

LeadingAge[®]
Minnesota

2021

CONNECT CONFERENCE

October 27-28, 2021
Earle Brown Heritage Center
Brooklyn Center



Assisted Living

Housing

Home Care

2021 Connect Conference Sponsored by



2021 LeadingAge Minnesota Annual Sponsors

These fine organizations are dedicated partners whose financial support helps provide quality programs and resources to our members.

Through these unprecedented times, our annual sponsors have continued their steadfast support of our collective work. They have met myriad challenges with industry expertise, innovative solutions, flexibility, and a genuine desire to help our members serve seniors with excellence and dignity.

For all you do – thank you. We truly are Better Together.



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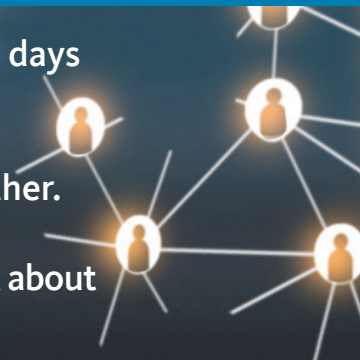
It's Time to Connect! Or, should we say *reconnect*.

The Connect Conference brings together providers of senior housing, assisted living, and home care for two days of exceptional education and connecting with your colleagues from around the state.

It's been a very long year and a half, and the landscape of aging services has changed since we were together.

Join us at the Earle Brown Heritage Center this October to reconnect, get the latest news and updates, and talk about strategies for navigating the most significant disruptors in recent history.

See you there!



Connect to ... INFORMATION

- Navigating all that is new with Assisted Living Licensure.
- Supporting our teams and residents through the pandemic and beyond.
- Marketing and selling senior housing in these turbulent times.

Connect to ... EACH OTHER

- Network with other providers and build relationships.
- Learn more about service options for the people you serve.
- Share conversations, ideas, and experiences.
- Build relationships.

Connect to ... PRODUCTS & SERVICES

Connect Conference features vendor displays showcasing helpful products and services to make your work easier and more efficient. Be sure to visit the fine exhibitors listed below during dedicated times throughout the conference.

List as of August 26, 2021

ActivStyle
Adara Home Health
DBS Group
EduCare and OnTrack
Eldermark Software
eMenuCHOICE
Guardian Pharmacy Minnesota
Kraus-Anderson
LeadingAge MN Savings
& Solutions Center

Lotus Pharmacy
Miller Architects & Builders
ResiDex Software
Sanvis Health LLC
Senior Care Solutions
ServiceMaster DSI/SRM
Sterling Long Term Care
Pharmacy
Tarkett
Thrifty White Pharmacy

CONFERENCE SCHEDULE

Wednesday, October 27

8 - 9 a.m.

Registration and Continental Breakfast

9 - 10:15 a.m.

WELCOME AND OPENING KEYNOTE PRESENTATION

Moving Forward Together Again

Connections are an important part of life. They affirm our humanity and sense of purpose that extend to physical health and emotional wellbeing. Our business of serving older adults is all about making meaningful connections; and when we do it well, the results are magnificent.

Daniel Shannon opens our conference by exploring the importance of building connections and the skills needed to master this essential function.

First, define what true connection is and what it's not. How do cultural forces such as social media play into connections? How have our connections been impacted, and possibly forever changed, by the pandemic? Next, consider why creating connections is so important, how to cultivate and maintain them, and the difference it makes in the work we do.

Learn how to develop three critical realms of connection:

- Ourselves: Having a keen self-awareness of our identity, our values, and what motivates us.
- The people we serve: Utilizing both emotional intelligence and technology.
- Each other: Having empathy and compassion for our coworkers and partners.

Put this all together and realize what is possible when we connect well with ourselves and one another.

Daniel Shannon has been partnering with individuals and groups for two decades to help enhance their value proposition. He brings expertise in the areas of strategy, diversity/equity/inclusion, training, and development from his experience with Fortune 100 companies. He is the Chief Activation Officer for Daniel Shannon Speaks and a proud husband and father.

10:15 a.m. – 10:45 a.m.

Displays and Connection Break sponsored by



* Program contains topics for Licensed Assisted Living Directors (LALDs) licensed under a legacy pathway to earn the required seven hours of continuing education (CE) within their first year of licensure.



Welcome and Opening Keynote
sponsored by



Daniel Shannon





10:45 a.m. – 12:15 p.m.

