

SCHEDULE OF EVENTS

TUESDAY, MAY 18

8 a.m. _____ 8 a.m.

8 - 9 a.m.
Concurrent
Sessions

9 a.m. _____ 9 a.m.

9:15 - 10:30 a.m.
General Session and
Opening Keynote
Presentation



10 a.m. _____ 10 a.m.

11 a.m. _____ 11 a.m.

10:45 - 11:45 a.m.
Concurrent
Sessions

12 p.m. _____ 12 p.m.

12:15 - 1:15 p.m.
Meetup Groups: Adult Day Services,
Dietary/Culinary, Human Resources,
Leadership Academy Alumni and
Spiritual Care

1 p.m. _____ 1 p.m.



Create Opportunities

ADVISORY | OUTSOURCING
AUDIT AND TAX

Matt Wocken | 612-376-4500
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Tax Exempt Bonds, Tax Exempt and Taxable Bank Loans, HUD Insured Loans, Fannie Mae Delegated Underwriting and Servicing (DUS® Loans), USDA Financing

Project Types:

Senior Housing Facilities | Assisted Living Facilities | Long Term Care Facilities | Memory Care | Transitional Care | Hospital Facilities | Health Systems

*Includes financing methods offered in conjunction with our affiliate, Colliers Mortgage.

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INSURANCE

*Protecting Your Community
and Your Workforce*

**Property, liability,
worker's compensation
and employee benefits**

SESSION PLANNER - TUESDAY, MAY 18, 2021

Professional Group	Sessions
Activities/Therapeutic Recreation	101, 103, 104, 105, 107, 112, 201, 204, 205, 206, 208, 210, 211
Adult Day Services	103, 104, 105, 106, 107, 108, 111, 112, 202, 204, 205, 206, 207, 208, 209, 210, 211, 212, Meetup Group
AL Director/HWS Manager	101, 102, 103, 104, 105, 107, 108, 109, 112, 113, 201, 202, 203, 205, 206, 208, 209, 211
Board Member	101, 102, 104, 108, 112, 207, 211, 212
Campus Director	101, 102, 104, 107, 108, 111, 112, 201, 202, 203, 206, 207, 208, 209, 211
CEO/Administrator	101, 102, 104, 106, 107, 108, 111, 112, 201, 202, 203, 206, 207, 208, 209, 211, 212
Dietary/Culinary	103, 104, 105, 107, 109*, 112, 201, 202, 203, 206, 211, Meetup Group
Finance/Business Office	104, 107, 108, 110, 112, 206, 211
Fund Development	104, 107, 112, 206, 207, 211
Home Care	101, 103, 104, 105, 107, 112, 113, 201, 202, 203, 206, 211
Housing Director (<i>Independent living</i>)	102, 104, 107, 108, 111, 112, 202, 205, 206, 207, 208, 209, 211
Human Resources	104, 107, 108, 111, 112, 201, 202, 206, 207, 211, Meetup Group
Maintenance/Environmental Services/Engineers	104, 107, 109, 112, 201, 206, 208, 211
Marketing & Sales/Public Relations	101, 103, 104, 107, 111, 112, 205, 206, 208, 209, 211
Medical Records/Health Information Technology	104, 107, 108, 112, 206, 211
Nursing	101, 103, 104, 105, 107, 112, 113, 201, 202, 204, 206, 211
Physical/Rehab Therapy	103, 104, 105, 112, 201, 204, 211
QA/QI Staff	104, 107, 112, 113, 206, 211
Social Work	101, 103, 104, 105, 107, 110, 112, 201, 204, 205, 206, 208, 210, 211
Spiritual Care	103, 104, 105, 112, 210, 211, Meetup Group
Staff Development/Education	104, 105, 107, 112, 113, 201, 202, 204, 206, 211
Technology	103, 104, 107, 108, 112, 205, 206, 211

* Meets the sanitation CEU requirement for CBDM/ANFP and CDR/MAND.

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

8 – 9 a.m.

CONCURRENT SESSIONS

101 - MDH Updates: Home Care, Assisted Living, Housing with Services (AL, HCBS)

- Understand the most common home care deficiencies and how to avoid them.
- Learn the licensing application and notice processes to transition to Assisted Living Licensure, and considerations for home care providers who will retain their licenses.
- Discover forms and tools MDH will have available for Assisted Living Licensure including the required Uniform Checklist Disclosure of Services.

Lindsey Krueger, RN, Health Facilities Section Chief, and Director, Office of Health Facility Complaints and Interim Program Manager, Home Care and Assisted Living Program, Minnesota Department of Health, St. Paul

102 - 2021 Top Trends: Senior Living Organizations Facing Historic Changes (AL, CC)

- Understand the top 10 trends and issues that will impact post-acute, long-term care and senior living providers in the wake of the pandemic.
- Become familiar with evolving payment and reimbursement models.
- Consider strategic areas of focus to support your strategic and operational planning.

