

2020

LeadingAge Minnesota

Annual Meeting & Leadership Forum



Better Together

LeadingAge[®]
Minnesota

September 16-18, 2020

2020 Annual Meeting & Leadership Forum

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Welcome to our first ever (and hopefully last) Virtual Annual Meeting & Leadership Forum.

Better Together is our theme this year and it's so true. We *are* better when we are together, even if it's not in person.

COVID-19 is the ultimate disrupter, changing almost everything about how we live, work and serve older adults. And yet, some things remain the same. We still need to serve seniors and their families, and we still need to support our staff teams. We still need to be informed and find opportunities to innovate. And we still need to connect with each other – now, more than ever before.

We are thrilled to offer our Virtual 2020 Annual Meeting, September 16, 17 and 18. We've re-engineered our beloved fall tradition into an interactive and engaging virtual conference experience that offers tremendous value.

This is no ordinary webinar or Zoom meeting. Here's why you will love this year's Annual Meeting:

- Exceptional speakers, thought leaders and industry experts deliver the high quality education you expect at this leadership conference.
- Strategic-level sessions that help inform your business decisions.
- Thought-provoking keynote presentation on lessons learned from radical business disruption.
- [Access to every session](#) in the conference, whether in real time or on your own time.
- [Earn up to 16 CEUs](#) – more than in a normal year.
- Convenience and flexibility! Participate from the comfort of your own office, home or location of your choice.
- No travel expenses.
- Less time commitment – each day's sessions end by Noon.
- Extreme value – the [registration fee is 40% lower](#) than last year!
- Dedicated times to relax and connect with your friends and colleagues.

***Let the tradition continue.
We can't wait to see you in September!*** 1

WEDNESDAY, SEPTEMBER 16



Opening General Session and Keynote Presentation

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8:15 – 9:30 a.m.

OPENING GENERAL SESSION

Radical Business Disruption - Lessons Learned and the Path Forward

It's been said, "Never let a good crisis go to waste." Considering the year we are having, this axiom could not be more timely. From the challenges and stress created by a pandemic, to social unrest and heightened awareness of diversity and inclusion disparities, this is the perfect time to pause, pivot and return to strategy.

Craig Lemasters is the former CEO of Fortune 500 subsidiary Assurant Solutions. He has led companies through the significant crises of Hurricane Andrew, the 2008 financial crisis and 9/11 to recovery and strength. He has synthesized his lessons learned into a powerful message about how to get unstuck when faced with extreme challenges and leverage this moment in time to emerge stronger, smarter and poised for a new era of operating and serving older adults.

Based on a combination of hands-on operator experience plus his work with hundreds of top executives around the world, Craig will share his unique process to inject external wisdom – a combination of knowledge and experience that helps leaders increase confidence and accelerate critical decision-making.

Craig will focus on three key themes: optimizing people strategy, cultivating grit across a team and deploying his unstuck methodology to tackle the hard stuff. You will leave with a tangible process that you and your team can immediately leverage to successfully navigate the journey from strategy to execution.

Craig Lemasters is an author, entrepreneur, investor and board member with more than two decades of success in executive leadership positions. Now, he is dedicated to helping senior leaders get unstuck on the major growth challenges to their businesses. He is the author of the new book Unstuck.

9:30 a.m. Break

WEDNESDAY, SEPTEMBER 16, *cont'd.*



9:45 – 10:45 a.m.

GENERAL SESSION

Radical Business Disruption - Lessons Learned and the Path Forward (CEO panel)

Hear what their organizations are doing to leverage this moment in time to emerge stronger, smarter and poised for a new era of operating and serving older adults.

Jim Bettendorf, President and CEO, Vista Prairie Communities™, Brooklyn Park; Bob Dahl, CEO, Cassia, Minneapolis; Nathan Johnson, CEO, PioneerCare, Fergus Falls; Dan Lindh, President and CEO, Presbyterian Homes, Roseville; and Carol Raw, CEO/President, St. Francis Health Services of Morris

10:45 a.m. Break

CONCURRENT SESSIONS



Denotes COVID-19 related content

11 a.m. – Noon

Session #1 – Strategic Planning for Radical and Positive Business Disruptions

- Learn about the horizons of resiliency to frame discussions about the future and your organization's place in it.
- Engage in a live discussion with other leaders on what the sector might look like in the next 12-18 months and the risks and opportunities that might bring.
- Apply the horizons of resiliency to explore “wet clay” opportunities for strategy and reform in the aging services provider community.

