

**ALL NEW!**

**August 20-21, 2019**  
Earle Brown Heritage Center  
Brooklyn Center

# Connect Conference



**LeadingAge™**  
Minnesota

M I N N E S O T A  
**HOME CARE**  
A S S O C I A T I O N  
*The Voice of Home Care*

**Sponsored by**



# Why Connect? Why Now?

LeadingAge Minnesota has combined three popular conferences into one incredible interactive experience you just can't miss. If you've enjoyed *Senior Living NOW*, the *Adult Day Conference* or the *Assisted Living @ Home Care Conference*, co hosted by MHCA, look no further. **Connect Conference** is for you! One event, one time and place, fully integrating all providers throughout home and community-based services ... *connecting* all of us. See you there!



## Connect To...INFORMATION



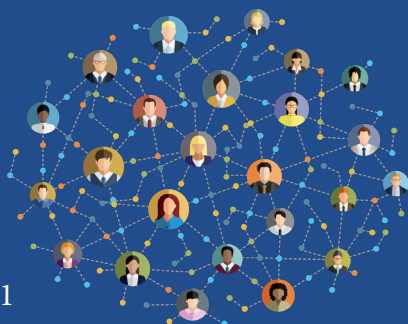
- ▶ To stay ahead of legislative changes and new regulatory requirements
- ▶ To keep on top of trends and promising new practices
- ▶ To better serve your clients, customers and community
- ▶ To build your workforce through proven employment practices
- ▶ To improve your operations and outcomes

## Connect To...RESOURCES



- ▶ Dedicated time to visit with 40 vendors and learn more about the products, services and resources that can make your life easier

## Connect To...EACH OTHER



- ▶ Network with providers across the continuum of home and community-based services
- ▶ Expand your knowledge about services and options for the people you serve
- ▶ Share conversations, ideas and solutions
- ▶ Build relationships, friendships and partnerships

# The Power of Partnership

In the spirit of connecting and collaboration, we are so pleased to continue our partnership of more than 20 years bringing you the best in continuing education for home care providers. What was once the *Assisted Living @ Home Care Conference* is now a part of the new and expanded *Connect Conference*. Welcome!



# Collaborate

## 2019 Annual Sponsors



### Special Thanks

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

# Tuesday, August 20

8 – 9 a.m.

## Registration and Continental Breakfast

9 – 10:15 a.m.

## Opening Keynote

### Connections, Collaboration and Creativity for the Common Good

Let's kick off this inaugural Connect Conference in a decidedly unconventional way! Stevie Ray will help us build connections in new ways through his fun and highly interactive presentation. You'll pick up new techniques and tools that will set the stage for two days of meeting new colleagues, learning about other service options and forging new relationships that can change the way we serve older adults across the continuum. It's the start of something big ... so get ready to have some fun, engage your creative side and stretch your laughter muscles!



*Stevie Ray has been a nationally recognized speaker and trainer for over 30 years, helping organizations improve communication skills, teamwork, innovative thinking and leadership. He is the Executive Director of Stevie Ray's Improv Company in Minneapolis, a company that has provided training and entertainment since 1989. He is also a nationally syndicated columnist for the Business Journal Newspapers and the author of 10 books.*

10:15 – 10:45 a.m.

## Displays and Connection Break

10:45 – 12:15 p.m.

## General Session

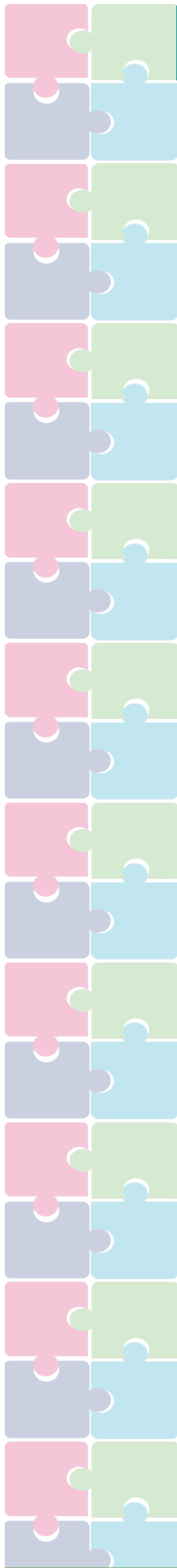
# EXPLORE

### Collaboration in Action: Success Stories from the Field

Now that you've been primed for connection and collaboration in the opening keynote, fuel that fire and get inspired by the following success stories. Take home fresh ideas and innovative strategies to build successful collaborations of your own and leverage resources that better serve your community.

