Special Thanks

LeadingAge Minnesota would like to thank the following 2017 Annual Sponsors for helping advance our mission and for supporting important program initiatives.

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Tena
Welcome to LeadingAge Minnesota's 50th Anniversary Annual Meeting

We hope you will plan to join us for this most special Annual Meeting as we celebrate our 50th Anniversary together.

Annual Meeting is considered to be the premier leadership conference of the year for our members. But it's so much more than an educational conference.

In the tranquil setting of the north woods, Annual Meeting is where bold leadership takes shape. Where new and innovative ideas are spawned. Where excellence is pursued.

This is where partnerships and alliances are formed … and lifelong friendships. Where the esteemed leaders of our past collaborated to think differently; to think boldly in ways that propelled us forward to find new ways of serving older adults.

And like our predecessors, this is where the visionary leaders of today will come together to guide us forward, creating new models of service, new partnerships, new ideas that will forge enlightened models of service for the future.

Annual Meeting. Together, we are Leading Change and Changing Lives.

Join us in September.
2017 Annual Meeting and Leadership Forum Schedule of Events

**TUESDAY, SEPTEMBER 19**

Noon - 12:45 p.m.
1 p.m.

**Golf Registration and Lunch** sponsored by Elim Preferred Services Inc.

**LeadingAge Minnesota Golf Social**

5 - 7 p.m.

**19th Hole Meet & Greet Reception hosted by District F**

*Open to all Annual Meeting participants!*

**WEDNESDAY, SEPTEMBER 20**

7:30 - 8:30 a.m.

**New Faces Breakfast** sponsored by Mobilex USA

First time at Annual Meeting? We invite you to gather with other newer members over breakfast for an informal overview of the sessions, activities and networking opportunities available throughout the week. Must be on the Madden’s meal plan or pre-purchase a breakfast ticket to participate.

*Facilitator: Adam Suomala, Vice President of Membership and Strategic Affiliations, LeadingAge Minnesota, St. Paul*

9 a.m.

**Welcome, Awards and Opening Keynote**

**The Science of Loyalty**

What does it take to build loyalty with your clients, families, staff and external stakeholders? It’s not what you may think.

In this fascinating and highly entertaining presentation, James Kane takes us on a journey into the human brain and explains the science behind true loyalty and human relationships. Building on more than 40 years of research on the subject, he explains how humans have a fundamental need to be loyal and actively seek out the specific clues from others that tell them when they can and should be loyal. When you, and your organization, are able to understand and demonstrate those loyalty-building behaviors, you can develop relationships that will last a lifetime and result in unwavering and unlimited support.
James Kane is a behavioral scientist, researcher, author and consultant considered to be one of the world’s most foremost experts on what makes someone truly loyal – to another person, to an organization or to a cause. By combining the latest scientific research from behavioral psychology and neurology with 100,000 years of human evolution, Kane is creating an entirely new understanding of what it means to be loyal and establishing a proven model for individuals and organizations to build and maintain business relationships.

10:45 a.m.  Break sponsored by Kraus-Anderson

11 a.m.  LeadingAge Minnesota Annual Business Meeting
All members in attendance are requested to attend the association's annual business meeting. The business meeting is an essential function of association governance and as a member, you play an important role. Members will receive important information on the financial condition of the association, elect honorary members and vote on key governance changes. All members are welcome; however only voting members are eligible to vote.

Noon  Lunch

1:15 p.m.  CONCURRENT SESSIONS

Session #1 - The Science of Influence and Negotiation
• Apply key concepts from the morning’s keynote presentation to real life situations when building relationships in business and personal life.
• In an interactive format, test your common assumptions about how to influence others and achieve your mutual needs.
• Use the learnings from this session to build loyalty and strengthen your interpersonal and business relationships with your clients, staff, suppliers and communities.

James Kane, Behavioral Scientist, Researcher, Author and Consultant, Philadelphia, Pa.
Session #2 - **Opportunities in Aging and Senior Care Innovation**
- Discuss what the health and aging care systems will need to do to prepare for the increasing numbers of individuals with late-life disabilities.
- Learn about the innovators who are working to address the wide range of service delivery, technological, housing and insurance-based innovations that are already underway.
- Become familiar with new risk-based health care payment models.
- Recognize the opportunities that exist to create a new vision for the future of older adult services.

