

LeadingAge[™]
Minnesota

4th annual

Workforce Solutions Conference

Thursday, April 19, 2018

DoubleTree by Hilton Minneapolis - Park Place

St. Louis Park

W O R K F O R C E



SCHEDULE OF EVENTS

Join us for this interactive conference designed to bring you fresh ideas, proven resources and the tested tools needed to build and retain your workforce.

8:30 a.m. Registration and Continental Breakfast

9 a.m. Welcome and Opening Keynote



Influencing Up, Down and Across Your Organization

- Learn how to communicate effectively utilizing the *Influence Factors of Highly Effective Leaders*.
- Improve organizational success through proven strategies to increase your team's morale and motivation.
- Build a healthy work culture and an environment of trust, utilizing leadership best practices.

Jermaine Davis, *Jermaine M. Davis Seminars and Workshops Inc., Roseville*

Dr. Davis is a renowned professional speaker, best-selling author, documentary filmmaker and award-winning Professor of Communication Studies and Organizational Leadership.

10:15 a.m. Break

10:45 a.m. Concurrent Sessions

Session #1 – Move Over Millennials, It's Time for Generation Z

- Describe the different characteristics of individuals belonging to Generations Y and Z, what has shaped their respective world views and how that can play out in the workplace.
- Learn how to successfully integrate generations across your work team to leverage their strengths and build positive working relationships.
- Discuss ways to engage Generations Y and Z in your workforce so they will want to stay.

Dr. Michael Behan, *Assistant Professor, Winona State University, Winona*

Session #2 – Fostering a Work Culture of Respect and Inclusion

- Recognize that unaddressed and unresolved diversity-related issues create stressful and unhealthy work environments; and identify what you can do to reduce or prevent them.
- Know how to address inappropriate comments and unprofessional behaviors in an effective and timely way.
- Describe how you can build team cooperation and collaboration and resolve team disagreements with proven best practices.
- Demonstrate respect and trust using the *55%-38%-7% Communication Rule*.
- Learn how to rebuild trust after a diversity collision or conflict has occurred.

Jermaine Davis, *Jermaine M. Davis Seminars and Workshops Inc., Roseville*

Session #3 – Creating a Culture of Inclusion and Growth: Lessons from the Hospitality Industry

- Learn how the concept of creating career pathways can inspire and retain staff.
- Identify opportunities to create an inclusive environment.
- Understand how to empower staff and instill confidence.

Traci Jones, Corporate Director of Human Resources, Kalahari Resorts, Wisconsin Dells, Wis.

11:45 a.m. Networking Lunch

12:45 p.m. Concurrent Sessions

Session #4 – Recruiting Generations Y and Z

- Construct key recruiting messages to attract younger workers.
- Analyze your current recruiting strategies from a Gen Y and Z perspective.
- Learn about what Gen Y and Z workers are looking for in their jobs.

Dr. Michael Behan, Assistant Professor, Winona State University, Winona

Session #5 – Help Me Help You: Social Supports for Staff Experiencing Life Challenges Beyond Work

- Develop strategies to help staff with life skills and problem solving.
- Become familiar with community connections that help your staff beyond work.
- Learn methods used within the aging services and hospitality fields to help staff cope with life challenges affecting work dependability.

Danielle Olson, Executive Director, Sunnyside Care Center, Lake Park; **Barbara Axness**, Executive Director, Pelican Valley Senior Living, Pelican Rapids; **Cathy Grady**, Literacy Services Director, Minnesota Literacy Council, St. Paul; and **Traci Jones**, Corporate Director of Human Resources, Kalahari Resorts, Wisconsin Dells, Wis.

Session #6 – Creative Staffing Panel: From Mobile Scheduling to Flexible Hours

- Identify three options for staff scheduling.
- Understand organizational readiness and overcoming obstacles to changing scheduling practices.
- Learn about technology advances to engage staff in their own scheduling.