- The Juniper Project: Through a collaboration with various partners and funders, the Area Agencies on Aging have connected over 2,000 consumers with education resources including Matter of Balance, diabetes prevention and other training.
- Act on Alzheimer's: A project that connects key leaders and community members with training and action plans to create dementia friendly communities around the state.
- Silos to Circles: An initiative to identify community assets that enable people to thrive in their rural communities as they age and connect seniors and their families to these resources.

*Amy Moser, Strategy Consultant and Initiative Lead, Collective Action Lab, Minneapolis; Dawn Simonson, MPA, Executive Director, Metropolitan Area Agency on Aging, Arden Hills; and Nancy Stratman, Senior Services Director, Cuyuna Range Medical Center-Care Center, Crosby*



12:15 – 1:15 p.m.  
**Lunch and Connection**

1:15 – 2:45 p.m.  
**Concurrent Sessions**

# IDEAS

## Session #1

### **Preventing Suicide: Educating Families and Caregivers on Restricting Lethal Means**

- Achieve greater understanding of the evidence-based Means Restriction Education process and its relationship to completed suicide.
- Learn options for securing firearms and restricting access to other lethal means and the correlation to completed suicide.
- Acquire practical skills for educating families and caregivers on means restriction to keep a person safe at home once the risk of suicide has been assessed and participate in active role play and scenario work to practice the skills in a safe, stress-free environment.

*Kay King, Older Adults Program Coordinator and Community Educator, NAMI Minnesota, St. Paul*

## Session #2

### **Understand, Manage and Even Embrace Conflict**

- Understand how learning to handle conflict effectively will help you be more productive.
- Learn how to clarify the real issue behind a conflict so you can focus on resolution instead of the other person.
- View conflict as a situation from which creative thinking and solutions to problems can emerge.
- Participate in group examination and resolution of five real life conflict scenarios.

*Alan Bachman, Conflict Coach/Consultant/Mediator, ABBachman, Minneapolis*

## Session #3

### **What Difference Does Difference Make in the Workplace?**

- Examine how three key demographic trends – race, immigration and cultural influences such as religion and language – are reshaping older adult services and health care and discuss their implications on your workforce and the services you provide.
- Explore the new science of unconscious bias, its potential impact on your organization and actionable strategies to overcome the fear of meeting and interacting with culturally diverse individuals.
- Identify proven skills and strategies to create a more diverse and inclusive working and customer care environment where all individuals are welcome and engaged.

*David B. Hunt J.D., President and CEO, Critical Measures, Minneapolis*

## Session #4

### **How to Avoid Deceptive Marketing Practices and the Trouble They Attract**

- Discuss examples of deceptive marketing practices that have recently attracted attention and action by the Minnesota Attorney General's Office, so you learn what not to do.
- Review the legal requirements your communications with consumers must meet including Fair Housing, Tenant-Landlord, the ADA and state memory care laws.
- Develop strategies for crafting clear written and verbal marketing messages that don't unintentionally run afoul of laws or inadvertently create misunderstandings for consumers and families.

*Michelle Klegon, Attorney, Klegon Law Office, LTD, Minneapolis; Peggy Scoggins, Owner, Adept Selling, New Brighton; and Representative, Office of the Attorney General-Minnesota, St. Paul (invited)*

# Solutions

# Strategies



2:45 – 3:15 p.m.  
**Displays and Connection Break**

3:15 – 4:15 p.m.  
**Concurrent Sessions**

**Session #5**  
**Preparing for the Boomer Consumer**

(A Zoom session)

- Reboot your understanding of what Baby Boomers want and expect in services and settings and how you can engage with them.
- Appreciate the value Boomers place on maintaining a healthy lifestyle and wellness.
- Consider how to embrace the influence of the Experience Economy, where companies like Disney and Starbucks are successfully shaping purchasing behavior.
- Evaluate your ability to serve Boomers where they really want to live with the support of technologies and apps.