CONCURRENT SESSIONS

Session #1 – Marketing for the LGBTQ Audience

- Create an inclusive environment for a diverse older adult population through staff training, a review of HR policies, community outreach, and thoughtful marketing.
- Recognize the value of people seeing themselves in an organization's marketing.
- Gain insights from an organization's rebranding process for the aging community – what works and what doesn't, and how to ensure your marketing is authentic to diverse communities.

Maren Levad, Aging Advocate, and Tia Lauve, Communications Coordinator, Rainbow Health, St. Paul

Session #2 – MDH Update on Assisted Living *

- Learn about the progress being made in survey and compliance with the new Assisted Living Licensure requirements including interpretations of common questions.
- Become familiar with trends in AL physical plant surveys and emergency preparedness so you know what's expected for compliance.
- Know how kitchen surveys are being carried out and what food code violations are being found so you can remain vigilant in providing safe food handling and prevention of food borne illnesses.
- Gain important insights on the roll out of the AL Resident Bill of Rights and electronic monitoring best practices.

Lindsey Krueger, RN, Regional Operations Executive Manager, and Director, Office of Health Facility Complaints; Amy Hyers, RN, Regional Operations Manager, Health Facility Evaluation; Michael Mireau, Engineering Supervisor; and staff to be announced, Environmental Health, Minnesota Department of Health, St. Paul

12:15 – 1:15 p.m.

Lunch and Connection sponsored by



1:15 – 2:45 p.m.

CONCURRENT SESSIONS

Session #3 – Blending In-Person and Virtual Selling

- Gain insights from sales and marketing professionals who are combining the best of in-person and virtual selling experiences.
- Take home ideas and strategies to help meet your organization's sales and marketing goals.

Kate Blessing, Director of Community Relations, Martin Luther Senior Living and Care, Bloomington; and Angi Moore, Director of Digital Marketing, Cassia, Edina

Session #4 – Transition Notices and Process Requirements Under AL Licensure *

- Review the type of terminations and transitions that can take place and what you must do to comply.
- List the components of the relocation planning process including coordinated moves and safe discharge location.
- Discuss resident appeals, the non-renewal of housing, the deadlines for service determination appeals, and your options.
- Recognize when expedited terminations can be utilized.

Sam Orbovich, Attorney/Shareholder, and Pari I. McGarraugh, Attorney/Shareholder, Fredrikson @ Byron P.A., Minneapolis

Wednesday, October 27, cont'd.

1:15 – 2:45 p.m.

Session #5 – Emergency Preparedness Requirements for Assisted Living *

- Review the new requirements that incorporate federal preparedness standards, which take an “all hazards” approach, to ensure adequate planning for both natural and man-made disasters.
- Describe the core elements of an emergency operations plan and the process for developing a plan that is tailored to your setting.
- Gain important insights about what surveyors are looking for in emergency preparedness plans and what compliance gaps they are finding.
- Identify tools and resources available to support assisted living providers with disaster planning and emergency preparedness.

Jonathan Lips, Vice President of Legal and Regulatory Affairs, LeadingAge Minnesota, St. Paul; and Matt McNeill, LALD, Director of Senior Living, StuartCo., Minneapolis



2:45 – 3:15 p.m.

Displays and Connection Break sponsored by

3:15 – 4:15 p.m.

CONCURRENT SESSIONS

Session #6 – Classic Best Practices for Selling Housing to Seniors

- Recognize that matching seniors’ housing needs to what you provide is the same regardless of the real estate market and/or a pandemic.
- Hear about key influences shaping the senior housing market including the ending of eviction moratoriums.
- Discuss best practices to effectively address prospective residents’ objections to move-ins if there’s a match between what you provide and what they need.
- Enhance your skills in selling senior housing to make you and your organization successful.

Lisa Dunn, Broker Associate, REALTOR®, RE/MAX Results Change AGENTS, Edina

Session #7 – Meeting the Food and Nutrition Requirements Under the AL Licensure *

- Review Minnesota’s AL licensure requirements on menus, food, and nutrition and their relationship to person-centered care and services.
- Understand how the regulations apply to different assisted living settings and learn strategies to achieve compliance.
- Discuss best practices for providing food and meeting the nutritional needs of residents in assisted living settings.