Nicole Novotny, Director of Human Resources, Guardian Angels, Elk River; **Autumn Roark**, Administrator/Director of Human Resources, Browns Valley Health Center, Browns Valley; and **Wanda Savig**, HR Systems Analyst, Presbyterian Homes and Services, Roseville

1:45 p.m. Break



2 p.m. **Concurrent Express Sessions (15 minutes each – choose one in every time)**

Session #7 – Connecting Effectively with the Next Gen Workforce: Cultural and Education Strategies

<p>2 - 2:15 p.m. Choose one</p>	<p>7a – Building Student Connections Learn how to get your community connected to the work of Minnesota HOSA – Future Health Professionals. This student association helps prepare and connect young people passionate about healthcare careers in high schools and colleges. Candy Leopold, Executive Director, Minnesota HOSA, Chanhassen</p>	<p>7b – Developing a Career Awareness Campaign Preview the new statewide Aging Services Career Awareness Campaign and identify how to leverage it as a recruitment tool in your organization. Valerie DeFor, Executive Director, HealthForce Minnesota, Winona</p>	<p>7c – Are You OnTrack? Minnesota’s New Nursing Assistant Training Program Become familiar with the new on-demand program for training Nursing Assistants in your community and understand the implementation requirements to begin saving your team time and money. Jennifer Anderson, President & CEO, Mirabelle Management, Creators of EduCare and operators of LeadingAge Minnesota Foundation’s OnTrack Nursing Assistant Training Program, Plymouth</p>
<p>2:20 - 2:35 p.m. Choose one</p>	<p>7d – From-the-Field: How to Work with Your Local School Districts Identify ways to connect with local secondary school systems and gain insight into how today’s high school students are approaching career readiness. Todd Olson, College & Career Readiness Administrator, Roseville Area Schools, Roseville</p>	<p>7e – Gaming for Dementia Training: A Technology Solution Using Video Games Recognize how technology offers effective solutions for training staff on complex concepts. Sonya DeSmith, RN, Regional Nurse Consultant, Ecumen Awakenings, Shoreview</p>	<p>7f – Transforming the Career of Caregiving: How Health Support Specialists Are Making an Impact Obtain knowledge about the Health Support Specialist (HSS) program and what it has to offer your community. Laura Lutgens, HSS Program Director and Sandy Bensen, HSS Transformation Coach, LeadingAge Minnesota, St. Paul</p>
<p>2:40 - 2:55 p.m. Choose one</p>	<p>7g – Improving Connections with High Schools Strengthen your plan to connect with local high school staff and students with tested strategies. Cheryl Gustason, Administrator, Field Crest Care Center, Hayfield</p>	<p>7h – Create a Workplace Culture Valuing Diversity and Inclusion Learn how the Upper Midwest’s largest nonprofit provider of affordable housing defines diversity and lives their value for inclusion through meaningful corporate programs, practices and policies. Jennifer Nielsen, Director of Programs, CommonBond Communities, St. Paul</p>	<p>7i – Using a Job Board to Match Talent to Your Career Opportunities Compare matching technology, or algorithm-based platforms, to standard job board recruitment tactics. Learn how to utilize new cost-effective job posting services through RealTime Talent Exchange and LeadingAge Minnesota. Dave Kornecki, Program Manager, RealTime Talent Exchange, St. Paul</p>

3 p.m. Break

3:15 p.m. Concurrent Sessions

Session #8 – Create and Sustain an Engaging Workplace to Retain High Performing Staff

- Identify specific practices that excite and inspire staff and distinguish them from practices that cause people to feel fearful, cynical or insecure.
- Appreciate the latest research that shows how an engaging workplace directly and powerfully impacts staff retention and productivity.
- Gain new insights about the manager's essential role in shaping an environment that motivates team members to stay and give their best.

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

Session #9 – Effective Coaching Conversations

- Understand the correlation between giving your staff timely and regular feedback and successful job performance.
- Discuss the elements of a coaching conversation devoted to corrective action where challenging issues must be addressed.
- Take home strategies and resources to help you be a more effective communicator with and motivator of your staff.

Ellen Schneider, Human Resources Consultant, St. Paul

Session #10 – Improve Your Staff Retention! Consistent Trainer Case Study

- Understand the key components of creating a consistent-trainer program.
- Identify key characteristics to consider when selecting staff for a trainer role.
- Discuss the challenges and successes of implementing a similar program in your organization.

Shelly Cornish, Campus Director and **April Blakesley**, HR Specialist, Ecumen Pathstone Living, Mankato

4:15 p.m. ADJOURN

2018 CONFERENCE REGISTRATION FEES

Early Bird: On or before March 23

- LeadingAge Minnesota Members – **\$135** per person
- Prospective Members – **\$180** per person

Regular Rate: After March 23

- LeadingAge Minnesota Members – **\$175** per person
- Prospective Members – **\$240** per person

Registration fee includes refreshment breaks and a light lunch.