*Ruth Katz, Senior Vice President of Public Policy/Advocacy, LeadingAge, Washington D.C.; and Robyn Stone, Senior VP for Research, LeadingAge LTSS Center, UMass Boston*

**Session #7**  
**Boost Team Member Success with Social Supports that Work**

- Discuss the most common obstacles that interfere with a person's ability to get to work and perform on the job.
- Brainstorm to identify the type of social supports your organization could provide to help staff overcome work-related barriers.
- Generate effective strategies to assist your staff with life and problem-solving skills that can improve their attendance, job performance and retention.

*Ellen Schneider, Vice President, Organizational Development, Prairie Senior Cottages, LLC, North Mankato*

4:15 p.m.  
**Adjourn for the day**

# SKILLS

**Session #6**  
**Build a Stronger Memory Care Program**

Hear from a panel of innovative providers and take back new thinking, innovative ideas and workable strategies to enhance your memory care program.

- Understand how an adult day memory care program was strengthened through volunteer outreach, academic outreach and collaborations with local non-profits to enhance community life.
- Appreciate a unique approach to enhance the mind, body and soul of individuals with memory loss by supporting their efforts to “live in the moment” free from judgement.
- Learn from successful pilot projects that: integrate music and movement into programming; support partners of persons with memory loss; and engage communities to give residents/clients a sense of purpose and meaning.

*Christine Kelly, Director of Clinical Programming, Walker Methodist, Minneapolis; Dustin Lee, President/CEO, Prairie Senior Cottages, LLC, North Mankato; and Mark Rosen, Program Director, Augustana Open Circle of Hopkins*

**Session #8**  
**Building Positive Communications with Families**

- Discuss reliable strategies to foster ongoing, positive communications and build trust with families by involving them in the services you provide.
- Become familiar with proactive legal and ethical strategies to minimize your exposure if a bad event does happen, including the importance and power of an apology.
- Recognize and appreciate the role families play in supporting your reputation as a service provider.
- Engage in interactive dialog, scenario analysis and problem solving about your most difficult situations with families and take away valuable ideas you can put into action.

*Susan M. Voigt, Esq., Partner, Voigt, Rodè, Boxeth and Coffin, LLC, St. Paul*

# Opportunity

# Wednesday, August 21

8 – 9 a.m.

## Registration and Continental Breakfast

8 – 9 a.m.

## Safe Care for Seniors Roundtable Breakfast Session: The Power of Storytelling

*Special gathering for Safe Care for Seniors participating organizations – please pre-register to ensure adequate seating.*

Grab your breakfast and join your colleagues to share stories, tips and tools about how you are living the Safe Care for Seniors Pledge within your organization and implementing key action steps.

*Host: Julie Apold, Vice President of Quality and Performance Excellence, LeadingAge Minnesota, St. Paul*



9 – 10:15 a.m.

## Concurrent Sessions

### Session #9

#### The 2019 Assisted Living Licensure and Older Adult Protections Act

- Understand the basic framework of Minnesota's new Assisted Living Licensure so you can prepare for its potential impacts on your organization's operations.
- Discuss the key issues that will be addressed in the rulemaking process including new staffing requirements, the Uniform Disclosure Form and Assisted Living Director Qualifications.
- Examine the timeline for what comes next, when the changes will likely unfold and what you need to do to prepare.

*Kari Thurlow, Senior Vice President of Advocacy, LeadingAge Minnesota, St. Paul*

### Session #10

#### Trending Legal Topics for Independent Senior Living Settings

- Review what you are legally obligated to do during a tenant's health crisis and whether there is documentation on CPR, DNR and POLST.
- Discuss recent legislative changes that will impact independent living settings such as wellness checks and electronic monitoring used by tenants.
- Engage in interactive discussions about challenging tenant behavior-related topics like smoking, hoarding, companion and service animals and what happens when these behaviors interfere with community members' right to "quiet enjoyment."
- Understand what circumstances can trigger the termination of a lease and your obligation as a landlord.

