



# 2023 ANNUAL REPORT

*LeadingAge*<sup>®</sup>  
Minnesota

**Dear LeadingAge Minnesota Members, Partners, and Stakeholders,**

I am pleased to present the Annual Report for the year 2023, a testament to the resilience, innovation, and commitment of our incredible LeadingAge Minnesota community. In the face of challenges and opportunities, we have navigated the landscape with purpose, achieving remarkable milestones and reinforcing our commitment to enhancing the lives of older adults across our state.

This year's report highlights our key achievements, strategic goals, and the remarkable efforts of our members and partners.

Thank you for your unwavering support and dedication. Together, we are shaping the future of aging services and creating a positive impact on the lives of those we serve.



Sincerely,

A handwritten signature in blue ink that reads "Kari Thurlow".

Kari Thurlow  
President and CEO  
LeadingAge Minnesota

**A community of  
mission-driven organizations striving to**

## **TRANSFORM AND ENHANCE THE EXPERIENCE OF AGING**

**LeadingAge Minnesota is the state's largest association of organizations serving older adults. Together with more than 55,000 caregivers, our members provide quality care, services, and support to approximately 60,000 older adults in independent living, assisted living, adult day, home care and skilled nursing.**

### **MISSION**

We are dedicated to enhancing and transforming the experience of aging. We empower and support our members to provide outstanding care, services, and housing for older adults.

### **VISION**

We envision a world where aging is a fulfilling and enriching experience and where every older adult has access to high-quality, person-centered care. We are leading change and changing lives.

### **VALUES**

- Unwavering commitment
- Trustworthiness
- Courageous thinking
- Spirit of optimism
- Accountability
- Better together

# TOGETHER, WE ARE TRANSFORMING THE EXPERIENCE OF AGING.

With guidance from the Board of Directors, Committees, and our members across the sector, LeadingAge Minnesota engaged in critical and strategic work to move our field forward in 2023. We look forward to the ongoing collaboration between members, staff, and strategic partners to enhance and transform the experience of aging.

## Investments in our Sector

to pay caregivers the wages they deserve and cover the cost of care.

In 2023: Secured approximately \$1 billion in historic investments in our sector through legislative appropriations. Deployed an effective lobbying and advocacy strategy to pass legislation that increased rates for care centers and Elderly Waiver (EW) rates for all services, including assisted living and adult day.

What's next: Fully implement EW rate system. Pursue investments to fund workforce and mitigate unfunded mandates. Support successful PACE implementation.

## Regulatory Advocacy & Sensemaking

to deepen your understanding of critical issues.

In 2023: Worked to improve communication between state regulators and providers. Developed and implemented a comprehensive advocacy strategy equipping members with the tools needed to fight CMS's staffing standards.

What's next: Build and strengthen relationships to improve the assisted living regulatory environment. Establish transparency and accountability benchmarks with MDH. Increase pressure on CMS to mitigate the impact of staffing mandates and provide data, tools, and training to prepare members. Influence the scope of the Minnesota Nursing Home Workforce Standards Board.

## Legislative Advocacy & Public Affairs

to amplify the collective voice of providers.

In 2023: Built an activated network of community-driven senior care advocates that led to approximately \$1 billion in state investments supporting older adults and their caregivers. Engaged in policy discussions to shape the future of aging services at record levels at the state and national levels with more than 12,000 connections with lawmakers.

What's next: Expand the network of engaged community supporters. Increase PAC contributions and leverage impact. Expand strategic partnerships with targeted groups

## Leadership Development & Support

to strengthen your organization and prepare the next generation of leaders.

In 2023: Developed new and updated resources to better equip governing boards for strategic decision-making. Invested in new and emerging leaders through the largest-ever Leadership Academy cohort and developed a new executive leadership program set to launch in 2024.

What's next: Provide resources to strengthen board governance and advocacy. Launch the new Executive Leadership Masterclass for Aging Services Professionals.

## Workforce Development

to build a pipeline of caregivers.

In 2023: Implemented labor-saving technology solutions as identified through the Foundation's Workforce Technology Solution Playbooks. Advanced statewide initiatives to attract new caregivers to work in long-term care settings. Passed legislation giving high school students new incentives to pursue careers in aging services. Developed resources to help members take advantage of historic investments in grants programs and other opportunities.

What's next: Explore OnTrack program enhancements, including a new medication aide program and virtual reality training supplements. Launch a statewide career campaign called Caring Careers Start Here. Advance recommendations from PHI-led research on DEIB. Develop resources and strategic partnerships to advance international recruitment efforts. Remove barriers that prevent us from recruiting and retaining much-needed staff in the aging services sector.

## Access to Data & Innovative Solutions

to help you improve care and explore new models.

In 2023: Launched the Data Portal to help members measure what matters to prove value and build trust through data standardization, collection, and transparency. Expanded the utilization of the Data Portal and added vital data benchmarking capabilities to drive data-driven decision-making.

What's next: Expand utilization and benchmarking functions of the Data Portal to identify trends and develop solutions. Add two "Connected Communities" grant projects, piloting new service delivery and payment models. Form an innovation council of stakeholders to explore opportunities for cutting-edge service delivery.

