

MOMENTUM

2022 Annual Conference & Expo

**"Beneath the layers of assumptions
about how a leader, a business, a team
'should' be... Wild is who we are."**

**- Chris Heeter
2022 Keynote Speaker**



LeadingAge®
Oregon

Eagle Crest Resort | Redmond, Oregon
May 10 - 13, 2022

Updated 5-9-22



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Contact Rob West rwest@leadingageoregon.org for more information

Momentum Towards a Brighter Future



Dear Members and Friends,

On behalf of the LeadingAge Oregon team, I am beyond elated to welcome you back to the Annual Conference held once again in beautiful central Oregon! We look forward to being together in person for the first time since the start of the pandemic—to share stories of lessons learned, share plans for our new normal, share our hopes for the future, share some fun AND most importantly share the strength, support and caring you all brought to each during the past two years! That energy will add to the momentum towards a brighter future, and whatever challenges we may face along the way. Our time together will welcome new people into our midst; we will greet old friends and say goodbye to others. For LeadingAge Oregon, we welcome a new CEO as I retire to take time to pursue the next chapter in my life.

We've always liked coming to Eagle Crest Resort for the backdrop it provides in multiple extracurricular activities and the ability for members to bring teams together to share in the events, learning and community team building. Please join us, take some time to rejuvenate and celebrate being together again. And join in the momentum leading us all into our next chapter.

We look forward to seeing you there!

LeadingAge Oregon CEO

SCHEDULE OF EVENTS

Tuesday, May 10

9:30AM

Golf Tournament Check-in Begins - Ridge Course

6:00PM

Welcome BBQ

Wednesday, May 11

7:00AM - 8:00 AM

~~Welcome Yoga~~ **Canceled**

8:30AM - 9:30AM

LeadingAge Oregon Board Meeting

10:00AM - 11:30AM

Opening Keynote: Chris Heeter "Come Back Wild"

11:30AM - 1:00PM

Trade Show/Treasure Hunt plus Box Lunch

1:00PM - 2:15PM

Breakout Sessions

2:30PM - 3:45PM

Breakout Sessions

3:45PM - 5:15PM

Trade Show, Exhibitor Reception & Drawings

Thursday, May 12

9:00AM - 10:00AM

General Session: National Public Policy Update with Ruth Katz

10:15AM - 11:30AM

Breakout Sessions

11:30AM - 1:15PM

Awards Luncheon

1:30AM - 2:45PM

Breakout Sessions

3:00PM - 4:15PM

Breakout Sessions

6:00PM - 9:30PM

Dinner and Fun Night

Friday, May 13

9:00AM - 10:15AM

Breakout Sessions

10:30AM - 11:30AM

Closing Keynote: Gregg Levoy "Vital Signs: The Nurture of Passion as We Age"

KEYNOTE SPEAKERS

Come Back Wild

Chris Heeter

Wed, May 11 • 10:00AM

What if everyone in your organization pulled to their potential? Can you imagine where you could go? Picture a musher driving a dogsled. She stands behind her team. They pull the sled while she guides them: harnessing their energy, putting dogs on the line where they have the best chance of success, giving them what they need as they grow and mature. Meanwhile, trail conditions change frequently and dogs on the team don't always get along. Sound strangely familiar? Chris sees the way dog teams work as a perfect analogy to the way human teams work—or rather, the way they could work if leaders knew how to harness the energy of their employees, if employees used their unique gifts, and leaders understood how to encourage, align, and guide these employees—and then let them run. Chris hooks audiences with hilarious stories of the dogs and their personalities, drawn from decades as a dog musher and wilderness guide. Then she turns these stories into usable tools for teams and team leaders to help organizations let go of “how we’ve always done it” and make way for something new. Something Wild.

Learn more: thewildinstitute.com



**Opening
Keynote
Speaker**

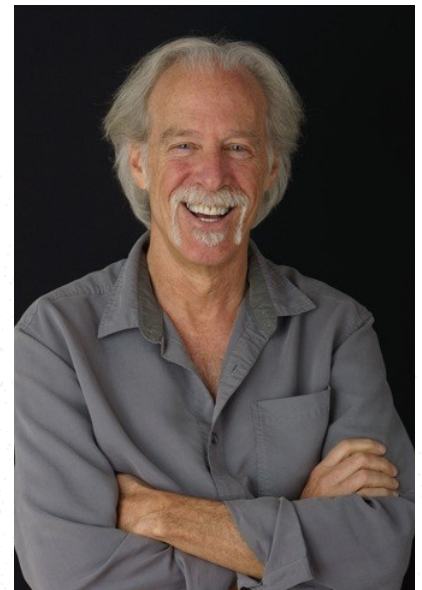
Vital Signs: The Nurture of Passion as We Age

Gregg Levoy

Fri, May 13 • 10:30AM

An affirmative approach to aging takes into account that new parts of us are always clamoring for airtime, the soul and spirit don't “retire” even if our careers do, and there's a difference between getting older and growing older. These parts of us—all of us, from care-providers and geriatric managers to older adults—could be passions and creative leaps, service projects and leadership roles in the community, a new line of work or an exploration of some non-work modes of expression, or simply rediscovering the sense of wonder and love of learning. They ask us to continually reinvent ourselves and stay close to our deepest sense of passion and purpose. In this presentation—part Keynote and part hands-on Workshop—we'll explore the nature and nurture of passion as we age—what inspires it and what defeats it, how we lose it and how we get it back—and how we can inspire it in ourselves, those we work with, and those on whose behalf we work.

Learn more: gregglevoy.com



**Closing
Keynote
Speaker**

Thank you to our
keynote speaker sponsors

LANE POWELL

Pence 1949
CONSTRUCTION

SOCIAL EVENTS

Mix & Mingle!