*April Boxeth, Attorney/Partner, Voigt, Rodè, Boxeth and Coffin, LLC, St. Paul*

### Session #11

#### New Public Policy Issues for Adult Day Services

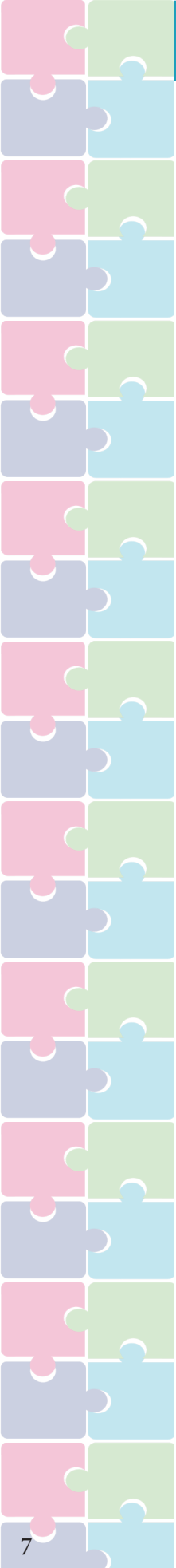
- Discuss important legislation passed in the 2019 session that will impact the operations of adult day services providers in Minnesota.
- Obtain critical information about the new Community Care Network (CCN) model that pays for adult day services for Veterans including the role of Minnesota-based United Healthcare/Optum in contracting with providers.
- Review the Minnesota Department of Human Services' new provider integrity related requirements including staffing reports and documentation.

*Libbie Chapuran, Grassroots and Political Advocacy Coordinator, LeadingAge Minnesota, St. Paul; Brendan Flinn, Director of Home and Community Based Services, LeadingAge, Washington D.C. (via Zoom); and Jill Slaikeu, HCBS Unit Manager, Licensing Division, Minnesota Department of Human Services, St. Paul*

10:15 – 10:45 a.m.

## Displays and Connection Break

# Resources



10:45 a.m. – 12:15 p.m.  
**Concurrent Sessions**

# ENGAGE

## Session #12

### **Electronic Monitoring: New Protections for Older Adults**

- Know the new requirements effective January 1, 2020 regarding the installation of hidden monitoring devices in your apartments.
- Describe the new protections and consent procedures and how to comply.
- Understand the role of the state Ombudsman for Long-Term Care when residents and families fear retaliation and notify this office.
- Discuss the benefit of ongoing conversation between the provider, residents and families to maintain positive relationships.

*Rebecca Coffin, Attorney/Partner, Voigt, Rodè, Boxeth and Coffin, LLC, St. Paul; Jane Danner, Director of Resident Engagement and Development, Volunteers of America, Eden Prairie; and Cheryl Hennen, State Ombudsman for Long-Term Care, Office of Ombudsman for Older Minnesotans, St. Paul*

## Session #13

### **Achieving Occupancy Goals: One Factor in Your Organization's Financial Success**

- Recognize the importance of creating synergy between sales and marketing, operations and finance staff to achieve your organization's financial success.
- Describe the key factors to successful pricing of units in your building.
- Know how to forecast the number of leads, tours and move-ins you will need to reach your occupancy goals.

*Peggy Scoggins, Owner, Adept Selling, St. Paul*

## Session #14

### **Hot Employment Law Topics for HCBS Providers**

- Understand key legal concepts in the employer-employee relationship and legal protections for both.
- Identify when employment laws are implicated in various human resources situations.
- Through interactive discussions, learn strategies to respond in a variety of employment law scenarios.