*Anne Tumlinson, CEO, Anne Tumlinson Innovations, Washington D.C.*

2:15 p.m. Break *sponsored by Wipfli LLP*

2:30 p.m. **CONCURRENT SESSIONS**

Session #3 - **Effective Strategies for Thriving in a Rural Health Care Market**
- Learn how your organization can address staffing challenges by centralizing certain job functions through partnership with other communities.
- Revisit your value proposition as a rural provider to better meet the service and care needs from hospitals in your area.
- Describe how your organization can test-drive Value Based Purchasing as a survival strategy before fully getting on board.
- Take home a checklist of critical items to be addressed in a formal partnership agreement including what protections to include to minimize risk and how often it should be reviewed.

*Craig Abbott, President, and Erin Shvetzoff Hennessey, EVP, Consulting and CEO, RevGroup, Health Dimensions Group, Minneapolis*
Session #4 - Managed Care and Long-Term Care: A Dialogue
- Explore important trends in managed care related to older adult services/continuum of care, both nationally and in Minnesota.
- Discuss initiatives being undertaken by the Minnesota Council of Health Plans to improve care in mental health and promote wellness.
- Gain important insights on how managed care operates in Minnesota and what that means for your aging services organization.

Jim Schowalter, President and CEO, Minnesota Council of Health Plans, St. Paul; and Patsy Riley, Chief Government Officer, Blue Cross Blue Shield of Minnesota, Eagan

Session #5 - Applying Innovative Design Thinking to Your Aging Services Setting
- Become familiar with the elements of 3M’s design thinking process, a rigorous, proven and repeatable approach to new product design.
- Know how you can apply design thinking as a creative problem-solving technique to find solutions to some of your most challenging needs such as workforce and census building.
- Take home ideas to develop innovative services and products to become more competitive in your marketplace.

Lisa M. Edstrom, 3M Global Health Care Academy Leader, 3M Health Care Business Group, St. Paul

3:30 p.m.  Break sponsored by Wipfli LLP

3:45 p.m.  CONCURRENT SESSIONS

Session #6 - MDH Office of Rural Health Update
- Receive a snapshot of important trends in the delivery of services to older adults living in rural communities.
- Describe the Office of Rural Health’s initiatives to address priority needs to advance health – such as telemedicine, improving access to and training in behavioral health services and workforce development through grant funding.
- Learn about community-based solutions to address health disparities and inequities in rural settings.

Will Wilson, Supervisor, Primary Care Financial and Technical Assistance Unit, Office of Rural Health and Primary Care, Minnesota Department of Health, St. Paul
3:45 p.m.  
**Session #7 - Innovative Corporate Culture: The Nerdery**

- Become familiar with how The Nerdery software design company created its innovative corporate culture and what it is doing to engage and retain its workforce.
- Discuss how The Nerdery’s Core Values are used to guide its decision-making processes, how they are celebrated and how staff are trained in them.
- Hear how their staff structure and job descriptions build cooperation to further organizational goals.
- Know how to create “space for fun” that fosters an environment where teams can be successful, yet contribute positively to a work-life balance.
- Consider how you might adapt some or all of these concepts into your setting.

_Cassi Hansen, Director of Talent Acquisition, Culture and Engagement, The Nerdery, Bloomington_

4:45 p.m.  
**Session #8 - Strategic Approaches to Right-Sizing Your Organization**

- Explore the critical factors that need to be taken into consideration when evaluating potential changes to the status of your aging services organization.
- Understand the financial implications of the choice to merge, acquire, sell, downsize or upsize.
- Evaluate the pros and cons of each option for your organization, including maintaining the status quo.

_Jeffrey A. Vrieze, CPA, Chief Industry Officer – Health Care, CliftonLarsonAllen, LLP, Minneapolis_

**Adjourn for the Day**
50th Anniversary – An Evening Celebration

Come celebrate our first 50 years and look ahead to our next 50!

This is the place to join your LeadingAge family and friends for a fun evening to celebrate 50 years of leading change and changing lives. The evening includes a reception, plated dinner, dessert, a short program and dueling pianos featuring Rock It Man Entertainment.

It’s sure to be the highlight of the week and an evening you won’t soon forget. Everybody will be there, so don’t dare miss the fun!