ANNUAL GOLF TOURNAMENT

Tuesday, May 10 · 10:30AM

Opening our Annual Conference with a 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** for this special Tuesday event!

WELCOME BARBECUE

Tuesday, May 10 · 6:00PM

Don't forget to stop by the Pocket Park on Tuesday 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 **Sysco Food Services** and **Compass Community Living**. Beverages brought to you by our friends at **USI**.

EXHIBITOR RECEPTION: TRADE SHOW AND TREASURE HUNT

Wednesday, May 11 · 11:30AM – 1:00PM and 3:45PM – 5:15PM

Our trade show is always a marquee event. This year's participants encompass a wide array of products and services. Our business partners will show you how they could have a positive impact on your community. At 11:30 enjoy box lunch and at 3:45 have light reception snacks. Participate in the treasure hunt for fun prizes. Stay until the end to win some great prizes!

AWARDS LUNCHEON

Thursday, May 12 · 11:30AM – 1:15PM

The Awards Luncheon brings together the LeadingAge Oregon provider community in a celebration of the very best aspects of the senior living profession. Learn more about this year's Silver Stars, Unsung Hero, Caring Spirit, and Innovative Program of the Year Award winners. The event offers a delicious meal and opportunity to connect with colleagues and friends in a warm and positive environment. We will honor special friends in our community and honor Ruth and her years of commitment to our organization.

DINNER AND FUN NIGHT

Thursday, May 12 · 6:00PM – 9:30PM

Enjoy dinner and the dueling piano talent of husband-and-wife team Jeff & Rhiannon. Have a song request? The mix of music and comedy makes for a memorable evening. The infectious energy and interactive show will leave you cheering for more. This is a great time to say "thank you" to Ruth. Thank you to **USI** for sponsoring this event!

Welcome BBQ

KICK THE CONFERENCE OFF RIGHT!

Be sure to join us 6:00 Tuesday evening
at the Pocket Park
(located on the Eagle Crest Property)
for a chance to connect, enjoy a great meal
and win some prizes!



SPECIAL THANKS TO OUR EVENT SPONSORS



Be sure to join us Thursday evening for

JEFF & RHIANNON DUELING PIANOS

DINNER & FUN NIGHT

Thursday from 6:00 – 9:30PM



Celebrate

Ruth Gulyas' Retirement

*Thank you for 20 years of
dedicated service to Oregon's
senior community.*

You are a change maker!

Thank You to our event sponsor



SESSION PLANNER

WEDNESDAY, MAY 11

		ORGANIZATIONAL LEADERS	NURSING/CLINICAL	FINANCE	MARKETING	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIANS/FOOD SERVICE	ACTIVITIES/WELLNESS	AFFORDABLE HOUSING	INDEPENDENT LIVING	ASSISTED LIVING	NEW MANAGER
A1	KEYNOTE: COME BACK WILD 10:00AM-11:30AM														
	AFTERNOON BREAKOUT SESSIONS 1:00PM-2:15PM														
A2	The Power of Repositioning, Invigorate Community by Design	X		X	X	X									
A3	How Marketing Automation Leads to a Larger Return on Investment	X			X	X									
A4	Wellness at Work for Long Term Care Professionals	X	X				X			X	X	X	X	X	
A5	Seniors Going Green: Sustainable Practices for Everyone	X						X	X		X		X		
A6	Manager Track: Employee Engagement	X	X				X	X	X	X		X	X	X	X
	AFTERNOON BREAKOUT SESSIONS 2:30PM-3:45PM														
A8	Passive House Sustainable Design; Financial & Operational Advantages	X		X	X	X			X						
A9	Cybersecurity Best Practices for Senior Living Communities	X		X		X						X	X	X	
A10	Nutrition and Mental Health in Long Term Care		X				X			X	X			X	
A11	HUD Update	X										X			
A12	SOQ/APD Update	X	X	X		X								X	
A13	MANAGER TRACK: Employee Accountability	X	X			X		X	X	X		X	X	X	X

SESSION PLANNER THURSDAY, MAY 12

		ORGANIZATIONAL LEADERS	NURSING/CLINICAL	FINANCE	MARKETING	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIANS/FOOD SERVICE	ACTIVITIES/WELLNESS	AFFORDABLE HOUSING	INDEPENDENT LIVING	ASSISTED LIVING	NEW MANAGER
B1 GENERAL SESSION: LEADING AGE NATIONAL 9:00AM-10:00AM															
MORNING BREAKOUT SESSIONS 10:15AM-11:30AM															
B2	Hot Legal Issues and Updates for Senior Living and Care	X		X		X						X	X	X	
B3	How The Rolling Stones Helped Capital Manor	X	X		X			X		X		X	X	X	
B4	Roofing TBD								X			X	X	X	
B5	Arts and Older Adults						X				X	X	X	X	
B6	Lighting Technology and Strategies to Enhance Wellbeing	X	X	X			X		X			X	X	X	
B7	MANAGER TRACK: Conflict Resolution	X	X				X	X	X	X		X	X	X	X

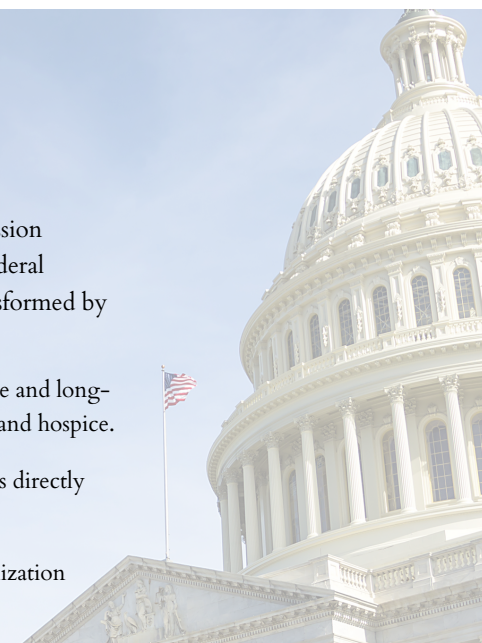
Thursday, May 12 • 9AM

General Session: National Public Policy Update

Ruth Katz, LeadingAge National's Senior VP of Policy/Advocacy

Attend an informative presentation from LeadingAge National's Senior VP of Policy/Advocacy, Ruth Katz as she takes a look at the future for our field. The session reviews the current context, legislation and executive branch activity affecting federal programs that provide financing for aging services and how the landscape is transformed by the coronavirus.

