

CHANGE MAKERS

LeadingAge[®]
Minnesota

2026 ANNUAL MEETING & LEADERSHIP FORUM

Sept. 15-18 | Grand View Lodge, Nisswa

Registration brochure sponsored by



2026 LEADINGAGE MINNESOTA Annual Sponsors

With deep gratitude 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.

Please consider these sponsors as you make decisions about purchasing products and services to support your business operations.

FOR ALL YOU DO – THANK YOU. WE TRULY ARE BETTER TOGETHER.



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Join us September 15-18
at the beautiful Grand View Lodge in
Nisswa for LeadingAge Minnesota's
premier leadership event.

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WELCOME TO

LEADINGAGE MINNESOTA'S ANNUAL MEETING & LEADERSHIP FORUM!

The LeadingAge Minnesota Annual Meeting & Leadership Forum is designed for executives, decision-makers, and organizational leaders. This event offers high-level education, national expertise, strategic insight, and candid conversations about the forces shaping the future of our field.

This is not a “business as usual” conference. It is a chance to step away from the day-to-day demands of operations and focus on the bigger questions facing your organization: how to lead through change, strengthen financial and workforce strategies, navigate an evolving marketplace, and position your organization for long-term success.

Set against the peaceful backdrop of Gull Lake, the Annual Meeting creates the ideal environment for reflection, renewal, and strategic connection. Throughout the conference, you'll find a thoughtful mix of inspiring education content, executive-level education, peer-to-peer learning, meaningful networking, and time to reconnect with colleagues who understand the opportunities and pressures of leading in aging services.

Newer to LeadingAge Minnesota or wondering whether this event is for you? The Annual Meeting & Leadership Forum is designed for executive-level leaders, regional managers, site leaders, and other decision-makers in aging services. Attendees include business owners, CEOs, COOs, CFOs, HR leaders, regional and site leaders, Business Partner members, and sponsors. It is a valuable opportunity to exchange ideas with peers, explore strategic solutions, and gain perspective to help move your organization forward.

Grand View Lodge offers the perfect setting for both leadership development and renewal. Attendees can enjoy exceptional accommodations, outstanding dining, the relaxing Glacial Waters Spa, and two championship golf courses—all in one of Minnesota's most memorable resort destinations. Turn to page 12 for helpful tips as you plan your stay.

SCHEDULE OF EVENTS

TUESDAY, SEPT. 15

Noon – 12:45 p.m.

Golf Registration and Lunch sponsored by **MCKESSON**

1 – 5 p.m.

Golf Tournament

6 – 10 p.m.

Cantina Beach Bash sponsored by **① northland**
Open to all Annual Meeting participants.

procare^{HR}



WEDNESDAY, SEPT. 16

7:45 – 8:45 a.m.

New Faces Breakfast sponsored by **Guardian**
pharmacy
Minnesota

NEW TO ANNUAL MEETING?

We invite you to join other newer members over breakfast for a casual conversation and overview of the Annual Meeting experience – the sessions, activities, and networking opportunities available throughout the week. No pre-registration needed, but you must be a registered guest at Grand View Lodge on Tuesday evening or pay onsite for your breakfast buffet.



HOST

Jessica Lacher

*Director of Membership
and Strategic Partnerships
LeadingAge Minnesota,
Minneapolis*

SCHEDULE OF EVENTS

WEDNESDAY, SEPT. 16

9 – 11:30 a.m.

Welcome and Opening Keynote *sponsored by*



THE PURPOSE PURSUIT

In a time of rising stress, disengagement, and workplace fatigue, Amanda Brinkman challenges long-term care leaders to rethink purpose. With warmth, authenticity, and real-life stories, she shows that purpose is not a distant destination, but something found in everyday moments, shared values, and meaningful work. This inspiring keynote will help leaders strengthen morale, reconnect teams, and build cultures where people feel engaged, valued, and inspired.

- Identify your unique strengths or “superpowers” and connect them to your purpose.
- Describe how everyday actions, values, and moments of connection contribute to a stronger workplace community.
- Reflect on the legacy you want to leave with residents, families, and colleagues.
- Create a personal contribution list to clarify how you can show up with greater meaning, engagement, and purpose in your work.

