEO provides daily leadership, the Board is her/his boss and ultimately responsible for the direction of the organization. They hire the ED and guide them along the way. With the news about the Great Resignation, about "Quiet Quitting", and research showing only about a third of US employees are engaged (Gallup) and 70% of employees reporting work stress inspired illness (Gallup), leadership's prioritization of the work environment has become paramount. We'll take a look at the board's role in this challenging issue.

C2 Facilitated Round Table Discussion Groups

One of the significant advantages of membership in LeadingAge is the networking and opportunity to learn from your peers. We will take an hour to break into groups for facilitated discussion time. We'll have several groups to choose from – do you want to discuss Home Care? Life Plan Communities? Affordable Housing? And more!

Tuesday, November 8

Breakout Sessions 3:15 - 4:15 PM

D1 Board Track Session 4: Capital Campaigns During Uncertain Times: What Trailblazers are Learning on the Front Lines

Presenter: Jeri Alcock, Rose City Philanthropy

While we were on lockdown, capital campaigns marched on. Organizations continued to plan and successfully carry out capital campaigns during the pandemic. What were their keys to success? What lessons were learned? Most importantly, what lessons can we take forward in a time of inflation, recession fears, and political turmoil? This session will provide perspectives from several campaigns that are in process or have completed. We'll talk about what's working in the current capital campaign environment; how COVID, inflation, and recession is impacting campaign work; and what to do now if you are planning a campaign in this new era. Join us for an interactive discussion, share your perspective, and learn from the experience of your peers.

D2 ODHS New Strategic Initiatives Unit

Presenter: Rachel Currans-Henry, Administrator – Strategic Initiative Unit, Oregon Department of Human Services, Aging and People with Disabilities

Oregon Department of Human Services (ODHS) Aging and People with Disabilities (APD) has begun a new Strategic Initiative Unit lead by Rachel Currans-Henry. COVID-19 helped to identify gaps in many organizations, and ODHS experienced the same thing. The new team will help promote continuous quality improvement and move from reactive to proactive policy and program administration as well as helping to improve collaboration between agencies. They will also be directly addressing the need to strengthen the direct care workforce. Join Rachel to hear more about what plans are in place to address the long term care workforce in Oregon.

D3 Active Shooter Preparedness Response Training

Presenter: Josh Stivers, Homeland Patrol Division Security, LLC, Puyallup, WA

Are you and/or your employer prepared if an active shooter type of event were to occur? What would you do with your residents/visitors? Whose safety is number one? Learn how to prepare yourself and your workplace in the event of an active shooter incident. Learn how to prepare yourself and your workplace, identify safe rooms and what to do in those safe rooms and what to do if you are confronted face-to-face with the actual shooter.

Wednesday, November 9

General Session 9:00 - 10:30 AM

Opening Doors to the Aging Services Workforce: Strategies and Messaging to Boost Recruiting

Priority #1 for most aging services providers is recruiting staff for your workforce. To support that vital work, LeadingAge national recently conducted market research among prospective workers to learn their perceptions of the field and how to communicate the attractiveness of working in aging services. Session attendees will be among the first to receive this communications guidance, including messages to advance workforce recruiting. These new assets align with the current Opening Doors to Aging Services' research-backed strategies to move public perceptions positively.

Attendees of this session will learn how to:

- Position working in the aging services field most effectively
- Frame messages to move perceptions positively
- Develop recruiting content in line with Opening Doors' research-backed strategies



Presented by:
Gwen Fitzgerald
Director of Public Messaging,
LeadingAge

Wednesday, November 9

General Session 10:45 - Noon

The Future of Work: Robots, Millennials, and Workflex, Oh My!

As we're emerging from potentially the hardest two years in our industry and looking to settle into a "new normal" post COVID-19, the workforce world as we know it has radically changed. We'll take a look at the ever-growing list of disruptors in our industry that we need to acknowledge and adequately plan for: recruiting, retention, technology, new generations entering the workforce, and a world where untethered, gig economy jobs are on the rise. In this presentation, one millennial Executive Director will share her candid and forward-thinking vision and approach along with practical strategies you can implement to prepare and start to future proof your communities. Let her challenge you to think about everything from the jobs you recruit for, flexible scheduling, work/life integration, and blending multi-generations into your workforce.



Presented by:
Kim Gaskell

**Executive Director, LNHA,
RiverWoods Durham, NH**

Learning Objectives:

- Implementing technology to reduce the number of FTEs or shift their focus from tasks to more resident-centered care
- Understanding the millennial and Gen Z generations that will make up more than 75% of the workforce in the next 5 years. Identify what these employees want and how to attract and retain them
- Prepare for the many ways technology will change the jobs we currently employ and how we need to start thinking about our operations differently
- Hear how an idea to attract Gen Z employees launched a brand-new department that produced flexible employees including new LNA/CNA candidates
- Benefit and retention strategies that matter most right now

REGISTRATION INFORMATION

All registration is online. You will have the option of paying for your online registration by check or by credit card. (LeadingAge Oregon accepts Visa, Mastercard and American Express).

To register, go to the LeadingAge Oregon home page, www.leadingageoregon.org, and click on the Fall Conference Brochure and Registration Information link.

BUSINESS ASSOCIATE REGISTRATION

LeadingAge Oregon welcomes our Business Associates who wish to attend the conference to benefit from the education and networking opportunities. We encourage all of our Business Associate members to join us as exhibitors. Each exhibitor may have up to two representatives join us for the full conference (not receiving CEUs).

If your company is unable to exhibit and you wish to attend the conference as a sponsor, please contact Rob for sponsorship opportunities. For more information about exhibiting and sponsorships, contact Rob West, rwest@leadingageoregon.org, (503) 968-7205

CANCELLATIONS

Cancellations must be sent in writing to Rob West, rwest@leadingageoregon.org, no later than Monday, October 31 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.

EARLY BIRD RATES:

Early bird rates are available through October 6, 2022. All registration fees increase by \$25 on October 7.

REGISTRATION

Early Bird fees shown below are good until October 6

Rates increase by \$25 on October 7, 2022

CONFERENCE FEES	MEMBERS	NON-MEMBERS
PROVIDERS	\$375	\$475
BOARD MEMBERS OF PROVIDERS	\$150	\$225
BOARD MEMBER OF PROVIDERS (TUESDAY ONLY)	\$125	\$175
BUSINESS PARTNERS	\$595	N/A
SPOUSE/GUEST	\$75	N/A
LEADESHIP LUNCHEON (Business Partners**)	\$225	\$250

**Special one-day rate is available to board members only*

*** \$200 is a donation to the LeadingAge Oregon PAC*

LODGING AT THE HOOD RIVER INN



The Hood River Inn is a unique Hood River hotel on the Columbia River shoreline, offering accommodations with scenic river views, water access and a private beach. It is an easy one-hour drive from Portland along scenic Interstate-84.

Participants must make their own room reservations by calling (541) 386-2200. Be sure to mention that you are with the LeadingAge Oregon conference. After October 10 our room block will be released to the general public, so be sure to reserve your room by that date!

REGISTER ON LINE AT

www.leadingageoregon.org/leadership2022