- Discuss the changing public policy environment and future outlook for health care and long-term services and supports, including home health, affordable housing, adult day, and hospice.
- Understand how LeadingAge's policy work across the aging services continuum is directly connected to member input from Town Hall Conversations around the country.
- Learn what LeadingAge is doing to advance policy priorities and why your organization should be involved in advocacy efforts.



SESSION PLANNER

THURSDAY, MAY 12

		ORGANIZATIONAL LEADERS	NURSING/CLINICAL	FINANCE	MARKETING	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIANS/FOOD SERVICE	ACTIVITIES/WELLNESS	AFFORDABLE HOUSING	INDEPENDENT LIVING	ASSISTED LIVING	NEW MANAGER
AFTERNOON BREAKOUT SESSIONS 1:30PM-2:45PM															
B8	Culturally Competent Care: The Key to Enhancing Compliance, Satisfaction, and Morale	X	X			X	X					X	X	X	
B9	Music-Assisted Caregiving in Dementia Care		X				X				X			X	
B10	Growth Strategies: The Mission-driven Senior Living Imperative	X		X	X								X	X	
B11	How Culture Impacts Your Workforce Challenges	X				X		X	X	X			X	X	
B12	MANAGER TRACK: Interviewing, Selecting and Onboarding	X				X									X
BREAKOUT SESSIONS 3:00PM-4:15PM															
B14	Building Resilience into Infrastructure and Organization	X		X	X	X							X	X	
B15	Sexuality in Dementia Care: Insatiable, Unwanted, Undesirable, or Absent (desired) Intimacy		X				X							X	
B16	Becoming an Employer of Choice	X	X					X	X	X		X	X	X	
B17	Evacuation: Lessons Learned	X	X			X	X	X	X			X	X	X	
B18	It's Ok to Not Be Ok!	X	X			X	X	X			X		X	X	
B19	MANAGER TRACK: Leading the Way to Service Excellence	X			X			X	X	X		X	X	X	X

SESSION PLANNER

FRIDAY, MAY 13

	ORGANIZATIONAL LEADERS	NURSING/CLINICAL	CFO/FINANCE	MARKETING PHILANTHROPY	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIANS/FOOD SERVICE	BOARD MEMBERS/TRUSTEES	HCBS	INDEPENDENT LIVING	ASSISTED LIVING	NEW MANAGER
MORNING BREAKOUT SESSIONS 9:00AM-10:15AM														
C1 Lighten Up and Live	X	X	X	X	X	X	X	X	X	X	X	X	X	
C2 Manager Track: Influential Leadership	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C3 CLOSING SESSION: VITAL SIGNS: THE NURTURE OF PASSION AS WE AGE 10:30AM-NOON														

Breakout Sessions:

MANAGER TRACK SERIES



With Del Gilbert

Del Gilbert is the founder of Accelerating Excellence. He speaks, trains, and consults on building high-performance in people and organizations. His dynamic communication style is clear, practical, and engaging. He delivers nearly 100 keynotes, workshops, and presentations annually.

Del is the author of the book 7 Senses of Employee Engagement: How to Be the Best Boss Your Employees Ever Had. He is also the creator of the Accelerating Excellence Online Academy which has over 1,000 students and over 5,000 course enrollments.

At this year's Conference, Del leads a series of management sessions designed to help your team managers. **Anyone is welcome to attend any of these sessions.**

Del's Breakout Sessions

All sessions are standalone

Employee Engagement Wednesday 1:00pm

Employee Accountability - Wednesday 2:30pm

Conflict Resolution - Thursday 10:15am

Interviewing, Selecting and Onboarding - Thursday 1:30pm

Leading the Way to Service Excellence - Thursday 3:00pm

Influential Leadership - Friday 9:00am

Wednesday, May 11

Breakout Sessions 1:00 - 2:15PM

A2 The Power of Repositioning. Invigorate Community by Design

Presenter: Janice Sanada

Many of Oregon's Communities have a proud and rich history. Janice Sanada (**LRS Architects**) details how a reposition builds on your community's strong foundation to improve prospects, creates community spaces, and supports financial stability. Furthermore, she explores how a reposition reinforces your unique story, energizing residents, prospects, families, and caregivers through case studies. Drawing on this momentum, Janice shows how these groups foster and strengthen your mission and how design supports social connections and creates buildings that promote financial stability. Attendees will discover design ideas to position their community for success and resiliency in current and future conditions. This presentation provides short and long-term steps in repositioning and present successful design solutions and ideas. Site design strategies, Community Hub examples, and diverse building types are explored and explained.

- Learn how a reposition may create an internal and external story to revitalize existing and attract future residents, families, and staff.
- Explore various design strategies and case studies to foster social connections and Community.
- Examine a variety of building types to support a Life Plan / Continuing Care Retirement Community.

A3 Getting the Most Bang for Your Buck: How Marketing Automation Leads to a Larger Return on Investment

Presenters: Mindy Cheek, Tricia Mackin and Hannah Delagardelle

Finding qualified leads and getting them all the way through the sales funnel to conversion is a challenge that senior living marketing teams will always face. So how can you streamline your processes to make this more efficient? Mindy Cheek, Tricia Mackin (**Greystone**), and Hannah Delagardelle (**Attane**) show how the move to digital tools and marketing automation can not only lead to increased productivity and a better return on investment, but also allow your sales counselors more time to build meaningful relationships with prospects.