Schedule includes a 15-minute break
sponsored **PIPER | SANDLER**

11:30 a.m. – 12:45 p.m.
Lunch



AMANDA BRINKMAN

Amanda Brinkman began her career in marketing, helping major brands successfully connect with their customers in important ways that truly matter. She then hosted and produced six seasons of an Emmy-nominated series on HULU called “Small Business Revolution.” Amanda has captivated audiences worldwide with her beautiful blending of authenticity, humor, and actionable insights around how to truly pursue purpose in our work and lives.



SCHEDULE OF EVENTS

WEDNESDAY, SEPT. 16, *cont'd.*

1 – 2 p.m.

CONCURRENT SESSIONS

#1 – The Ripple Effect: Gratitude, Perspective, and Purpose in the Workplace

- Practice gratitude as a tool for strengthening connection, perspective, and resilience in long-term care workplaces.
- Reflect on the people and experiences that have shaped your personal and professional purpose.
- Identify ways to bring gratitude and intentional reflection back to your teams to create a positive ripple effect across your community.

Amanda Brinkman, Speaker, Filmmaker, CEO, Sunshine Studios, Minneapolis

#2 – Two Forces Defining the Future of Senior Care in Minnesota: The Future Consumer and the AI Opportunity

- Identify the evolving expectations, preferences, and unmet needs of Minnesota's future older adult populations and what these shifts mean for service design and organizational strategy.
- Distinguish between near-term, practical AI, and automation applications that deliver results in senior care today versus longer-horizon technologies and apply a framework for prioritizing investments based on organizational readiness and impact.
- Describe what innovative, early-adopter senior care organizations are doing now in response to both consumer change and AI adoption, and what those models mean for long-term care communities.

Teresa Breen, Director, ATI Advisory, Washington, D.C.

1 – 3:15 p.m.

AFTERNOON WORKSHOP

#3 – EOS in Action: Practical Tools for Long-Term Care Leadership

- Describe the six key components of the Entrepreneurial Operating System (EOS) Model and how they can help long-term care leadership teams strengthen organizational alignment and performance.
- Apply selected EOS tools to common challenges in long-term care communities, including staffing, compliance, occupancy, communication, and accountability.
- Identify practical steps for implementing EOS concepts within a long-term care organization.

John Klick, Certified EOS Implementer, EOS Worldwide, Wayzata

2 – 2:15 p.m.

Break sponsored by



SCHEDULE OF EVENTS

WEDNESDAY, SEPT. 16, *cont'd.*

2:15 – 3:15 p.m.

CONCURRENT SESSIONS

#4 – Minnesota's Nursing Home State Plan Amendment: What Providers Need to Know

- Explain how the Medicaid State Plan Amendment relates to nursing facility reimbursement and policy changes in Minnesota.
- Describe key components of Minnesota's Nursing Home State Plan Amendment, including potential impacts on rates, workforce-related funding, and provider operations.
- Identify practical steps nursing home leaders can take to prepare for implementation, communicate changes to stakeholders, and monitor compliance expectations.

Jeff Bostic, Director of Data and Financial Policy, LeadingAge Minnesota, Minneapolis; and Jason Sieg, Senior Manager, Wipfli LLP, Eau Claire, Wis.

#5 – Aligning IT Innovation with Organizational Success

- Examine current and emerging information technology priorities shaping aging services, including innovation, data strategy, cybersecurity, infrastructure, and operational readiness.
- Evaluate how IT leaders align technology investments with organizational strategy, financial sustainability, workforce needs, and quality outcomes.
- Identify leadership opportunities to foster collaboration, knowledge-sharing, and innovation that strengthen IT's role in advancing efficiency, resident experience, and long-term organizational success.

Jim Bettendorf, President and Chief Executive Officer, and Christian Gustafson, Chief Technology Officer, Vista Prairie Communities, Champlin

Evening Engagements with Our Business Partners

We're handing the mic to our amazing Business Partners. They're cooking up their own unique events all designed to spark connection and keep the energy flowing after hours. These events are open to all participants and will be the perfect way to unwind, mingle, and make meaningful connections. A full lineup of these partner-hosted happenings will be available in the event app and included in your final confirmation email, hitting inboxes on Friday, Sept. 11, 2026. Interested in hosting an event – contact Jenny Prosser at 651.603.3548 or jprosser@leadingagemn.org.

UNWIND. MINGLE.
MAKE MEANINGFUL CONNECTIONS.



SCHEDULE OF EVENTS

THURSDAY, SEPT. 17

8 – 9 a.m.