*Michelle Klegon, Attorney, Klegon Law Office, Ltd., Minneapolis*

## Session #15

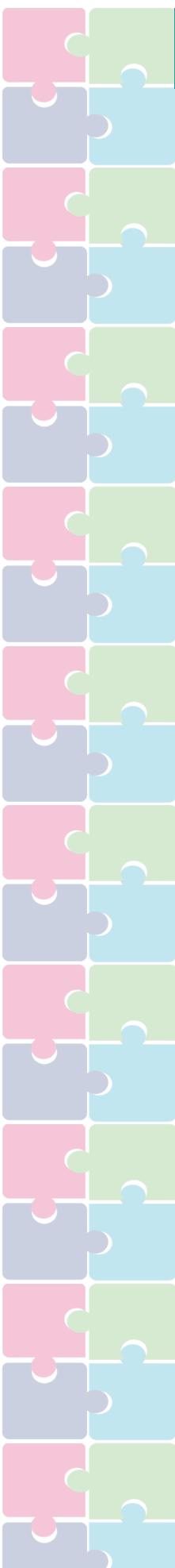
### **Preventing the Worst Day Possible: Managing Incidents of Aggression and Violence**

- Know how to identify, assess and respond to risks and threats of aggression and violence.
- Use case studies to learn proven methods in preventing acts of aggression and violence that go beyond the guidance that normally exists in many organizations.
- Identify critical strategies for policies, internal resources and skills that will help you respond and manage incidents should the unthinkable happen.

*Jonathan W. Bundt, Founder and CEO, Masa Consulting, Minnetonka*

# Insights





12:15 – 1:15 p.m.  
**Lunch and Connection**

1:15 – 2:15 p.m.  
**Concurrent Sessions**

**Session #16**  
**Is This Goodbye? What to Do When You Can No Longer Meet Your Client's Needs**

- Understand current MDH requirements regarding discharge and critical components that are changing under the new Assisted Living Licensure.
- Explore situations that lead to being unable to meet your client's needs and when saying "goodbye" might make sense.
- Learn actionable strategies in assisting clients with alternative solutions to terminations and evictions.
- Create a discharge, service termination and eviction plan that protects both your client and your organization.

*Lores Vlaminc, MA, BSN, RN, CHPN, Principal, Lores Consulting, Rochester; and Robert Rodè, J.D., Attorney, Voigt, Rodè, Boxeth and Coffin, LLC, St. Paul*

**Session #18**  
**At Your Service: Becoming a Hospitality-Centric Organization**

- Recognize that hospitality is "in the eye of the beholder" and how this perspective can drive exceptional customer service.
- Discuss the critical elements to build a successful culture of hospitality from hiring and onboarding to training and empowering your staff.
- Take home practical tips and proven techniques to reinvigorate your culture of hospitality and distinguish your community in the marketplace.

*David Miller, Executive Director, Friendship Village of Bloomington*

# SHARE

**Session #17**  
**The Loneliness Factor: An Issue of Epidemic Proportion**

- Explore the extent of loneliness in the senior adult population, its causes and how it impacts emotional and physical health.
- Review assessment tools to help identify loneliness in the seniors you serve and learn effective responses that can help.

*Dr. Steven Arnold, Consultant/Coach, Pivot Point Ministries, Minneapolis*

**Session #19**  
**When the Bad Day Happens: Managing an Incident of Workplace Violence**

- Study real life scenarios to recognize how different types of workplace violence impact people and organizations differently and why responses should be planned accordingly.
- Discuss how individuals and organizations are impacted physically, behaviorally, psychologically, legally and by the media in times of crisis and how they might behave as a result.
- Identify the critical elements of a response plan designed to support over the short and long term.
- Understand how to utilize concepts of resilience to strike a balance between response and recovery to a new normal.

*Jonathan W. Bundt, Founder and CEO, Masa Consulting, Minnetonka*

# Partnerships

2:15 – 2:45 p.m.  
**Displays and Connection Break**

2:45 – 3:45 p.m.  
**Concurrent Sessions**

**Session #20**  
**Using Mistakes as a Stepping Stone to Learning**

- Learn how to prevent critical problems and incidents of harm within your organization.
- Participate in exercises to analyze key factors contributing to problem areas.
- Identify and implement strong solutions to prevent problems or incidents in the future.
- Know how to put systems in place that will produce and sustain long-term improvements.