Erin Shvetzoff Hennessey, CEO, Health Dimensions Group, Minneapolis

103 - Caring for Individuals with Vision Loss (All Settings)

- Understand the emotional impact of vision loss and how those affected see the world.
- Receive helpful tips and proven strategies for working with people experiencing vision impairment.
- Explore how technology can aid in regaining independence.

Susan Anderson, Associate Director of Programs, and Renee Waclaw, Community Services Technology Specialist, Vision Loss Resources, Minneapolis

104 - In Forward Motion (All Settings)

- Reflect on the experiences and lessons learned from the last year as you prepare to move your organization and staff forward from the pandemic.
- Consider the myriad issues of ageism and how they were impacted by COVID.
- Understand more about resilience and the choices we make to recover stronger and smarter.

Carol Silver Elliott, President and CEO, Jewish Home Family, Rockleigh, N.J., and Chair, Board of Directors, LeadingAge, Washington, D.C.



105 - Dementia Communication Strategies During COVID (AL, CC, ADS)

- List and define several basic skills for dementia communication known to reduce frustration and increase comprehension for the person with dementia.
- Describe communication skills that a wearer of personal protective equipment might use to reduce apprehension and build rapport with the person with dementia.
- Discuss frustration-reducing communication strategies a team member can use to facilitate video chats for the person with dementia and their loved ones.

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

Tracks for Sessions

AL – Assisted Living

ADS – Adult Day Services

CC – Care Centers

HCBS – Home and Community Based Services

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

8 – 9 a.m.

CONCURRENT SESSIONS, *cont'd.*

106 - Adult Day Services and COVID-19: Lessons Learned and a Look Ahead (ADS)

- Understand the impact of the pandemic on adult day services across the country.
- Explore how adult day services providers have adapted throughout the pandemic and the steps taken to address the gaps and needs that remain.
- Consider how innovative providers have built creative partnerships and collaborations to improve and expand care and increase public awareness of adult day services in the community.

Brendan Flinn, Director, Medicaid and Home and Community-Based Services, LeadingAge, Washington, D.C.

107 - ESSENTIAL SKILLS FOR SUPERVISORS: Emotional Intelligence (All Settings)

- Review the concept of Emotional Intelligence (EI) and why it is an essential supervisory tool.
- Identify ways to practice self-awareness, self-management and social awareness that will help you model positive behaviors for those you supervise.
- Take home ideas for honing your EI skills and how to best apply them.

Ellen Schneider, Human Resources Consultant, St. Paul

108 - How to Prevent Vicious and Malicious Ransomware Attacks (All Settings)

- Recognize the growing vulnerability to malicious ransomware attacks for senior services settings.
- Know how to train your staff and monitor threats to avoid attacks on your medical records and other vital information.
- Learn from case studies what to do, and what not to do, to respond to a ransomware attack.

David Aafedt, Shareholder, and Gerald Fornwald, Shareholder, Winthrop @ Weinstine P.A., Minneapolis

109 - Spring Cleaning: Brush Up on Food Safety and Sanitation (AL, CC)

- Learn best practices to meet all safety and sanitation guidelines, including the latest updates to sanitation rules.
- Understand safety and sanitation processes as well as proper recording/logging to maximize staff and resident safety.
- Discuss any specific issues your community may encounter and how to mitigate those challenges.

Megan Rhodes, MS, RD, Regional Director of Nutrition and Wellness, Unidine Corporation, Boston, Mass.

This program is designed to meet the sanitation CEU requirement for CBDM/ANFP and CDR/MAND.

110 - Care Center Business Office Best Practices to Reduce Tail Chasing (CC)

- Gain more confidence and increased ability to accurately identify correct primary and secondary payer sources for billing and care coverages.
- Recognize the important role social services staff play in getting accurate financial information from residents in the admissions process.
- Identify what is included in reimbursement and what is an exception for your organization's managed care contracts, to potentially increase revenue or decrease the costs of care.
- Learn proven methods to maintain AR goals in a COVID environment that may include staffing shortages.

Jay Pizinger, CFO, and Nicki Cook, Senior Financial Consultant, Three Links Management, Northfield

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

8 – 9 a.m.

CONCURRENT SESSIONS, *cont'd.*

111 - COVID-19 Sentiment Report: Improving Marketing & Sales (Part 1) (AL, CC)

This is the first of a two-part series exploring the results of a national survey to learn from residents, prospects and staff about their experience living through this pandemic and how that may have affected their decisions to live or work in senior communities. See session 207 for Part 2.