Annual Business Meeting

The Annual Business Meeting is an important function of the Association and membership. Please plan to attend for the election of officers and other important association business.

9 – 9:15 a.m.

Break sponsored by  Healthcare SERVICES GROUP

9:15 – 10:15 a.m.

General Session

CHANGE MAKERS IN CONVERSATION: LEADERSHIP FOR WHAT'S NEXT

Join a thought-provoking panel discussion with leaders who are not just responding to change but helping shape it. In this dynamic session, experienced long-term care and aging services leaders will share how they are challenging assumptions, taking bold steps, and leading through complexity with courage and purpose.

Panelists will share practical strategies and standout innovations shaping the future of aging services, from workforce and financial sustainability to culture, technology, and new models of care. Expect candid dialogue, fresh perspectives, and actionable ideas from leaders reimagining what is possible.

Brett K. Anderson, RN, NE-BC, President and Chief Executive Officer, Ebenezer, Edina; Mark R. Anderson, President and Chief Executive Officer, Vivie, Alexandria; Jon Fletcher, President and Chief Executive Officer, Presbyterian Homes and Services, Roseville; and Roger White, LNHA, SPHR, SHRM-CP, Administrator, Mount Olivet Careview Home, Minneapolis

Facilitator: Kari Thurlow, President and CEO, LeadingAge Minnesota, Minneapolis

10:15 – 10:30 a.m.

Break sponsored by  Healthcare SERVICES GROUP

SCHEDULE OF EVENTS

THURSDAY, SEPT. 17, *cont'd.*

10:30 – 11:30 a.m.

General Session

SENIOR LIVING MARKET TRENDS: NATIONAL FORCES AND MINNESOTA SIGNALS

This session will explore broad senior living and long-term care industry trends, with Minnesota-specific insights where available. Participants will examine market behavior across the sector, including occupancy, demand, supply, growth patterns, consumer preferences, labor pressures, and differences between for-profit and nonprofit providers.

The session will also examine emerging strategic shifts in the senior living sector, including mergers and acquisitions, changing ownership models, regional market variation, and the growth of active adult housing models as part of the evolving senior housing landscape. These trends are important forces shaping the future of our sector and are key considerations as organizations think about their strategic positioning.



LISA MCCRACKEN

Head of Research and Analytics, National Investment Center (NIC), Annapolis, Md.

11:30 a.m. – 12:45 p.m.

Lunch

1 – 2 p.m.

CONCURRENT SESSIONS

#6 – AI in Admissions Evaluations: Governance, Risk, and Implementation

- Identify key considerations for vetting AI-enabled technologies in long-term care.
- Discuss implementation and governance strategies that support responsible adoption, staff training, and ongoing monitoring of AI tools in admissions and care-related decision-making.
- Explore practical use cases for AI and admissions evaluation technologies in long-term care, including case studies of how providers are using these tools in their communities.

Kalli Doyle, Director of Human Resources, Epiphany Care Homes, Minnetonka; Shelly Hanneken, RN, LALD, NHA, SNF Quality Improvement Director, St. Francis Health Services of Morris; Allison Jablonsky, RN, PHN, Director of Nursing, Epiphany Care Homes, Minnetonka; and Joel Prevost, CMO, LNHA, LHSE, MBA, Technology Consultant, Prevost Partners, Plymouth

SCHEDULE OF EVENTS

THURSDAY, SEPT. 17, *cont'd.*

1 – 2 p.m.

CONCURRENT SESSIONS, *cont'd.*

#7 – Unlocking New Revenue Through Accountable Care Models in Long-Term Care

- Explain why the current Medicare fee-for-service payment environment is creating urgency for aging services providers to move beyond delivering value to actively capturing it through new payment models.
- Describe how accountable care arrangements, including MSSP ACOs and emerging CMS payment models, create financial upside for senior care organizations, and why long-term care populations represent a disproportionate and largely untapped opportunity within these models.
- Identify the three core components of a value-based payment platform and the range of ownership and partnership structures through which an aging services organization can bring them together.

Teresa Breen, Director, ATI Advisory, Washington, D.C.

#8 – The Center of Everywhere: Long-Term Care in Rural Minnesota

- Identify key workforce challenges and opportunities for rural long-term care organizations.
- Explore practical strategies and provider perspectives from rural Minnesota organizations working to meet changing community needs.
- Discuss policy, advocacy, and collaboration opportunities that can strengthen the future of rural long-term care in Minnesota.