- Discover new marketing automation tools to streamline your processes.
- Learn how to improve your ROI and conversion rate through marketing automation.
- Explore how to give sales counselors more opportunities for success.

Wednesday, May 11

Breakout Sessions 1:00 - 2:15PM

A4 Wellness at Work for Long Term Professionals

Presenter: Cassandra Whitmore

COVID placed a strain on our teams, both physically and mentally. As organizations emerge from the "emergency state", it's important that you help your teams no longer just survive, but thrive. Cassandra Whitmore (**Consultant/Dietitian**) discusses why wellness matters to your staff and ways you can support them. Most importantly, she will offer wellness tips to bring back to your teams and use for yourself.

- Consider why wellness at work matters.
- Discuss ideas for promoting wellness, with a focus on nutrition, that you can bring home to your teams.
- Discover other aspects of wellness that you may not have considered before.

A5 Seniors Going Green: Sustainable Practices for Everyone

Presenters: Marilyn Gottschall, Kristin Guest, and Joan McNamara

Marilyn Gottschall, Kristin Guest, Joan McNamara (senior living residents), lead a panel that shares knowledge gained from a collaborative Green Team Steering Committee representing six Life Plan (CCRC) Provider member communities. The panelists are joined by three management representatives: Vassar Byrd from Rose Villa, Susan Platte from Holladay Park Plaza and Craig Van Valkenburg from Willamette View. The presentation addresses how seniors living in communal organizations have worked together across the greater Portland area to protect and restore their environments, and to advance programs and practices at facilities to significantly reduce environmental impacts of operations and achieve cost savings. The residents will share highlights of the Steering Committee's "best practices" document, which includes examples of climate mitigating practices for senior residences. Residents, management representatives and workshop participants will share ideas about how facilities can work most effectively to address the long-range effects of the climate crisis.

- Recognize multiple areas of organizational operations in which climate concerns are an issue.
- Learn about the collaboration of a network of six Continuing Care Retirement Communities in the Portland area addressing sustainability.
- Consider additional sustainable practices which participants might adopt in their own communal organizations.

Wednesday, May 11

Breakout Sessions 1:00 - 2:15PM

A6 Manager Track: Employee Engagement

Presenter: Del Gilbert

Learn how to increase team member commitment and enthusiasm. Session resources include: session handout and slide deck, direct report check-in form, and manager communication update form.

- Leading by influence vs leading by authority.
- The difference between employee satisfaction and employee engagement.
- 7 no-cost, practical ways to increase employee engagement.



Wednesday, May 11

Breakout Sessions 2:30 - 3:45PM

A8 Passive House Sustainable Design; Financial & Operational Advantages

Presenters: Chuck Archer, Bob Johnson and Sarkis Garabedian

Chuck Archer (LRS), Bob Johnson (Terwilliger Plaza) and Sarkis Garabedian (Ziegler) outline the Passive House Strategies that create a superior senior housing environment to live, work, and invest in. Terwilliger Plaza's Independent Living Community is showcased as an architectural design that provides tangible results of comfort, quality, and efficiency. This design has led to producing more effective operations, stronger marketing results, increased resident satisfaction, and energy-savings to the organization. As well, the positive results support a financial strategy that attracts investors and produces substantial savings in overall operational costs. Attendees will learn about a Green Bond financing approach that utilizes a passive house design. Benefits of achieving a Green Bond designation include attracting additional ESG investors, effectively reducing the cost of capital and a community's carbon footprint. Attendees will also learn how early engagement ideas and process aided residents in the understanding of the design concepts, cost savings, positive impact on the environment, and then take the lead on the promotion of the Passive House project. The presentation is concluded with an open dialog about the possibilities of data-driven design and ways to harness passive design strategies for sustainable, affordable, and comfortable senior living environments.

- Critique 'green building' designs details that create superior living environments for residents.
- Advance your knowledge about financing opportunities that save the client money, improve affordability for residents, and benefit the environment.
- Discover how the project team achieved innovative idea "buy-in" with the residents.

A9 Cybersecurity Best Practices for Senior Living Communities

Presenter: Troy Hawes

Ransomware, business email compromise, phishing, cyber criminals, and data breaches are all terms that are heavily used in the news. These threats and risks are not just IT risk, but business risk, due to the large payments for ransomware or loss of business and downtime caused by a breach that can be a financial burden on a business. Cyber criminals have used the pandemic to target remote employees, insecure remote access networks, and critical systems for profit. Troy Hawes (Moss Adams) discusses the threats and risks that cyber criminals have developed over the last year to target any and all organizations for financial gain. He provides examples from senior living communities that have experienced cyber fraud and information security incidents. He discusses the financial impact that a breach or ransomware event can have on organization. Troy will also provide best practices that an organization can take to help mitigate these risks, including technical and administrative controls, to help keep systems operational and minimize downtime.

- Understand the current state of cybersecurity and breach incidents in the aging services sector and identify how cybersecurity risks are also business risks.
- Understand how these vulnerabilities have been exploited and affected operations at senior living communities.
- Identify best practices that organizations should employ to reduce cyber risks.

Wednesday, May 11

Breakout Sessions 2:30 - 3:45PM

A10 Nutrition and Mental Health in Long Term Care

Presenter: Cassandra Whitmore

Many of us struggled with our mental health during the pandemic, as did our residents, patients, and clients. However, while mental illnesses and the medications used to treat them can often effect weight and appetite, many clinicians do not feel fully knowledgeable to give great recommendations to cope with these illnesses. Cassandra Whitmore (**Consultant/Dietitian**) provides an overview of these illnesses, how they can affect nutrition status, and recommends ways to help your residents and staff.