This session includes the opportunity to break into smaller groups to talk about potential business opportunities that may present themselves as a result of the pandemic. Sign up for one of the sessions listed. The virtual conference platform requires pre-registration to automatically move attendees into chat rooms and is not set up for day of session decision-making.

- Expansion of Home and Community-Based Services and In-Home Technology
- Telehealth Utilization and Payment
- Workforce Recruiting Opportunities and Enhancements
- Physical Plant Improvements, Design and Funding
- Addressing Social Isolation
- Meeting Consumer and Family Expectations
- Building Occupancy
- Evolving Clinical Practices and Care Models
- New Relationships with Payors – Getting Paid for Value and Outcomes

Olivia Mastry, JD, MPH, Founder, Collective Action Lab, Minneapolis

CONCURRENT SESSIONS, *cont'd.*



11 a.m. – Noon

Session #2 – Maintaining High Quality Care With or Without a Pandemic

- Recognize when in crisis mode, you may feel like you're "building the ship while sailing it." This is a sign to give yourself some grace and space to figure things out.
- Learn strategies to support yourself to lead, learn, act and improve, all at the same time so you can act successfully rather than just react.
- Know how to sustain a culture of safety and continuous quality through good times and challenging times to achieve planned outcomes.

Julie Apold, Vice President of Quality and Performance Excellence, LeadingAge Minnesota, St. Paul and Margie Kissner, Director of Quality and Customer Experience, Portico Benefit Services, A Ministry of the ELCA, St. Paul

Noon

Adjourn for the Day



4 – 5 p.m.

Bring Your Own... A Virtual Social Hour

This is a first for Annual Meeting – a Virtual Social Gathering. We all miss being together, and Annual Meeting is one of our most favorite events to see each other between sessions, at lunch or after hours in the Pub. We've created the next best thing in the virtual world and hope you will join us for this hour. Call it what you want – happy hour, networking, catching up, the 19th Hole – just be sure to come and bring your favorite refreshment. All your friends will be there!

THURSDAY, SEPTEMBER 17



8 – 8:30 a.m.

LeadingAge Minnesota Business Meeting

8:30 a.m. Break

8:45 – 9:45 a.m.

GENERAL SESSION

A Leader's Guide to Pandemic Planning



- Receive the latest information on COVID-19 infection and death rates both nationally and in Minnesota in relation to the population you serve and those who care for them.
- Recognize the importance of paying attention to science-based information and recommendations so you can listen critically amid the barrage of sensational reports in the media.
- Learn about important developments in testing, PPE and vaccines and use your enhanced knowledge to make the best possible decisions for your organization.
- Examine possible scenarios for the arc of the disease in the months to come to help you anticipate and plan for their potential impacts on your customers and staff.

Michael T. Osterholm, PhD, MPH, Director, Center for Infectious Disease Research and Policy, University of Minnesota, Minneapolis

9:45 a.m. Break

CONCURRENT SESSIONS



Denotes COVID-19 related content

10 – 11 a.m.

Session #3 – The Leader's Role in Equity, Justice and Diversity

- Understand why now is the time for bold action around creating more equitable, just and diverse organizations.
- Discuss effective strategies in hiring practices, policies and procedures that will support your efforts and help you achieve your goals.
- Recognize the importance of attaining staff buy-in to support this critical change and the messaging you will want to use to accomplish it.

Soojin Pate, Ph.D., Consultant/Trainer, Strategic Diversity Initiatives, Minneapolis

CONCURRENT SESSIONS, *cont'd.*



Session #4 – Financial Scenario Planning in a COVID-19 World



- Learn about the impact that COVID-19 has had on the financial health of older adult services providers nationally through such metrics as occupancy, net demand and construction.
- Hear how operators are responding to budgetary strains caused by rising expenses in staffing and PPE, and a lack of move-ins.
- Discuss the need to shift from a sprint to marathon mentality and what that means for how you as a leader think about and plan for your organization's financial future.

Beth Burnham Mace, Chief Economist and Director of Outreach, National Investment Center (NIC), Annapolis, Md.