$25 per person. Cash bar. Casual attire. Pre-registration required.

Thank you to Dougherty & Company LLC for sponsoring the evening’s dueling pianos.

Rock It Man Entertainment
Dueling Pianos
**Session #9 - What’s Going on with Medicaid?**
- Recognize that regardless of the outcome of the federal health care reform legislation proposed for passage this summer, there will be major changes ahead for the funding and administration of older adult services.
- Know what the Medicaid debate has been about and where it might be going in the future.
- Discuss per capita caps, long-term care insurance and the role of the states as you consider the potential impact of this legislation on your organization.

*Barbara Coulter Edwards, Principal, Health Management Associates, Columbus, Ohio*

**Session #10 - How to Create and Sustain an Engaging Workplace**
- Discover the key drivers of workplace engagement from research in the fields of organizational psychology and neuroscience.
- Describe a leader’s role in creating a culture of engagement.
- Identify specific practices that excite and inspire employees, and distinguish them from practices that cause employees to feel fearful, cynical or insecure.

*Nancy Anderson, Senior Vice President, Engagement Solutions, Align, Wausau, Wis.; and Mary Swartz, Vice President, Human Resources, Ebenezer, Minneapolis*

**Break sponsored by Mobilex USA**
10 a.m.  

**CONCURRENT SESSIONS**

**Session #11 - Into the Home Stretch: Requirements of Participation for Care Centers**
- Refresh your knowledge of Phase 2 of the revised Requirements of Participation for care centers scheduled to go into effect on November 28, 2017.
- Highlight key aspects of the updated survey guidance and revised F-tag groupings released by CMS, including enforcement considerations.
- Identify tools and resources available to support providers in meeting the new requirements.

*Jonathan W. Lips, J.D., Vice President of Legal and Regulatory Affairs, LeadingAge Minnesota, St. Paul*

**Session #12 - National Senior Living Trends**
- Examine important senior living trends including construction, inventory and what’s currently being built.
- Revisit market studies and what they can tell you about market depth.
- Discuss recent senior living transactions – deals, buying and selling property, sale per unit pricing and occupancy rates by property type.
- Explore potential partnerships with second hand service providers who can help you be more efficient with your operating costs.

*Lana Peck, Senior Principal, National Investment Center, Annapolis, Md.*

11 a.m.  

**Break sponsored by Mobilex USA**

11:15 a.m.  

**CONCURRENT SESSIONS**

**Session #13 - Minnesota Senior Living Trends**
A panel of senior living providers discuss how they are responding to consumer demand in their respective communities.

*Panel members to be announced*
Schedule of Events

THURSDAY, SEPTEMBER 21, cont’d.

11:15 a.m.  Session #14 - Public Policy Changes Impacting Long-Term Care
  • Hear the latest news about Value Based Purchasing and developments in other states that should be on your radar.
  • Learn about survey and certification issues impacting rural communities and what, if any, relief is in sight.
  • Describe emerging trends related to critical access hospitals and their potential impact on rural aging services providers.
  Cory Kallheim, Vice President, Legal Affairs and Social Accountability, LeadingAge, Washington D.C.

12:15 p.m.  Lunch

1:30 p.m.  CONCURRENT SESSIONS

Session #15 - Organizational Strategic Planning – Positioning for the Future
  • Through two case studies, examine organizations who faced multi-tiered changes and their focus on organizational positioning.
  • Learn how an Advisory Team approach to strategic planning enhances the work of leadership and the governing board.
  • Broaden your knowledge of pressures that are driving strategic decision-making and organizational positioning.
  Beverly Asper, Senior Manager, and Sophie Campbell, Director, Clinical Advisory Services, Baker Tilley, Philadelphia, Pa.; and Carol Bolles, Senior Manager, Baker Tilley, Minneapolis