- Discuss the mental health diagnoses we are most likely to see in long-term care as well as their definitions.
- Consider the different nutrition challenges for Residents with mental health diagnoses.
- Explore options for nutrition interventions in this population.

A11 HUD Update

Presenter: HUD Staff

Regional Staff from HUD share the latest updates about topics important to you. Hear about REAC, MOR and RAD for PRAC and more. Be sure to bring your questions – there will be plenty of time for discussion.

A12 SOQ/APD Update

Presenter: Jack Honey

Jack Honey, Safety, Oversight and Quality (SOQ) Administrator, **APD** discusses the latest information from SOQ and APD in the current quickly changing environment we are now in. As they continue to put in place policies to guide the care of Oregon's older adults, conversation with LeadingAge Oregon member communities has been valuable to the Department as well as to our members. With plenty of time for Q&A, hear up-to-date information on policies impacting your organization and residents.

- Hear about the latest updates from Safety, Oversight and Quality.
- Understand the current regulatory impacts on Long Term Care Organizations.
- Learn how input from LeadingAge Oregon and member communities can help shape governing policies.

Wednesday, May 11

Breakout Sessions 2:30 - 3:45PM

A13 Manager Track: Employee Accountability

Presenter: Del Gilbert

Learn how to effectively address problem behaviors and attitudes. Session resources include: session handout and slide deck, D-I-R-E-C-T model discussion planner, sample behavioral guidelines, and Creating a Winning Work Culture: 31 Ways to Be Exceptional.

- The consequences of not addressing poor behaviors and attitudes
- The D.I.R.E.C.T. Model of corrective feedback (includes case studies)
- 7 best practices for delivering effective corrective feedback

A blurred background image of a trade show floor with people walking and interacting. Overlaid on this image is the text 'TRADE SHOW' in large, bold letters. 'TRADE' is in orange and 'SHOW' is in black.

TRADE SHOW

TRADE SHOW/TREASURE HUNT AND BOX LUNCH

Wednesday, May 11 • 11:30AM - 1:00PM

TRADE SHOW, EXHIBITOR RECEPTION & DRAWINGS

Wednesday, May 11 • 3:45PM - 5:15PM

Thursday, May 12

Breakout Sessions 10:15 - 11:30AM

B2 Hot Legal Issues and Updates for Senior Living and Care

Presenter: Gabriela Sanchez and Jeff Duncan

Gabriela Sanchez and Jeff Duncan (**Lane Powell**) cover legal and regulatory issues affecting the senior living and care sector, including life planned communities. The presenters survey a variety of issues from COVID-19 regulations and litigation, employment issues, any relevant legislative updates, important cases affecting the sector, and regulatory issues.

- Learn the latest legal developments and how they impact the senior living and long term care sector.
- Learn compliance and risk management best practices to help avoid adverse regulatory action and civil claims.
- Train management and staff members how to accurately and effectively document how your policies and practices are compliant with applicable regulations.

B3 How The Rolling Stones Helped Capital Manor

Presenters: Nikki Phillips and David Lewis

Marketing = Figuring out what customers value, telling them they can have it and showing them how to get it. Operations = Delivers the value while ensuring the financial success of the organization. These two departments have often been described as opposite forces pushing against one another. Yet, both Marketing and Operations share the same goals for the community: enrich the lives of residents, deliver high occupancy, offer quality services, and provide financial stability, plus up to date communities that can compete in today's market. These two domains need each other and must work together toward the common goals. But how do roles with such differing backgrounds and responsibilities come together to succeed? David Lewis and Nikki Phillips (**Capitol Manor**) provide strategies and best practices to work together, communicate openly and honestly, collaborate with all departments, maintain high occupancy, continue financial success, and create a cohesive community, all for the shared goal of increasing resident satisfaction for current and future residents.

- Hear how an Executive Director and Marketing Director of a Life Plan Community have worked together to create a successful plan to maintain high occupancy and improve interdepartmental relationships and communication.
- Learn how one community has evolved to ensure all departments have sales top of mind and live out a Sales First agenda.
- Discover how the departments and relationships in your community can benefit from an increase in trust and understanding.

Thursday, May 12

Breakout Sessions 10:15 - 11:30AM

B4 Inspecting Roofs and Attic Spaces

More information coming soon!

B5 Arts and Older Adults

Presenter: Jennifer Kulik

Studies have shown participation in the arts (even if a resident doesn't think he/she is artistic!) can help to destress and promote feelings of joy. What kinds of arts engagement opportunities does your community currently offer your residents? What new ways can you include the arts in your programming? Jennifer Kulik, Ph.D. (**Silver Kite Community Arts**) explores the numerous benefits of arts engagement for your residents, highlights different ways to engage in the arts, and shares arts activities and program structures that work – even during COVID!. As well, she discusses ways to bring more arts activities to your community.



Thursday, May 12

Breakout Sessions 10:15 - 11:30AM

B6 Lighting Technology and Strategies to Enhance Wellbeing

Presenter: Lisa Warnock and Keith Stanton

Lighting is one of the most important and all too often overlooked elements in a building when it comes to providing support to residents and staff. Lisa Warnock and Keith Stanton (**Thom-Holec Design**) dive into the “how-to’s” for best practices in providing supportive and beneficial lighting designs and systems for senior living communities. The presenters discuss the important role that the reflectance values of finishes play in the design of lighting as well as in helping to provide support for those with low or impaired vision in all levels of care. Additionally, new technology in smart bulbs, tunable control systems, art lighting, integrated art technology, and smart home systems are explored. The session content is designed to not be “too” technical so that attendees can understand the basics of what they need to know about the lighting systems they bring into their communities.