Kelly Asche, Senior Researcher, Center for Rural Policy and Development, Mankato

2 – 2:15 p.m.

Break sponsored by **MCKESSON**

2:15 – 3:15 p.m.

CONCURRENT SESSIONS

#9 – Minnesota Paid Leave 2026: Operational Realities and Proactive Strategies

- Explain key operational requirements of Minnesota Paid Leave and how they may affect staffing, scheduling, and coverage in long-term care settings.
- Identify common scheduling challenges created by protected leave, including intermittent absences, shift coverage gaps, communication workflows, and coordination across departments.
- Develop practical implementation strategies, policies, and best practices to support compliance, continuity of care, and workforce planning in Minnesota long-term care organizations.

Lindsey Hart, Vice President of Human Resources, Lyngblomsten, St. Paul; and Mark Pederson, Senior Vice President of Operations/COO, Presbyterian Homes and Services, Roseville

SCHEDULE OF EVENTS

THURSDAY, SEPT. 17, *cont'd.*

2:15 – 3:15 p.m.

CONCURRENT SESSIONS, *cont'd.*

#10 – Advancing Growth Through Strategic Partnership Models

- Describe how partnership models between for-profit and not-for-profit organizations are reshaping growth strategies in senior housing and care.
- Examine case study examples of innovative ownership and operating structures that support revenue growth, service line expansion, and mission advancement.
- Identify key strategic decision points across real estate, operations, and care delivery to assess whether partnership-driven growth aligns with an organization's goals.

Mark R. Anderson, President and CEO, Vivie, Alexandria; Jon Riewer, President and CEO, Eventide, Moorhead; and Jon Sondergaard, Owner, The Lodges Company, Plymouth

Facilitator: Erin Shvetzoff Hennessey, NHA, MA, CPG, Chief Executive Officer, Health Dimensions Group, Hopkins

#11 – The Occupancy Imperative: Why First Inquiries Fail to Convert

- Identify where conversion breakdowns commonly occur after the first inquiry, including handoffs, follow-up practices, and communication gaps between marketing, sales, admissions, and operations.
- Analyze how disconnected systems and inconsistent reporting can contribute to slow response times, lost visibility, and missed move-in opportunities.
- Develop strategies to improve lead management, cross-functional accountability, and follow-up processes that support stronger inquiry-to-move-in conversion.

Jennifer Lawrence, CEO, Vye, St. Cloud

3:15 p.m.

Adjourn for the Day

Evening Engagements with Our Business Partners

See page 6.

SCHEDULE OF EVENTS

FRIDAY, SEPT. 18

9 – 10:30 a.m.

General Session sponsored by **Fredrikson**

THE FUTURE OF AGING IN MINNESOTA: CONVERSATIONS WITH OUR NEXT GOVERNOR

Minnesota's next governor will take office at a pivotal moment for our state. As our population ages, decisions about workforce, access to care, affordability, innovation, and the sustainability of aging services will shape the lives of older Minnesotans and their families for years to come.

Join us for two separate conversations with Minnesota's leading gubernatorial candidates, **Sen. Amy Klobuchar and Rep. Lisa Demuth**, moderated by longtime LeadingAge Minnesota consultant **Blois Olson**. Grounded in **Minnesota's Plan for Aging**, these discussions will explore how each candidate sees the challenges and opportunities ahead — and what leadership will be needed to ensure Minnesota is a place where people can age well.

This is more than a conversation about long-term care. It is a conversation about Minnesota's future — and an opportunity to put aging squarely on the agenda for our state's next governor.

Attendance & Registration

Space for this special event will be limited. **For security purposes, all attendees must be registered in advance, and event badges will be required.** Fully registered Annual Meeting participants will have access to the session as part of their registration.

A limited number of Friday morning-only tickets may be made available to those who are not registered for the full Annual Meeting. These seats will be released on a **first-come, first-served basis**, subject to availability.

Friday Morning Ticket Rates

LeadingAge Minnesota Members: **\$100**

Non-Members: **\$125**

Rolling Break
sponsored by



CONSONUS

AN AGERIGHT COMPANY

Stop by the snack station to grab treats for the discussion and pack a few favorites for the drive home. Enjoy a little fuel for great conversation now and for the road later.

10:30 a.m.