ESSENTIAL SKILLS FOR NEW SUPERVISORS

A separate workshop co-located with the Workforce Solutions Conference

Solid training on basic supervisory skills is key to being successful in your new role. This workshop gives you the knowledge and tools to get off to a great start and become a standout supervisor.

- Go from buddy to boss by setting appropriate boundaries.
- Understand why building trust with your new team is critical and learn how to do it well.
- Know when to delegate and how to do it effectively.
- Gain the skills to provide meaningful positive feedback.
- Know how to counsel a team member who is not meeting expectations.
- Recognize the signs of stress or burnout in your staff so you can get ahead of potential problems.
- Practice how to defuse conflicts and hostile situations.
- Learn proven techniques for training others.
- Develop a process for effective performance documentation.

Schedule

8:15 a.m. Registration and Continental Breakfast
8:45 a.m. Workshop
4:15 p.m. Adjourn

This schedule includes lunch and breaks.

Presenter

Dr. Barry L. Lane is an educator, author and conference speaker on leadership and human relations with extensive experience in higher education and healthcare management. He holds an M.A. in Communications and HR Certification, a doctoral degree (DSL) in strategic leadership and is a former Vice President within Minnesota State, the fourth largest system of state colleges and universities in the nation.

WORKSHOP REGISTRATION FEE

- LeadingAge Minnesota members - **\$150** per person
- Prospective members - **\$195** per person

Registration fee includes handouts, refreshment breaks and a light lunch.

Essential Skills



CONFERENCE AND WORKSHOP MEETING SITE

DoubleTree by Hilton Minneapolis – Park Place
1500 Park Place Blvd.
St. Louis Park, MN 55416
952.542.8600

ACCOMMODATIONS

A block of sleeping rooms is reserved at the DoubleTree by Hilton Minneapolis – Park Place in the LeadingAge Minnesota name at a special rate of \$149 plus tax. Reserve rooms by March 28, 2018 and mention the LeadingAge Minnesota block. Online Reservation Link: <http://bit.ly/2ElwzS6>

HOW TO REGISTER

Register online at:
<https://store.leadingagemn.org/eventlist>

HOW TO KNOW IF YOU ARE REGISTERED

Confirmation of program registration is sent within three working days of receipt and will include a paid statement or an invoice. Contact Ashley Rogers arogers@leadingagemn.org if your registration has not been confirmed.

FOR FURTHER INFORMATION

Ashley Rogers, Education Coordinator
arogers@leadingagemn.org 651.603.3559

HANDOUTS

Participants will receive links to electronic handouts before the conference and are encouraged to print them in advance or download to view on a laptop or tablet at the conference.

CEUs

Application is being made to the Minnesota Board of Examiners for Nursing Home Administrators for clock hour credits. This program has been designed to meet the continuing education criteria for the Minnesota Board of Nursing. Some sessions are relevant to the operation of housing-with-services establishments and to the needs of its tenants and may be used toward the continuing education requirements of housing managers. Participants may also request a general certificate of attendance.

CUT-OFF/CANCELLATION

Registration is limited and on a first-received basis. The registration cut-off date/cancellation deadline for either the conference or the workshop is April 12, 2018. All cancellations must be made in writing and are subject to a \$25 processing fee. No-shows will be billed the full conference or workshop fee. LeadingAge Minnesota reserves the right to cancel any program session, the conference or the workshop.



SOLUTIONS CENTER SOCIAL

APRIL 18, 5 – 8 P.M.

*A member-only social event held in conjunction with the
2018 Workforce Solutions Conference*

Punch Bowl Social at The Shops at West End

1691 Park Place Blvd.

Minneapolis, MN 55416

www.punchbowlsocial.com/location/minneapolis

763.400.3865



Join us across the street from the conference hotel for a fun, casual evening of food, drink, games and great conversation. Sponsored by **LeadingAge MN Savings & Solution Center**, **Value First** and **USI**, this social gathering gives you a chance to catch up with friends and meet fellow leaders in the field. New to the Association? Let our staff and hosts introduce you to some of the best supports and colleagues you'll ever know!

*LeadingAge*TM MN
Savings & Solutions Center