- Obtain working knowledge on how lighting systems can either support or hinder residents and staff.
- Understand best practice lighting decisions when designing for seniors and those with low vision.
- Recognize easy to execute ideas to enhance the lighting in their own communities.

B7 Manager Track: Conflict Resolution

Presenter: Del Gilbert

Learn how to mediate conflicts and successfully work through differences. Session resources include: session handout and slide deck, and conflict mediation discussion planner.

- Destructive and constructive behaviors in conflict.
- 5 levels of conflict and when to intervene.
- How to mediate a conflict between two employees or two teams.



Thursday, May 12

Breakout Sessions 1:30PM -2:45PM

B8 Culturally Competent Care: The Key to Enhancing Compliance, Satisfaction, and Morale

Presenters: Gabriela Sanchez and Pamela Kaufmann

Health care pundits tout the benefits of "culturally competent care," but what is it really, and how does it impact senior care communities? What is the connection between culturally competent care and Diversity, Equity, and Inclusion ("DEI") in the workplace? Gabriela Sanchez (**Lane Powell**) and Pamela Kaufmann (**Hanson Bridgett**) explain why culturally competent care is essential to meet residents' needs in a manner that takes into account their diverse values, beliefs, behaviors, and linguistic needs. The presenters point to examples of how the failure to take these unique characteristics into account can lead to adverse care outcomes, trigger regulatory citations, increase the likelihood of litigation, and alienate current and prospective residents. Likewise, they explore members' need to document the delivery of culturally competent care to train surveyors and avoid deficiencies. Attendees will examine how providing culturally competent care can help members manage resident and family expectations and produce better care outcomes. A discussion of the need to recruit and retain diverse staff to meet the diverse cultural needs of residents rounds out this presentation.

- Describe culturally competent care and ways in which it promotes compliance and satisfaction in senior care.
- Illustrate how the failure to provide culturally competent care can adversely affect senior care communities.
- Discuss strategies a community can employ to provide culturally competent care.

B9 Music-Assisted Caregiving in Dementia Care

Presenter: Lisa Peterson

Lisa Peterson (**Come On, Let's Sing!**) presents research, anecdotal rational and practical tips for music and singing as an instrument of care for those living with dementia. Among the many reasons to adopt a singing program in your dementia care department include, improved job satisfaction leading to higher staff retention, enhanced person-centered care for both the resident and staff, and decreased agitation and aggression in residents and staff. Caregivers have expressed their joy in witnessing a person with dementia gain confidence and happiness by using their own voice to sing or hum a familiar song. Lisa shares relevant anecdotal stories through storytelling and engages participants in singing and humming. Attendees will learn to identify the benefits of using music throughout the day, know how and when to use music effectively, identify positive responses to the music, and much more. The presentation is concluded by inviting participants to make an action plan for using singing in their own care interactions.

- Learn benefits of caregiver singing for those with dementia, for both caregiver and resident.
- Learn how to create a list of person-centered songs to use for yourself and those you care for.
- Experience the power of connecting to yourself and others through music, using recordings of shared "memory bump" songs.

Thursday, May 12

Breakout Sessions 1:30PM -2:45PM

B10 Growth Strategies: The Senior Living Imperative

Presenters: Daren Bell and Sarkis Garabedian

If there is one pre-eminent lesson from the past two years, it's that providers need to adjust to the changes in areas such as consumer expectations and technology, while seeking to leverage the momentum in emerging areas such as sustainability. What will be key moving forward is how providers take advantage of the opportunities to innovate with new models, and evolve and grow to meet the needs of the aging population. Future communities and suite of services will look different. Darren Bell and Sarkis Garabedian (**Ziegler**) illustrate the changes in growth plans, and more specifically design aspects of recent projects, in light of COVID. Each case study focuses on certain design aspects such as upgrading common spaces, carving out specific memory care living spaces, modernizing healthcare offerings and expanding independent living units. The presenters share advice on how to ensure a successful project execution, and the multitude of financing options available to fund projects, including the emergence of ESG investment in "Green Bonds". Additionally, speakers will describe specific growth initiatives that providers can explore. These opportunities range from repositioning or expanding existing communities, to new community development, to mergers, affiliations and acquisitions.

- Learn how senior living organizations are reimagining growth and innovation, while sharpening their competitive positions.
- Gain insights into the "inside process" of evolving a growth strategy, gaining alignment among constituents, and executing on a variety of different initiatives to broaden market reach.
- Find out how providers can commit to growth while balancing both the benefits and drawbacks that dramatic growth presents.



***Learn more about our speakers
on the Conference App!***

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Ziegler

Thursday, May 12

Breakout Sessions 1:30PM -2:45PM

B11 How Culture Impacts Your Workforce Challenges

Presenters: Justin Spooner and Andrew Leech

The past two years have placed unprecedented pressure on businesses and our industry was certainly not immune. As organizations face ongoing workforce challenges in a candidate-driven environment, how do you create – and more importantly, maintain – a culture of retention, support, and employee growth? Justin Spooner and Andrew Leech (**Greystone**) explain how addressing issues with your culture can ultimately lead to overcoming challenges with retention, occupancy, and overall employee sentiment.

- Listen to real-life examples of how organizations similar to you have seen improvement after addressing larger culture-related obstacles.
- Discover non-wage-related benefits and compensation that can make the difference in retaining staff.
- Learn how to recognize the early signs of cultural decline and discuss tactics to address those challenges head-on.

B12 Manager Track: Interviewing, Selecting, and Onboarding

Presenter: Del Gilbert

Learn how to get the right people on the bus. Session resources include: session handout and slide deck, 25 great interview questions, candidate evaluation form, and new employee 30 day check-in form.

- How to hire for competence, chemistry, and character.
- How to conduct a thorough, behavior-based interview.
- Best practices in employee orientation.