## Member Support

for access to the right resources at the right time.

In 2023: Improved accessibility of education programs and provided nearly 30,000 CEUs for senior care professionals. Developed dozens of turn-key resources and offered hundreds of hours of operational assistance on Huddles, in Coaching Rooms, and through one-on-one support.

What's next: Develop turnkey resources for members on high-priority issues. Provide expert support to respond to member needs and challenges. Increase participation in LAMN quality initiatives to enhance care, performance, and public trust. Improve member onboarding experience.

# ABOUT OUR MEMBERS

LeadingAge Minnesota's strength comes from its 1500+ members who serve seniors across the continuum of care. As we close out the year, our membership includes:

**700**

Housing  
Members

**205**

Care Center  
Members

**40**

Adult Day  
Members

**150**

Multi-Site  
Organizations

**234**

Individual  
Members

**205**

Business  
Partners

**64**

Associate  
Members



# AWARDS & RECOGNITION

LeadingAge Minnesota is a vibrant community of aging services professionals dedicated to providing high-quality care to all those they serve. We appreciate the exceptional achievements and contributions of LeadingAge Minnesota members across the state.

## STARS AMONG US AWARD WINNERS



**Caregiver of the Year**

**Cindy Meyer**

Benedictine Living  
Community of Crookston



**Rising Star**

**Joseph Hanson, RN**

Walker Methodist Care  
Suites



**Outstanding Leadership**

**Gail Skoglund**

Cassia



**Board Trustee of the Year**

**Leann Wright**

Eventide Senior Living  
Communities



**Volunteer of the Year**

**Judy Rubertus**

Boutwells Landing



**Spirit of Aging**

**Phil Fisher**

Martin Luther Care Center

## QUALITY AWARD WINNERS

Excellence in safety, quality, and practice helps organizations exceed expectations and keep seniors safe from harm. Congratulations to this year's honorees, each committed to excellence.

### Steps to Excellence Award Receipients:

- Birchwood Cottages
- Moose Lake Village

### ICan Quality Improvement Contest Teams:

- CentraCare Care Center and Therapy Suites
- Cuyuna Regional Medical Center - Care Center
- Lakeside Generations
- Melrose Care Center
- Minnesota Veterans Home - Fergus Falls
- Minnesota Veterans Home - Silver Bay

**LeadingAge Minnesota is an inclusive and member-led association.**

**We recognize and thank the countless individuals guiding LeadingAge Minnesota toward its mission and vision, including the Board of Directors, District Officers, Committees, and the LeadingAge Minnesota staff team.**

## EXECUTIVE COMMITTEE



**Barbara Klick**  
Chair



**Mark Anderson**  
Immediate Past Chair



**Jerry Carley**  
Chair-Elect



**Nathan Johnson**  
Secretary/Treasurer

## BOARD OF DIRECTORS

LeadingAge Minnesota is led by volunteer members of the Executive Committee and the Board of Directors.

We are grateful for their guidance and support and encourage you to reach out to them to share your feedback about the Association.

### District Directors

Mark Bertilrud, District A  
Kyle Hedlund, District B  
Katie Lundmark, District C  
John Linn, District D  
Jason Anderson, District E  
Tom Nielsen, District F  
Anneliese Peterson, District G

### Elected Directors-at-Large

Mark A. Anderson  
Christine Bakke  
April Collman  
Annette Greely  
Dustin Lee  
Mark Pederson  
Cami Peterson-Devries  
Kimber Wraalstad

### Appointed Directors-At-Large

Craig Abbott  
Greg Baumberger  
Josh Berg  
Michelle Haefner  
Brenda Johnson  
Mathew Kern  
Anna Petersmeyer  
Erin Shvetzoff Hennessey  
Jon Sondergaard

### Ex-Officio/Non-Voting Members

Lindsey Sand, Foundation Board  
Marnie Gugisberg, Solutions Board  
Jon Riewer, Public Policy Liaison  
Olivia Mastry, Chair Appointed Member

# DISTRICT OFFICERS

## District A

Chair: Emily Straw  
Chair-Elect: Shannon Carlson  
Secretary: Callen Weispfennig

## District B

Chair: Aaron Saude  
Chair-Elect: Jessica Wolf  
Secretary: Nichole Houg

## District C

Chair: Autumn Herzog  
Chair-Elect: Cami Peterson-DeVries  
Secretary: Brittney Thoreson

## District D

Chair: Emily Klever  
Chair-Elect: Jeffery Udy  
Secretary: Paul Metzler

## District E

Chair: Casie Knoshal  
Chair-Elect: Sam Quam  
Secretary: Laura Eaton

## District F

Chair: Kyla Berg  
Chair-Elect: Mallory Dingman  
Secretary: Samantha Colbenson

## District G

Chair: Julia Graupner  
Chair-Elect: Candace McCarty  
Secretary: Devin Krautkremer



# COMMITTEES

We thank our members who participated in the vital work of the Association through committee service in 2022-2023, including members of the:

## Adult Day Services Committee

Chair: Marti Titus, Ecumen Pathstone  
Vice Chair: Maria Schugel, MORA Adult Day Services