Christine Link, MBA, RD, LD, Minnesota Marketing Dietitian, Martin Bros. Distributing Inc., Cedar Falls, Iowa

Session #8 – Emergency Preparedness for Assisted Living * (an interactive workshop)

- Evaluate the various elements of your site’s emergency preparedness plan and identify potential improvements.
- Take away practical information you can use to maintain compliance with this new requirement.

Jonathan Lips, Vice President of Legal and Regulatory Affairs, LeadingAge Minnesota, St. Paul

4:15 p.m.

Adjourn for the Day

CONFERENCE SCHEDULE

Thursday, October 28

* Program contains topics for Licensed Assisted Living Directors (LALDs) licensed under a legacy pathway to earn the required seven hours of continuing education (CE) within their first year of licensure.



8 - 9 a.m.

Registration and Continental Breakfast sponsored by



9 - 10:15 a.m.

GENERAL SESSION

Welcome Remarks



Gayle Kvenvold, President & CEO,
LeadingAge Minnesota

CONNECT

Restoring Resilience, Building Up Ourselves and Others

- Appreciate how new science and ancient wisdom traditions combine to help sustain a healthy mind, mood, and heart in the face of ongoing challenges in the older adult services and health care sectors.
- Describe a best practice model of resilience and the key factors that help sustain it over a lifetime.
- Understand how new neuroscience can promote a more vital and engaged mind.
- Develop at least three new practices that sustain a healthy brain and mood to help you bring your best self to your work caring for others.

Henry Emmons, MD, is a psychiatrist who integrates mind-body and natural therapies, mindfulness, and neuroscience into his clinical work. He is co-founder of both NaturalMentalHealth.com and JoyLab.coach, an online program to help participants develop the essential elements of joy. Henry is the author of *The Chemistry of Joy*, *The Chemistry of Calm*, and *Staying Sharp*, and is a frequent speaker and workshop leader.

10:15 - 10:45 a.m.

Displays and Connection Break sponsored by



General Session sponsored by



Henry Emmons, MD





10:45 a.m. – 12:15 p.m.

CONCURRENT SESSIONS

Session #9 – Telehealth, Telecom, and Virtual Visits

- Refresh your understanding of current federal and state rules and regulations related to telehealth.
- Take home best practices for completing an accurate virtual assessment and documentation tips for charting a virtual visit.
- Know how remote client monitoring can extend your workforce and well as make you more competitive.
- Explore how tele technology can benefit your company by improving both financial performance and customer satisfaction.

Laura Wilson, RN, BSN, COS-C, Managing Director, Operations and Clinical Consulting, SimiTree Healthcare Consulting, Hamden, Conn. and King of Prussia, Pa.

Session #10 – Conducting Cognitive Assessments Under AL Licensure *

- Understand the rationale behind the requirement to conduct cognitive assessments of assisted living residents.
- Recognize the importance of an Interdisciplinary Team approach in developing a care plan.
- Explore a variety of validated instruments your staff team might use when assessing cognition.

Lores Vlaminck, Principal, Lores Consulting, Rochester

Session #11 – AL vs. Comprehensive Survey Process *

- Learn the key differences and similarities between the assisted living survey process and the comprehensive home care survey process.
- Describe techniques to prepare for a regulatory survey.
- Discuss how to train staff in preparation for a survey.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury

12:15 – 1:15 p.m.

Lunch and Connection sponsored by



1:15 – 2:15 p.m.

CONCURRENT SESSIONS

Session #12 – Understanding, Managing, and Preventing Challenging Dementia Behavioral Symptoms, Part 1

(Part 2 continues in Session #15)

- Explore best practices in non-pharmacologic strategies that decrease the intensity and frequency of challenging behavioral symptoms of dementia.
- Describe common triggers known to exacerbate behavioral symptoms of dementia and learn strategies for minimizing these triggers.
- Understand how those behaviors decrease the resident's quality of life and cause significant stress for team members, family, and other residents.
- Discuss the behavior management requirements for Assisted Living with Dementia Care licensure.

Erin Bonitto, MS, ADC, Founder @ Lead Coach, Gemini Consulting Inc., Cold Spring

Thursday, October 28, cont'd.

1:15 – 2:15 p.m.

Session #13 – Infection Control: What's Current and What We Should Know *

- Review current infection prevention and control guidance related to COVID-19.
- Analyze infection prevention and control requirements for assisted living settings.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury

Session #14 – Changes in Education and Training Under AL Licensure *

- Review the minimum educational requirements for orientation and annual education as required by 144G.
- Describe the methodologies to engage staff as adult learners in mandatory training.
- Discuss proven staff engagement and empowerment strategies that will help make training stick.