Session #5 – Keeping Your Shining Stars During Tough Times

- Become familiar with research-based best business practices on how individuals grow and develop as leaders.
- Engage in a live problem-solving discussion that will provide keen insights, clarity and support to you as a leader in tackling this challenge.
- Take away actionable ideas and strategies to implement right away to grow, develop and keep your shining stars.

Connie Wanberg, Ph.D., Professor and Industrial Relations, Faculty Excellence Chair, Department of Work and Organizations, Carlson School of Management, University of Minnesota, Minneapolis

11 a.m. Break

11:15 a.m. – 12:15 p.m.

Session #6 – Direct from the Commissioners: Real Time MDH and DHS Updates

Jan Malcolm, Commissioner, Minnesota Department of Health, St. Paul and Jodi Harpstead, Commissioner, Minnesota Department of Human Services, St. Paul (invited)

Session #7 – Minnesota Perspectives on Financial Scenario Planning in a COVID-19 World



- Discuss the impact COVID-19 has had on the financial health of older adult services providers in Minnesota and what leaders will need to think about and plan for in order to move forward.
- Describe the short and long-term consequences of declining occupancy and rising costs for staff and PPE and how that may be sustained over time.
- Learn about financing for strategies that will help fight the pandemic and prevent others from getting sick – like moving from multiple to single rooms, expanding space to facilitate safe distancing, etc.

Mark Dale, Partner, Eide Bailly LLP, Minneapolis; Larry Lester, Principal, Wipfli LLP, Eau Claire, Wis.; and Matthew Wocken, Principal, CliftonLarsonAllen LLP, Minneapolis

CONCURRENT SESSIONS, *cont'd.*



Session #8 – Seizing the Promise of Telehealth

- Know how the implementation of the 1135 Telehealth waiver during COVID-19 has transformed telehealth as we know it.
- Become familiar with trends in the utilization of telehealth services during the pandemic including who benefits most from what types of services.
- Describe how telehealth services are currently reimbursed and how that might change in the future.
- Learn about one organization's experiences with telehealth services and the operational implications for providing them.

Candy Hanson, BSN, PHN, LHIT-HP, Program Manager, Stratis Health, Bloomington; Anneliese Peterson, Vice President of Operations, Walker Methodist, Minneapolis; and Jonathan Neufeld, PhD, Executive Director, Great Plains Telehealth Resource and Assistance Center, Minneapolis

12:15 p.m. Adjourn for the Day





CONCURRENT SESSIONS



Denotes COVID-19 related content

8:30 – 9:30 a.m.

Session #9 – Combatting Social Isolation: A Leadership Perspective

- Hear about scientific research that has established a causal relationship between feelings of isolation and loneliness and high rates of illness and death, particularly among older adults.
- Know how to identify an individual at risk of compromised health and wellbeing due to loneliness and isolation, what you can do to help and when to call in a trained mental health expert.
- Explore effective strategies used during the pandemic that have resulted in establishing or re-establishing positive social connections that promote wellbeing.

John Brose, Ph.D., LP, LMFT, LADC, Director, Associated Clinic of Psychology, Minneapolis

Session #10 – Why Transparency is a Leaders' Best Communications Tool



- Gain insights from a panel of leaders about what they've learned about transparency in communications with residents, staff and families during the pandemic that might inform your own communications and messaging.
- Discuss strategies for dealing with pushback from residents and families who want more information than you can share.
- Learn the benefits of being more transparent.

Annette Greely, President/CEO, Jones-Harrison Residence, Minneapolis; Barbara Klick, CEO, Sholom, St. Louis Park; and Jon Riewer, President and CEO, Eventide Senior Communities, Moorhead

Session #11 – Capital Investments Outlook for Minnesota's Aging Services Providers

- Receive an update on capital investment trends broadly and then specifically for aging services providers.
- Identify sources that will help you access capital to make strategic investments in property that will help keep your residents and staff safer during the pandemic.
- Know how rural providers can access capital for their scale of projects.

Kurt Apfelbacher, Senior Vice President, Colliers Securities/Colliers Mortgage, Minneapolis; Todd G. Kampa, Senior Financing Officer, Compeer Financial, Sun Prairie, Wis.; and Mark Landreville, Managing Director, Ziegler, Minneapolis

9:30 a.m. Break



9:45 – 10:45 a.m.

ENDNOTE PRESENTATION

Perspective is the Best Medicine

Look around the average senior living community. Go ahead, we'll wait. You'll see most leaders are dealing with the stress of constant change, increased expectations and having to do more with less.