- Hear the results of the survey that reveal how senior living is viewed, along with consumers' and workers' desire and confidence to live or work in a senior community during the pandemic and beyond.
- Explore proven practices and innovative ideas specific to sales and marketing to increase census during the ongoing pandemic.
- Learn how to leverage the data to enhance the resident experience, redefine the value proposition that senior living has to offer, and implement innovative marketing and sales solutions to improve prospect and waitlist engagement and ultimately increase census.

Dana Wollschlager, Partner & Practice Leader, Plante Moran Living Forward, Chicago, Ill.; Bobby Sumner, President & Co-Founder, Retirement DYNAMICS, Charlotte, N.C.; and Shona Schmall, Director of Marketing & Sales/Cooperative Development, Ebenezer Management Services, Edina

112 - A Practical Guide to Diversity, Equity and Inclusion (DEI) (All Settings)

- Understand the differences between diversity, equity and inclusion, and why it is essential to your business, your team and your reputation.
- Explore the different types of diversity found in your workplace.
- Learn why diversity, on its own, isn't helpful if your organization is considering making changes to its workplace culture.
- Know the difference between "equity" and "equality" and how both concepts impact workplace beliefs and practices.

Ayana King, CEO and Founder, Maximum Communications LLC, Detroit, Mich.

113 - The Three C's – COVID, Care Paths and Competencies (AL, CC)

- Discuss key COVID-19 concerns for assisted living and care center settings.
- Learn strategies to implement a comprehensive program to monitor, treat and manage residents with an acute change of condition.
- Identify three critical competencies during the COVID-19 pandemic including infection control.

Lisa Thomson, Chief Strategy and Marketing Officer, Pathway Health, Lake Elmo

9 – 9:15 a.m.

BREAK

9:15 – 10:30 a.m.

General Session and Opening Keynote Presentation

Be a Mountain Climber and Overcome Any Barrier

Dr. Bryan K. Williams

Keynote presentation sponsored by



Ziegler

CAPITAL :: INVESTMENTS :: ADVICE

10:30 – 10:45 a.m.

BREAK

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

10:45 – 11:45 a.m.

CONCURRENT SESSIONS

201 - MDH Update: COVID-19 Issues (All Settings)

- Describe recent guidelines, literature and updates related to COVID-19.
- Analyze the outlook for treatment and infection control in older adult services settings.
- Address common questions about COVID-19 affecting congregate care facilities.

Panel: Tammy Hale, MSN, RN, CIC, Nurse Specialist, Infection Control Assessment and Response (ICAR) and Infectious Disease Epidemiology, Prevention and Control (IDEPC), Maria King, RN, Assistant Program Manager, Licensing and Certification HRD, and representative to be announced, Health Care Worker Monitoring Division, Minnesota Department of Health, St. Paul

Moderator: Kari Everson, RN, BSN, MSN, MHA, LNHA, Director of Clinical Care @ Clinical Consultant, LeadingAge Minnesota, and President, Euvoia Senior Care Consulting, Woodbury

202 - Off to a Great Start – New Staff Onboarding (All Settings)

- Identify the four key drivers of successful employee onboarding.
- Recognize the value of asking questions, monitoring and measuring the onboarding process.
- Share best practices in providing a positive new employee experience that helps promote success and retention.

Nancy Anderson, SVP, Engagement Solutions, Align, Wausau, Wis.

203 - Understanding the New Food and Nutrition Rules for AL Licensure (AL)

- Understand the new meal planning guidelines going into effect with Assisted Living Licensure.
- Know how to plan and budget for meal service that follows the USDA guidelines and the Minnesota Food Code.
- Explain the different kinds of special diets and the training requirements for each.

Dawn Nickleson, CDM, Owner, and Patrick Nickleson, Chef and Owner, Passion for Dining and Nutrition, Cottage Grove

204 - Dementia Education that Sticks (and Inspires!) (AL, CC, ADS)

- Describe how a caregiver's misunderstanding of age-associated memory impairment versus Alzheimer's-type dementia may account for some of the most-commonly observed ineffective dementia approaches.
- Recognize how Alzheimer's Disease and related dementias damage certain regions of the brain and learn effective teaching strategies for helping team members understand and retain this important information.
- List several simple teaching strategies that can be added to existing dementia education packages to make the education more impactful and inspire improvements in approach for all team members.

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

205 - Harness the Power and Ease of Technology for Engagement and Connection (All Settings)

- Learn about technology options used during the COVID pandemic that proved beneficial to staff and residents.
- Hear how senior living communities throughout the country are utilizing technology to keep residents and families engaged and connected.
- Discover several resources, some of them free, to help you use technology to keep the connections alive and blossoming even beyond the pandemic – and even for non-technical individuals.