Lores Vlaminck, Principal, Lores Consulting, Rochester

2:15 – 2:45 p.m.

Displays and Connection Break sponsored by



2:45 – 3:45 p.m.

CONCURRENT SESSIONS

Session #15 – Understanding, Managing, and Preventing Challenging Dementia Behavioral Symptoms, Part 2

(continued from Session #12)

Erin Bonitto, MS, ADC, Founder @ Lead Coach, Gemini Consulting Inc., Cold Spring

Session #16 – When Good Families Behave Badly

- Recognize resident, family, or other stakeholder interactions that may lead to caregiver abuse.
- Learn actions and strategies organizations can take to assist staff in working through difficult situations before they escalate.
- Analyze specific examples of potential abuse and mistreatment and learn best practices for managing them.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury; and Rob Rodè, Attorney and Partner, Voigt, Rodè, Boxeth @ Coffin LLC, St. Paul

Session #17 – New Construction Standards and Plan Review *

- Become familiar with expectations that apply specifically to assisted living facilities with dementia care, and to assisted living facilities that are newly constructed or remodeled.
- Discuss higher level design issues.
- Explore other timely topics related to physical environment requirements for assisted living settings.

Bob Dehler, P.E., Engineering Program Manager, and Michael Mireau, Engineering Supervisor, Minnesota Department of Health, St. Paul

3:45 p.m.

Conference Adjourns

GENERAL INFORMATION & REGISTRATION

LOCATION

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



ACCOMMODATIONS

Embassy Suites Minneapolis-North (attached to Earle Brown). Sleeping room block is held under “CNC” for the evenings of October 26 and 27. Rate: \$149 per night and includes cooked to order breakfast and evening reception. Release date: October 5, 2021. Call 763.560.2700 or book online at <https://tinyurl.com/en22d22a>.



FREE PARKING

REGISTRATION FEES

	Early Bird Rate on or Before Sept. 24		Regular Rate Sept. 25 or Later	
	Single Day (Oct. 27 or 28)	Full Conference	Single Day (Oct. 27 or 28)	Full Conference
LeadingAge Minnesota Members	\$160	\$295	\$185	\$345
Prospective Members	\$260	\$445	\$285	\$495

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

[REGISTER HERE](#)

Prospective members contact [Ashley Rogers](#) for registration assistance.

CUT-OFF/ CANCELLATION

Register or cancel by October 20, 2021. All cancellations must be made in writing and are subject to a \$25 processing fee. LeadingAge Minnesota reserves the right to cancel this conference.



Registration includes continental breakfast, lunch buffet, and morning and afternoon refreshments.

CONTINUING EDUCATION CREDITS

The educational programming for the Connect Conference meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS). Sessions marked with an asterisk (*) contain topics related to assisted living facilities as required for LALDs to earn the required seven hours of continuing education (CE) within their first year of licensure. Programming has been designed to meet the continuing education approval of the Minnesota Board of Nursing. LeadingAge Minnesota is an approved provider of continuing education by the Minnesota Board of Social Work. General certificates of attendance will be available for housing managers, assisted living directors and others.



HEALTH AND SAFETY REQUIREMENTS FOR PARTICIPANTS

After a review of the latest official guidance and information related to COVID-19 and the Delta variant, and in consideration of the health and safety of those who will be attending the Connect Conference, we will require the following from participants:

- **Participants are required to wear a face covering at all times, regardless of vaccination status, while entering and inside the Earle Brown Heritage Center, except when actively eating or drinking.** We suggest bringing your own mask. LeadingAge Minnesota will have disposable masks available on-site for those who need one.
- **All registered attendees are required to verify or present proof of COVID-19 vaccination through a HIPAA-compliant process online.** We will provide additional details to registered attendees through a separate communication. Please contact LeadingAge Minnesota at education@leadingagemn.org should you wish to seek approval for an exemption or exception to this policy.

LeadingAge Minnesota will follow the health and safety practices mandated by the site hosting the conference, or by applicable federal, state, and local authorities whichever requires the most protection. Those practices and others will be determined close to the date of the event and may become more or less strict between registration and the event.

All participants will be required to acknowledge any personal risk by attending the conference upon registration.

FOR FURTHER INFORMATION
Ashley Rogers, arogers@leadingagemn.org for assistance.