Session #16 - Extending LTC Management into the Community
  • List at least three reasons why long-term care management is essential to population health.
  • Describe key elements to the role community-based care management plays in it.
  • Identify two or more ways providers can integrate long-term community-based care management into their eco system.
  Joel Theisen, CEO and Founder, LifeSprk, Edina
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<tr>
<th>Time</th>
<th>Session</th>
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| 1:30 p.m. | **Session #17 - MN-BENHA – Licensed Health Services Executive Informational Session**  
Hear about the Minnesota Board of Examiners for Nursing Home Administrator’s proposed legislation for the 2018 session to add another pathway to licensure through the recently introduced national *Licensed Health Service Executive*. As defined, this individual is deemed to have the leadership competencies required to be a nursing home administrator, assisted living community administrator, and home and community-based service provider in Minnesota and has been validated as a qualified health services executive by the National Association of Long Term Care Administrator Boards. Learn more about what this option could mean to you and your team.  
*Randy Snyder*, Executive Director, *Minnesota Board of Examiners for Nursing Home Administrators, Minneapolis*  
*Note: CEUs are not available for this informational session.* |
| 2:30 p.m. | Break sponsored by Dougherty & Company LLC |
| 2:45 p.m. | **CONCURRENT SESSIONS** |
|         | **Session #18 - Learnings After Three Rounds of Minnesota’s Value-Based Reimbursement (VBR) Cost Reports**  
- Reflect on trends in nursing facility costs under the VBR statute and how you can use this data to compare your facility to others.  
- Discover common adjustments being made by the Minnesota Department of Human Services to the nursing facility cost reports.  
- Learn how the changes in cost patterns are affecting payment rates.  
*Greg TaBelle*, Reimbursement Director, *CliftonLarsonAllen, LLP, Minneapolis*; and *Jeff Bostic*, Director of Data and Financial Policy, *LeadingAge Minnesota, St. Paul* |
|         | **Session #19 - Successful Community Partnerships in Greater Minnesota**  
- Hear about aging services providers in rural settings who are meeting community needs in creative ways.  
- Become familiar with programs and community assets that have co-located in non-traditional settings.  
- Learn how you can partner with others to build your workforce.  
*Panel members to be announced* |
Session #20 - Don’t Let the Pressure Derail You

- Observe that the challenge of high pressure situations is inevitable and creates a different experience for everyone.
- Recognize that when pressure is excessive, it can adversely affect performance, decisions, relationships and quality of life.
- Take home practical strategies and skills to deal with short term pressure situations and learn how to build your long-term pressure management skill set.

*Pam Solberg-Tapper, MHSA, PCC, President, Coach for Success, Duluth*

Adjourn for the Day

**Throwback Thursday Volleyball Experience** sponsored by LeadingAge MN Savings & Solutions Center

It’s back! This year for our 50th Anniversary, we’re bringing back the wildly popular Volleyball Tournament for some nostalgic fun from days gone by. This most friendly competition even comes with a highly coveted team trophy. We will play rain or shine, so get your team together and be ready for some serious fun. If volleyball isn’t your thing, join us anyway! Cheer on your favorite players and enjoy a cold beverage on us.
FRIDAY, SEPTEMBER 22
Morning co-sponsored with Minnesota Hospital Association

8:30 a.m.  The Art of Leadership: Lessons from the American Presidency
Pulitzer Prize-winning historian Jon Meacham explores what 21st-century leaders can learn from the greatest moments of our common past. This presentation — non-partisan in content and tone — ranges from Jefferson’s pragmatism and JFK’s capacity to recover from his own mistakes to the management of conflicting egos as shown by Reagan and FDR and how George H.W. Bush dealt with the end of his Presidency. Meacham discusses how history can inform the decisions all of us make every day in positions that demand creative and innovative solutions.
Jon Meacham, Speaker, Author, Presidential Historian, Washington, D.C.

9:30 a.m.  Break

9:45 a.m.  Resilient Living
Have you ever driven several miles without noticing anything on the road or read a page in a book without registering any of it? Do the day’s worries and disappointments crowd your mind as you’re trying to fall asleep at night? Do you feel stressed more than you like and aren’t sure how to find peace? In this program, Dr. Amit Sood, a Mayo Clinic specialist in stress and resiliency, reveals how the mind’s instinctive restlessness and shortsightedness generate stress and anxiety and presents strategies for living a more peaceful life. The presentation is based on the highly popular resilience program offered at Mayo Clinic that Sood developed after two decades of work with tens of thousands of people. Drawing on groundbreaking brain research, Sood helps you understand the brain’s two modes and how an imbalance between them produces unwanted stress.
Amit Sood, M.D., M.Sc., FACP, Author, Consultant, Professor, Division of General Internal Medicine, Mayo Clinic, Rochester

10:45 a.m.  Break
11 a.m.