Well, the bad news is that those stressors are probably not going away any time soon. But the good news – *the awesome news* – is that there's another way to approach them. Another way that successfully removes the stress that accompanies these challenges and transforms them into coping strategies that will have you laughing instead of loathing.

Hall of Fame Speaker David Glickman will teach you how Perspective is the Best Medicine. He will show you how by simply shifting your perspective you will experience a profound way of handling whatever challenges life sends your way a powerful prescription for less stress and more success.

And you're in for a real treat, because this is not so much a traditional keynote presentation as it is a full-blown, high-energy one-man show – even virtually. It's got observational humor, funny visuals and props, hilarious song parodies and is the most fun way you'll ever have earning CEUs.

Discover how to achieve “Work. Laugh. Balance.” simply by implementing David's easy “jest practices.”

Hall of Fame Speaker David Glickman has been a speaker and entertainer for over 20 years and has worked with everyone from Steve Martin to Ellen DeGeneres. He specializes in healthcare humor and can “find what's funny” in the many healthcare and older adult service organizations he's worked with. David is also the author of Speaking of Funny: 77 Ways to Add Humor to Any Presentation.

10:45 a.m. Conference Adjourns

For full conference details and registration visit
www.LeadingAgeMN.org/AnnualMeeting



11:30 a.m. – 12:30 p.m.

Leader to Leader Exchange

Stick around after the conference ends for this post meeting leadership forum. It's an hour for unstructured conversation about ... well, anything. Discuss what you heard and learned at Annual Meeting, share battle scars and success stories, or catch up on what your colleagues are up to.

Bonus Session #12 – The 2020 Elections and an Aging Services Perspective

- Recognize how the COVID-19 pandemic and the killing of George Floyd have significantly influenced both federal and state legislation this year.
- Review the actions of the 2020 Minnesota state legislature in its regular and multiple special sessions and the impact it has had – or not – on older adult services providers in the state.
- Discuss the pivotal election in November, with all 201 of Minnesota's legislative seats and President Trump on the ballot.

Todd Rapp, CEO, Rapp Strategies Inc., Minneapolis

Scholarships Available

Ten full conference scholarships to the 2020 Annual Meeting & Leadership Forum are available to provider members facing financial hardship, courtesy of the following 2020 Annual Sponsors:



KRAUS-ANDERSON®



Provided two scholarships



Apply at www.LeadingAgeMN.org/AnnualMeeting by Friday, Aug. 21, 2020.

Applicants will be notified of their status by the end of August; those not awarded are eligible to register at the early bird registration fee. Applications will be kept confidential.

For full conference details and registration forms visit
www.LeadinAgeMN.org/AnnualMeeting.



REGISTRATION

Early Bird conference registration deadline: Friday, Aug. 21, 2020. Registrations received Aug. 22 or later will be charged the regular rate.

Conference registration fee is per person. Registration may not be split or shared; each participant must register and pay a registration fee.

Conference registrants will receive virtual conference login information approximately three days before the event. All sessions will be recorded and available for viewing and CEU credits following the conference (conference registrants only.)

Register online at www.LeadinAgeMN.org/AnnualMeeting.

Contact Ashley Rogers at arogers@leadingagemn.org for assistance or if you do not receive a registration confirmation.

Conference Registration Fees

	Early Bird: On or before August 21	Regular Rate: August 22 or later
Members	\$200	\$250
Prospective Members	\$250	\$300

Deadline/Cancellation Policy

Cancellation deadline and registration cut-off is Wednesday, September 9.

All cancellations must be made via email to education@leadingagemn.org and are subject to a \$25 processing fee. There is no refund for cancellations made after Sept. 9 or for no-shows; however, substitutions are gladly accepted. LeadingAge Minnesota reserves the right to cancel this conference or individual sessions.

Continuing Education Credits

This program has been designed to meet the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS) and the Minnesota Board of Nursing. LeadingAge Minnesota is an approved provider of continuing education by the Minnesota Board of Social Work. CEUs will be available for AL/HWS managers. General certificates of attendance will also be available.

Participants may view all live, on-demand and pre-recorded sessions to earn a maximum of 16 CEUs. See details and specific approval information at www.LeadinAgeMN.org/AnnualMeeting.

Questions may be directed to Heidi Simpson at hsimpson@leadingagemn.org.

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Special Thanks

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