*Julie Apold, Vice President of Quality and Performance Excellence, LeadingAge Minnesota, St. Paul*

COMMUNITY

**Session #21**  
**Workforce Recruitment and Retention Roundtables**

- Join your peers for interactive conversations focused on recruiting and retaining talented staff.
- Share and learn what's working, new ideas and tools, trusted go-to strategies, fresh insights about what's important to today's workforce and how you have adapted to the changing marketplace.
- Take back a summary of the ideas and information gathered from session participants.

*Facilitator: Barbara Landeen, Director of Member and Governance Resources, LeadingAge Minnesota, St. Paul*

**Session #22**  
**It's Never Too Late for Recovery: When Chemical Dependency and Mental Health Issues Co-Exist**

- Understand the roles ageism, stigma and family dynamics play in discouraging older adults and their caregivers from seeking help, and how societal denial locks the door to recovery.
- Know how to recognize the signs and symptoms of co-occurring chemical dependency with mental illness and become familiar with effective treatments and practices that can produce positive and lasting results.
- Explore late onset and lifelong alcoholism – the challenges, the differences and treatment approaches that work.
- Discuss the rising use of prescription drugs and mood-altering substances among older adults and the devastating effects the combination can have on their physical and mental well-being.

*Deirdre (DeDe) Armstrong, LADC, MSW, MA, 55 Plus Program Coordinator, The Retreat, Wayzata*

3:45 p.m.  
**Conference Adjourns**

CONNECT

# INFORMATION & REGISTRATION

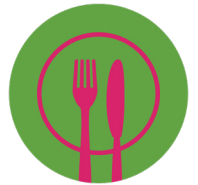
## REGISTRATION INFORMATION AND FEES

	On or before July 22		July 23 or later	
	Single day (Aug. 20 or 21)	Full conference	Single day (Aug. 20 or 21)	Full conference
<b>Members</b> <i>(LeadingAge Minnesota or Minnesota HomeCare Association)</i>	<b>\$160</b>	<b>\$295</b>	<b>\$185</b>	<b>\$345</b>
<b>Prospective members</b>	<b>\$260</b>	<b>\$445</b>	<b>\$285</b>	<b>\$495</b>

A full conference registration may not be shared; each attendee must register individually and pay a registration fee.

Register online at [www.LeadingAgeMN.org/ConnectConference](http://www.LeadingAgeMN.org/ConnectConference). Contact Ashley Rogers at [arogers@leadingagemn.org](mailto:arogers@leadingagemn.org) for assistance or if your registration has not been confirmed. Prospective members contact Ashley Rogers to register.

Registration includes breakfast, lunch buffet and afternoon refreshments.



## ACCOMODATIONS

Embassy Suites  
Minneapolis-North  
(attached to Earle Brown)



Sleeping room block is held under "Connect Conference" for August 19 and 20. Rate: \$179. Includes cooked to order breakfast and evening reception. Release date 7/22/19. Call 763.560.2700 or book online at <https://tinyurl.com/y4ds9xc7>.

## LOCATION

Earle Brown Heritage Center  
6155 Earle Brown Drive  
Brooklyn Center,  
MN 55430

## FREE PARKING



## CONTINUING EDUCATION CREDITS

CEUs will be available for Nursing Home Administrators, Nurses, Housing Managers and Social Workers and general certificates of attendance. See details and specific approval information at [www.LeadingAgeMN.org/ConnectConference](http://www.LeadingAgeMN.org/ConnectConference).

## CUT-OFF/CANCELLATION

Register or cancel by August 13, 2019. All cancellations must be made in writing and are subject to a \$25 processing fee. No-shows will be billed the full registration fee. LeadingAge Minnesota and Minnesota HomeCare Association reserve the right to cancel this conference or individual sessions.

## FOR FURTHER INFORMATION

LeadingAge Minnesota members: Ashley Rogers  
[arogers@leadingagemn.org](mailto:arogers@leadingagemn.org) | 651.603.3559  
Minnesota HomeCare Association members: Melissa  
Stenberg [mstenberg@mnhomecare.org](mailto:mstenberg@mnhomecare.org) | 651.635.0923

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*Bringing together Senior Housing,  
Assisted Living, Home Care and Adult Day*

# Connect Conference

*LeadingAge*<sup>™</sup>  
Minnesota



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