**The Glass Ain’t Half Empty, It’s Just Too Big**
This humorous approach to a very serious subject emphasizes that creativity is the key component in managing change. Learn change therapy and creative exercises in this upbeat, fast-paced program that will certainly leave you laughing, and also leave you with usable change management skills. Join us as we close our conference with a lighthearted look at change.

*Mark Mayfield, Speaker, Author, Comedian, Oro Valley, Ariz.*

Noon

Conference Adjourns

[www.maddens.com](http://www.maddens.com)
New to Annual Meeting?

Here are some helpful tips if you’re new to Annual Meeting.

- Register separately for the conference, lodging and golf.
- You may choose to stay at Madden’s or not. The lodging package includes breakfasts and lunches, but not dinners. If you stay off-site, you can pre-purchase breakfast and lunch at Madden’s.
- The golf social is a fun event that is welcoming to every level golfer. Most people arrive on Tuesday even if they’re not golfing.
- Take advantage of the welcome reception on Tuesday evening. It’s where people gather to meet and mingle in a casual atmosphere before the conference begins.
- Attend Wednesday morning’s New Faces Breakfast for an insiders guide to Annual Meeting and to meet other members new to the event.
- There is free time built into the conference schedule for you to take advantage of the amenities, recreational opportunities, or just relax.
- Many people dine in groups for dinner; whether at Madden’s or another establishment.
- Definitely plan to attend the 50th Anniversary Evening Celebration on Wednesday, Sept. 20. Everybody will be there.
- It’s casual attire – no suits required!
**General Information & Registration**

For full conference details and registration forms visit [http://www.LeadingAgeMN.org](http://www.LeadingAgeMN.org)

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**REGISTRATION INFORMATION**

Separate registration is required for the Conference, Lodging and Meal Package Options and the Golf Social. Register via online registration or complete and return the registration forms found online at [http://tinyurl.com/y75mmjrp](http://tinyurl.com/y75mmjrp).

Early Bird conference registration deadline: Friday, Aug. 18, 2017. Registrations received after Aug. 18 will be charged the regular rate.

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**STEP 1: CHOOSE YOUR CONFERENCE ATTENDANCE OPTION**

You may register for the full conference or an individual day.

**Conference Registration Fees**

*Full Conference Registration Fees – Sept. 19-22* (lodging and meals not included)

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*Joint PROVIDER members of LeadingAge Minnesota and Minnesota Hospital Association may attend for the special rate of $160/$210. Register first for the MHA Annual Meeting as a full conference participant, and then register with LeadingAge Minnesota as a joint member to attend our meetings and social events.

**Single Day Conference Registration Fees** (lodging and meals not included)

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<td>Prospective Business Partner:</td>
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You will receive an email within 10 days of receipt of your conference registration and payment.
50th Anniversary Celebration Registration
Don’t miss out on this 50th Anniversary Celebration event on Wednesday, Sept. 20 from 6 to 10 p.m.! A $25 fee covers a nice dinner, dessert and dueling pianos entertainment. The Evening Celebration is an option to choose when completing your online conference registration.

STEP 2: CHOOSE YOUR LODGING OPTION

You may stay at Madden’s which includes your room and some meals, or stay offsite and purchase meals separately.

Madden’s lodging: your room reservations and payment are to be sent directly to Madden’s.

Option 1: Madden’s Lodging Package Registration Fees
Accommodations at Madden’s are set up on a package basis – lodging and meals together. Your lodging registration form and full package payment per person sent to Madden’s is required to reserve accommodations. If you wish to stay onsite, select one of three plans (one, two or three nights lodging) on the registration form or register online at https://www.maddens.com/leadingage-minnesota/. Accommodations at Madden’s are limited and handled on a first-received basis. Deadline for Madden’s lodging and meals package is Tuesday, Aug. 22, 2017.

Option 2: Day Meeting Meal Registration Fees (for Offsite Lodging)
If you stay offsite and would like to have meals at Madden’s, you must order your meals when completing your LeadingAge Minnesota online registration. NOTE: Meal tickets are not available for sale onsite per Madden’s policy. Deadline for meal orders is Tuesday, Sept. 5, 2017. Pick up meal tickets at MADDEN INN Front Desk, upon arrival.