## Assisted Living Committee

Chair: Shelli Bakken, Walker Methodist  
Vice Chair: Shanna Swanson

## Awards & Recognition Committee

Chair: Jennifer Rutschke, Ebenezer  
Vice Chair: Jeff Smith, Vista Prairie Communities

## Care Center Regulatory

Chair: Lisa Lauderdale, Cassia  
Vice Chair: Candas Schouvieller, Oak Hills Living Center

## Education Committee

Chair: Cami-Peterson-Devries, St. Francis Health Services

## Governance Advisory Group

Convener: Jim Bettendorf, Vista Prairie Communities

## Payment

Co-Chair: Jeff King, Cassia  
Co-Chair: Anna Petersmeyer, Vista Prairie Communities

## Public Policy Steering Committee

Chair: Jerry Carley, Benedictine

## Quality, Safety, & Performance Excellence

Chair: Annette Greely, American Baptist Homes of the Midwest  
Vice Chair: Scott Hamman, Vista Prairie Communities

## Workforce Solutions

Chair: Brenda Schrupp, Walker Methodist  
Vice Chair: Paula Newinski, MN Dept. of Veterans Affairs

# Your LeadingAge Minnesota

## STAFF TEAM



**Kari Thurlow**  
President and CEO



**Lori Meyer**  
COO



**Erin Huppert**  
Advocacy



**Libbie Chapuran**  
Communications



**Jessica Lacher**  
Membership



**Terri Foley**  
Foundation  
Officer



**Kayla Khang**  
Government Affairs and  
Policy



**Dan Nelson**  
Community Engagement



**Barbara Landeen**  
Leadership and Member  
Experience

### Expert Support Team



**Kari Everson**  
Clinical Services and  
Nurse Consultant



**Jeff Bostic**  
Data and Financial Policy



**Bobbie Guidry**  
Assisted Living, Housing,  
and Adult Day



**Anna Mowry**  
Workforce Solutions



**Julie Apold**  
Quality and Performance  
Excellence



**Mark Schulz**  
Policy and Regulatory  
Affairs

### Internal Operations Team



**Nathalie Squire**  
Executive Assistant



**Alecia Crumpler**  
Communications and  
Visual Design



**Annie Xiong**  
Office and Accounting



**Cari Kronschnable**  
Administrative Assistant



**Jim Benedict**  
Senior Systems  
Administrator

### Education Team



**Jenny Prosser**  
Events, Education, and  
Experiences



**Sharon Hollister**  
Education



**Olivia Scott**  
Events and Education  
Coordinator

### Solutions Team



**Stacy Rogers**  
Solutions



**Laura Nordaune**  
Purchasing

### Support that Matters when you need it most.

Our dedicated staff team is committed to empowering our members to achieve excellence in their missions of service to older adults.

Make us your first call when you're in need of assistance. We provide the guidance, resources, and expertise that will help you make a meaningful difference in the lives of the people you serve.



# ACKNOWLEDGEMENTS & GRATITUDE

We are grateful for all those whose dedication and support have contributed to the success of LeadingAge Minnesota throughout 2023.

## PARTNERS

### LeadingAge Minnesota Foundation

The LeadingAge Minnesota Foundation researches, pilots, and disseminates workforce solutions to address the acute caregiver shortages in Minnesota's long-term care profession. We invest in new service delivery model development and in the leadership development of those in our sector. We build capacity in the boards and the board members that govern your organizations.

### LeadingAge Minnesota Solutions and Value First

LeadingAge Minnesota Solutions and Value First bring you discounts on the best product and service solutions from the leading manufacturers and service providers in health care today. These member-driven programs offer discounted pricing and rebates on essential services, food, equipment, and supplies. The added bonus: the dollars you spend with Solutions and Value First keep your Association dues dollars low and contribute to the overall success of the organization.

### Argentum and LeadingAge

By providing comprehensive support in advocacy and education, our national partners Argentum and LeadingAge strengthen the overall impact and influence of LeadingAge Minnesota and its members, fostering a collaborative and unified approach to our shared mission to support aging services organizations and the older adults they serve.

## 2023 SPONSORS

We recognize our Annual Sponsors whose unwavering commitment to our members and financial support to LeadingAge Minnesota help provide quality programs and resources throughout the year.

**GOLD:** LeadingAge Minnesota Solutions | Value First | Ziegler

**SILVER:** CliftonLarsonAllen LLP | Colliers Securities|Colliers Mortgage | Lotus Pharmacy | McKesson Medical-Surgical  
Piper Sandler & Co. | Radius Living Rx | Thrifty White Pharmacy

**BRONZE:** Community Living Solutions, LLC | Compeer Financial | DBS Group | DispatchHealth Imaging | Eide Bailly LLP  
Elim Preferred Services Inc | Essity | Fredrikson | Guardian Pharmacy Minnesota | Health Dimensions Group  
Kraus-Anderson | Medline | Northland Securities Inc | Passion for Dining and Nutrition | Pathway Health  
PCL Construction Services Inc | Senior Care Solutions Inc | St. Croix Hospice | Wipfli LLP | Wold Architects and Engineers



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