Thursday, May 12

Breakout Sessions 3:00PM - 4:15PM

B14 Building Resilience into Infrastructure and Organization

Presenters: Chris Ebert, Alissa Brandt and Ryan Miyahira

The past two years have placed unprecedented pressure on businesses. The Senior Living industry was certainly not immune. As organizations face ongoing workforce challenges in a candidate-driven environment, how do managers create – and more importantly, maintain – a culture of retention, support, and employee growth? Chris Ebert, Alissa Brandt and Ryan Miyahira (**Ankrom Moisan**) explain how addressing culture issues can ultimately lead to overcoming challenges with retention, occupancy, and overall employee sentiment.

- Gain insight into cross-market development trends as a resource for predicting where the demand for services is likely to expand.
- Learn 5 simple but effective strategies for building resiliency into your organization.
- Recognize common themes in prototypes and design concepts developed for a post-Covid marketplace.

B15 Sexuality in Dementia Care: Insatiable, Unwanted, Undesirable, or Absent (desired) Intimacy

Presenter: Joyce Lynn Beedle

“I can't sleep! They/He/She wants sex over and over all night long!” “Uncomfortable touching makes caregiving very awkward and difficult.” “Sexual comments drive our caregivers away.” “They/He/She won't allow me into our bed... doesn't recognize me and I miss our intimacy.” Using these real-life scenarios, presenter Joyce Lynn Beedle (**Alzheimers Consulting Service**) produces new, individualized ideas for dealing with these intensely private and quite uncomfortable issues. She leads participants in providing rapid-fire ideas for each of the scenarios. Related concerns from participants are addressed in addition to these provided scenarios. General Guidelines are also shared to reduce or avoid unwanted or undesirable intimacy interactions, along with guidelines to encourage desirable intimacy.

- Hear that many professional and spousal caregivers have complex (seemingly-one-of-a-kind) difficulties regarding intimacy while caregiving.
- Identify several new, viable ideas / approaches to address their intimacy concerns or their unwanted intimacy interactions.
- Learn that one's own personal preferences regarding intimacy can be honored during caregiving. Interactions can be comfortable for caregiver and care receiver.

Thursday, May 12

Breakout Sessions 3:00PM - 4:15PM

B16 Becoming an Employer of Choice

Presenter: Robert Moore

Becoming an 'Employer of Choice' is necessary to compete in today's labor environment. Robert Moore (**Time Equipment Company**) explores how the reaction to COVID has changed what the workforce expects from an employer. He identifies six elements new generations look for in an employer. In addition, he looks at how technology can help address these elements in helping a company become an Employer of Choice.

- Hear the challenges the modern workforce has to overcome growing up and how it affects them today in the workplace.
- Identify the 6 elements to becoming an Employer of Choice.
- Learn how technology can help address these elements in helping a company become an Employer of Choice.

B17 Evacuations: Lessons Learned

Presenters: Stan Solmonson, Kim Buchholz, and Matt Hartley

Given the past year, members have been developing/reviewing plans to assist in evacuating residents within independent living. Rogue Valley Manor evacuated their independent living residents (as well as residents in licensed settings) due to the wildfires last year and Willamette View went through the process of planning to, but did not. Stan Solmonson (**Rogue Valley Manor**), Kim Buchholz and Matt Hartley (**Willamette View**) will share lessons learned and be available for Q&A.



Thursday, May 12

Breakout Sessions 3:00PM - 4:15PM

B18 It's Ok to Not be Ok!

Presenter: Chase McCarthy

People have recently encountered being overwhelmed with anxiety, stress, burnout, and the multitude of other issues facing society during this pandemic. Many of your colleagues, family and friends are all facing mental health issues in their lives. In fact, studies have shown that 48 million Americans struggle with their mental health. Chase McCarthy (USI) leads a team of presenters aimed at equipping you with strategies to help you through these difficult times. Learn how to recognize symptoms of concern, what steps can be taken, how to create an open environment for discussion and what tools are available to you. These skills will be valuable, not only in your career but also in your life outside of work. Mental health doesn't have to be scary and overwhelming, and it doesn't have to be something that someone faces alone. When you know what tools can help, it makes taking the next step so much easier, and that next step can mean a world of difference for you or someone you care about.

- Understand the impact of mental health in the workplace.
- Recognize signs of mental health issues and how to create a safe environment for employees.
- Learn where to find mental health resources.

B19 Manager Track: Leading the Way to Service Excellence

Presenter: Del Gilbert

Learn how to provide every resident with an exceptional experience. Session resources include: session handout and slide deck, 10 Best Practices in Service Excellence, sample service excellence guides.

- Displaying Compassion and Competence.
- Elevating language; turning common phrases into winning words.
- Creating high service standards.

Friday, May 13

Breakout Sessions 10:15AM - 11:30AM

C1 Lighten Up and Live (getting and keeping a balance)

Presenter: Jeanne Sexson

Combining a mixture of serious thoughts and fun, Lighten Up and Live explores the influences which help us find the up side to a down situation. Jeanne Sexson (**Jeanne Sexson Enterprises**) how the role of humor affects health, productivity and our ability to break the power of the past to get a better grip on present challenges. Laugh and learn as you gain a more realistic balance and perspective for a more gratifying quality of life.

- Determine four specific influences which affect positive or negative attitudes.
- Establish four ways to deflect negatives in the workplace.
- Determine 20 techniques for staying focused and productive.

C2 Manager Track: Influential Leadership

Presenter: Del Gilbert

Learn how to help others succeed and leave a legacy. Session resources include: session handout and slide deck, and 10 Characteristics of a Servant Leader.

- The discipline of personal replenishment.
- Building and protecting your personal brand.
- How to be people smart.