Breakfast Buffet: $17.74 per day Wednesday, Thursday and Friday includes service charge and state sales tax.

Lunch Buffet: $24.07 per day Wednesday and Thursday includes service charge and state sales tax.

Dinner on Tuesday, Wednesday and Thursday are NOT included in the conference package. Dining is available at The Restaurant at Madden Inn and reservations are strongly recommended. Additional dining options include 19th Hole Lounge and The Classic Grill. Due to limited seating in these outlets, reservations are not accepted. Visit www.maddens.com for more information on menus and restaurant hours. To make your dining reservations for The Restaurant at Madden Inn call 800.247.1040.
STEP 3: GOLF SOCIAL

To participate in the Golf Social, complete the separate registration form online to participate. The fees listed are for provider members. Business Partners interested in golfing should contact Jenny Prosser at jprosser@leadingagemn.org for sponsor rates.

**Early bird golf registration deadline: Friday, Aug. 18, 2017. Golf registrations received after Aug. 18 will be charged the regular rate.**

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<tr>
<td>Offsite</td>
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STEP 4: READY TO REGISTER!

Conference Registration, 50th Anniversary Celebration, Day Meeting Meals and Golf Social - 3 ways to register:

Register online at [www.leadingagemn.org](http://www.leadingagemn.org)

Email completed registration form: apeterka@leadingagemn.org

Mail to: LeadingAge Minnesota

Annual Meeting Registration #6017
2550 University Avenue West
Suite 350 South
St. Paul MN 55114-1900

**Madden’s Lodging:**
See page 19 for details and register online at: [https://www.maddens.com/leadingage-minnesota/](https://www.maddens.com/leadingage-minnesota/).

NOTE THE CANCELLATION POLICY

*For Conference Registration:* Registration fees (less a $25 processing fee) are refundable if written notice is received in the LeadingAge Minnesota office no later than Friday, Sept. 8, 2017. Cancellations made after that deadline are not eligible for a refund. No-shows will be billed for the registration fee selected.

*For Madden’s Lodging Registration:* Lodging fees (less a $25 processing fee) are refundable if Madden’s receives cancellation notice no later than Tuesday, Aug. 22, 2017. Cancellations made after the deadline are not eligible for a refund. However, replacements are gladly accepted.
CONTINUING EDUCATION CREDITS

Annual Meeting programming has been designed to meet continuing education requirements for Minnesota licensed nursing home administrators, nursing professionals and HWS managers for most of its educational sessions. Association business meetings and information-only sessions do not meet the CEU approval criteria of these licensure boards. See final onsite information for further details. Questions concerning the status of application should be directed to Heidi Simpson at LeadingAge Minnesota, hsimpson@leadingagemn.org.

Scholarships Available

Eight full conference scholarships to the 2017 Annual Meeting & Leadership Forum are available to provider members facing financial hardship, courtesy of the following 2017 Annual Sponsors:

- AgStar Financial Services, ACA
- Eide Bailly LLP
- Elim Preferred Services Inc.
- Herbert J. Sims & Company (2 scholarships)
- McKesson Medical Surgical
- Pathway Health
- Professional Portable X-ray Inc.

To apply, go to http://tinyurl.com/y8pzgeth and submit your application by Friday, Aug. 18, 2017.

Applications will be notified of their status by the end of August. Applicants who are not awarded a scholarship but wish to attend will be eligible to register at the early bird registration fee.
DOWNLOAD MADDEN’S FREE APP FROM THE APP STORE
Sales & Marketing Certificate Program
Sept. 26, Oct. 24, Nov. 28

Adult Day Conference
Oct. 13-14

District Meetings
District C - October 17
District A - October 18
District B - October 19
District D - October 20
District E - October 24
District F - October 25
District G - October 26

LeadingAge National Annual Meeting, New Orleans
Oct. 29 - Nov. 1

Quality Conference
November 8

Institute & Expo
Feb. 7-9, 2018

Stars Among Us Awards
2018 Nomination Deadline
Sept. 8
LeadingAge Minnesota
2017 ANNUAL MEETING
and LEADERSHIP FORUM
September 19-22 • Madden’s, Brainerd

2550 University Avenue West
Suite 350 South
St. Paul, MN 55114-1900