Jack York, President/Co-Founder, It's Never 2 Late, Greenwood Village, Colo.; and Jane Danner, Director of Resident Engagement and Development, Volunteers of America National Services, Eden Prairie

206 - ESSENTIAL SKILLS FOR SUPERVISORS: Conflict Management (All Settings)

- Learn how to identify the root cause of conflict so that it can be addressed more efficiently.
- Recognize the importance of addressing individuals' emotions, team dynamics and creating a safe space for conflict to occur.
- Know when it is appropriate to use mediation as a conflict resolution strategy.
- Consider the benefits of having a conflict de-brief to help you and your team learn from the experience.

Ellen Schneider, Human Resources Consultant, St. Paul

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

10:45 – 11:45 a.m.

CONCURRENT SESSIONS *cont'd.*

207 - COVID-19 Sentiment Report: Embracing Our New Reality (Part 2) (AL, CC)

This is the second in a two-part series exploring the results of a national survey to learn from residents, prospects and staff about their experience living through this pandemic. This session explores how we can rethink our business model and adapt our operations to a post-pandemic reality. Continuation of session 111.

- Understand the need to rethink the way your organization operates and discover ways to adapt in the new evolving reality.
- Learn strategies to position your organization for success in a post-coronavirus world.
- Hear from a multidisciplinary panel of experts representing operations, development, design, marketing and finance.

Dana Wollschlager, Partner & Practice Leader, Plante Moran Living Forward, Chicago, Ill.; Lynn Daly, Executive Vice President, HJ Sims, Fairfield, Conn.; Margaret Yu, Director of Client Experience, RLPS Architects, Lancaster, Penn.; and Victoria Vega, Senior Vice President of Operations, Unidine Corporation, Boston, Mass.

Panelists: Susan Farr, VP of Business Development & Marketing, Ebenezer Management Services, Edina; Brian Pangle, President & CEO, Clark Retirement Communities, Grand Rapids, Mich.; and Steve Fetyko, President & CEO, UMRC/Porter Hills, Chelsea, Mich.

208 - What's Next for Intergenerational Care? (AL, CC, ADS)

- Learn strategies to bring childcare services to your community.
- Explore innovative ideas and activities that will benefit both toddlers and seniors while respecting social distancing guidelines.
- Understand applicable building codes and social distancing requirements that apply to your setting.

Jill Nokleby Kaiser, Director of Housing Development, Ebenezer, Minneapolis; Bryon Nelsen, Director of Nursing, Lakeview Methodist Health Services, Fairmont; and Judy Thielke, Life Enrichment Director, Knute Nelson, Alexandria

209 - Don't Wait for a Crisis to Create Your Crisis Communication Plan (All Settings)

- Recognize the need for creating a communication plan now so you are well equipped to handle any type of crisis when it does happen.
- Understand the elements of a crisis communication plan and create a template to use in any situation.
- Analyze the various audiences, messages needed for each audience, and communication channels to deliver those messages.

Mary Prevost, Founder, Prevost Partners, Golden Valley

210 - Authentic Conversations About Meaning and Purpose with Older Adults (All Settings)

- Identify the factors that can help or hinder older adults' resiliency.
- Recognize the connection between resilience, a sense of meaning and purpose, and spiritual, emotional and physical health.
- Know how to engage older adults in honest conversations about meaning and purpose for their lives.

Jenny Schroedel, Chaplain, Optage Hospice, Presbyterian Homes and Services, Roseville

211 - Unpacking Unconscious Bias (All Settings)

- Define unconscious bias and understand how it happens, how it impacts the workplace and the importance of holding others and yourself accountable.
- Learn what "microaggression" means, how to identify it and what you can do about it.
- Discover your own unconscious bias with a self-assessment tool you can use to adopt more positive behaviors.

Ayana King, CEO and Founder, Maximum Communications LLC, Detroit, Mich.

EDUCATION SESSIONS - TUESDAY, MAY 18, 2021

10:45 – 11:45 a.m.

CONCURRENT SESSIONS *cont'd.*

212 - Do It Yourself (DIY) Strategic Planning for Uncertain Times (All Settings)

- Build your understanding of key steps in strategic planning and specific considerations for planning in uncertain times.
- Clarify roles and responsibilities of staff and the board in developing organizational strategy.
- Familiarize yourself with a take-away tool designed to support a self-directed strategic planning process.
- Review trends and emerging issues that could impact strategy in the next 1-3 years.

Olivia Mastry, Principal, Collective Action Lab, Minneapolis

11:45 a.m. – 12:15 p.m.

BREAK

12:15 – 1:15 p.m.

Virtual Meetup Groups

Grab your lunch and pop into a Meetup Group to meet awesome new colleagues, share ideas and discuss the day's sessions. Each group will have a dedicated facilitator. CEUs are not available for this informal learning opportunity.

- Adult Day Services
- Dietary/Culinary
- Human Resources
- Leadership Academy Alumni
- Spiritual Care