REGISTRATION INFORMATION

CONFERENCE REGISTRATION IS ALL ONLINE (SEE PAGE 28)

Please note that the “member rate” is available to members of LeadingAge Oregon. Different rates apply for provider participants and business representatives; see page 30 for details.

Full Conference Fee includes all educational sessions and the following meals and special events: Tuesday Welcome Barbecue • Wednesday Trade Show, Lunch and Reception • Thursday’s Annual Meeting Luncheon, Dinner and Fun Night

One-day fees are also available for provider participants:

Wednesday-only fee includes: Tuesday Welcome Barbecue • All Wednesday educational sessions • Conference keynote • Trade Show Lunch and Reception

Thursday-only fee includes: Wednesday’s Trade Show and Reception • Thursday educational sessions • Annual Meeting Luncheon • Thursday Dinner and Entertainment

SPOUSE/GUEST REGISTRATION

Included in spouse/guest registration: the Tuesday Welcome Barbecue, Wednesday Trade Show and Reception, Thursday Awards Lunch and Fun Night and Friday’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 Thursday luncheon and Thursday 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 (800) 682-4786 or (541) 923-2453. Our special rates are:

Double Queen: \$131 | King Room: \$131 | 1-Bedroom Suite: \$152
2-bedroom Condo: \$225 | 3-bedroom Condo: \$287 | 4-bedroom Condo: \$359

- Minimum 2-night stay for condos/homes. These rates do not include a 17.8% lodging tax.
- Cancellations: Hotel rooms: 72 hours in advance; Condos: 7 days in advance
- Please note that rooms at these rates are being held through April 10 only, so make your reservations early!

REGISTRATION INFORMATION (CONT.)

CONTINUING EDUCATION CREDITS

Nursing Home Administrator, ALF/RCF Administrator, and Real Estate CEUs are available. We will issue certificates to verify attendance for other licensure requirements you are tracking.

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, Life Plan Community (CCRC) 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 and in the conference app 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, session handouts, exhibitor listing, maps, **CEU tracking**, 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.

HOW TO REGISTER

Registration is all online at www.leadingageoregon.org/annual-conference

To Register:

- 1 Go to the LeadingAge Oregon home page, www.leadingageoregon.org, go to Events & Education, 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 username and password. (If you have forgotten your username and password you can go to Member Tools/My Profile and click on “Forgot your Password?” to have your username and password emailed to you).
- 3 If you don’t have a username and password, you can register as a “new user.” Please note, if your organization is a LeadingAge Oregon member, you will need to call after you create your user account prior to registration to get “member” pricing.
- 4 Choose your conference sessions and special events. (Be sure to review the session descriptions before you make your selections!)
- 5 Choose credit card (Visa, Mastercard, Discover and American Express) or “Invoice Me” payment option. An invoice will be generated when the “Invoice Me” option is chosen. Payment must be made by Friday, May 7, 2022).
- 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 “Invoice Me” option, then call us at (503) 968-7205 to arrange for payment.

Having problems, or don’t have online access? Call us at (503) 968-7205 and we will assist you.

REMINDER: Registration fees must be paid by Friday, May 7, 2022

Thank you to our online sponsor



REGISTRATION NOTES

DISCOUNTS FOR 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 must be received no later than Friday, May 1 in writing 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. Exception: If you are sick, please contact Rob West at rwest@leadingageoregon.org or (503) 968-7205

EARLY BIRD RATES

Early bird rates are available through Monday, April 11, 2022 only. All registration fees increase by \$25 on April 12, 2022.

SPECIAL ATTENDANCE RATES FOR NON-EXHIBITING BUSINESS ASSOCIATE 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 Rob West at the LeadingAge Oregon office, rwest@leadingageoregon.org, (503) 968-7205

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 \$600 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.

REGISTRATION & DAILY RATES

PROVIDER MEMBER	STANDARD	EARLY BIRD BY APRIL 11
FULL REGISTRATION	\$505	\$480
WEDNESDAY ONLY	\$325	\$300
THURSDAY ONLY	\$425	\$400
SPOUSE/SIGNIFICANT OTHER	\$125	\$100
EXTRA AWARDS LUNCH TICKET	\$60	\$60
EXTRA FUN NIGHT TICKET	\$80	\$80
PROVIDER NON-MEMBER	STANDARD	EARLY BIRD BY APRIL 11
FULL REGISTRATION	\$605	\$580
WEDNESDAY ONLY	\$430	\$405
THURSDAY ONLY	\$530	\$505
SPOUSE/SIGNIFICANT OTHER	\$125	\$100
EXTRA AWARDS LUNCH TICKET	\$60	\$60
EXTRA FUN NIGHT TICKET	\$80	\$80
BUSINESS MEMBERS	STANDARD	EARLY BIRD BY APRIL 11
NON-EXHIBITOR/NON-SPONSOR	\$950	\$925
NON-EXHIBITOR/SPONSOR	\$600	\$575
EXTRA AWARDS LUNCH TICKET	\$60	\$60
EXTRA FUN NIGHT TICKET	\$80	\$80

REGISTER ON LINE AT

www.leadingageoregon.org



2022 ANNUAL GOLF TOURNAMENT

TUESDAY MAY 10, 2022 • 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. Please plan to join us for a “sunny” round of golf and enjoy the fresh air of Central Oregon!

So gather your colleagues and sign up. Chase McCarthy from **USI** will reach out to you to discuss team requests/assignments. Contact Chase with golf-related questions chase.mccarthy@usi.com

CHECK-IN | Starts at 9:45 a.m.

GOLF FEES | \$130 per player (includes course fees, 1/2 cart rental, box lunch and Welcome BBQ)

TEE TIMES | Begin at 10:30 am – Ridge Course. Women – Red Tees | Men – Blue Tees

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.

Teams will be awarded points for their play during the round of golf.



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