Conference Adjourns

PLAN YOUR STAY AT GRAND VIEW LODGE

- View a [resort map](#) to familiarize yourself with the property.
- The Main Lodge and Gull Lake Center is the heart of Grand View Lodge where most events take place and where most of the dining venues are located.
- Event and Lodging Locations:
 - A variety of lodging options include guest rooms in the Main Lodge, a boutique hotel (North), and cabins, studios, homes, and cottages in varying sizes to accommodate groups. All check-ins are at the Main Lodge.
 - The meeting portion of Annual Meeting will be held in Gull Lake Center (#5).
 - Breakfasts and lunches will be in the Main Lodge (#1).
- Resort check-in time is 4:30 p.m. and check out time is 11 a.m.
- Complimentary resort-wide shuttle service will be available for all Annual Meeting participants. Remember to bring comfortable walking shoes!
- Book [golf tee times](#), [spa appointments](#), and/or [dinner reservations](#) well in advance.

SCHOLARSHIP AVAILABLE

One full conference scholarship to the 2026 Annual Meeting & Leadership Forum is available to provider members facing financial hardship.

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.



APPLY
HERE



Scholarship courtesy of Pathway Health,
2026 Bronze Annual Sponsor.



**PATHWAY
HEALTH**
Insight | Expertise | Knowledge

Submit your application by Friday, Aug. 14, 2026.



- ① Main Lodge
- ② North & Brew
- ③ NorthPark Rec Center
- ④ Chapel
- ⑤ Gull Lake Center & Cru
- ⑥ Norway Center
- ⑦ Indoor Pool
- ⑧ History House
- ⑨ Waterfront Office
- ⑩ Grand Outfitters
- ⑪ Kid's Club
- ⑫ Glacial Waters Spa
- ⑬ Chocolate Ox
- ⑭ The Pines Golf Course
- ⑮ Tennis/Pickleball Courts
- ⑯ Sand Volleyball
- ⑰ Sand Volleyball (lakeside)
- ⑱ Lake Threads
- P Guest Parking

DINING

- ① Char Craft Steaks
- ② On The Rocks
- ③ Northwoods Pub
- ④ Crust Pizza
- ⑤ Tanque Verde Cantina
- ⑥ Freddy's Sports Grill
- ⑦ Preserve Pub
- ⑧ Cru

THE MAIN LODGE

- ▲ Front Desk
- ▲ Lodge Rooms 1-12
- ▲ CHAR Craft Steaks
- ▲ Northwoods Pub
- ▲ Grand Outfitters
- ▲ Headwaters Private Dining
- ▲ Heritage Room
- ▲ Lake Threads

REGISTRATION

Register separately for **1) Conference**, **2) Golf tournament**, and **3) Grand View lodging**.

For full conference details and registration forms visit <https://www.leadingagemn.org/education-events/annual-meeting/>.

STEP 1: CONFERENCE REGISTRATION

Select your conference attendance (full conference or single day) and your education sessions.

Early Bird conference registration deadline:

Friday, Aug. 14, 2026.

Registrations received Aug. 15 or after will be charged the regular or late rate.

	Early Bird Rate on or before Aug. 14			Regular Rate Aug. 15 thru Sept. 4			Late Rate Sept. 5 or after		
	Single Day (Wednesday or Thursday)	Single Day (Friday)	Full Conference	Single Day (Wednesday or Thursday)	Single Day (Friday)	Full Conference	Single Day (Wednesday or Thursday)	Single Day (Friday)	Full Conference
Member Provider	\$295	\$245	\$580	\$320	\$270	\$630	\$345	\$295	\$680
Prospective Provider Member	\$415	\$345	\$810	\$440	\$370	\$860	\$465	\$395	\$910
Business Partner Member	\$395	\$325	\$735	\$420	\$350	\$785	\$445	\$375	\$835
Prospective Business Partner	\$555	\$455	\$1,030	\$580	\$480	\$1,080	\$605	\$505	\$1,130

Registration Includes Strategic Education, Meals, and Networking

Your registration includes access to high-level education designed specifically for aging services leaders. Through sessions led by state and national experts, thought leaders, and experienced executives, attendees will explore the strategic issues shaping the future of the field, including leadership, workforce, innovation, quality, finance, and organizational sustainability.

Full conference registration, Sept. 15–18, also includes morning breaks on Wednesday, Thursday, and Friday; lunch on Wednesday and Thursday; afternoon breaks on Wednesday and Thursday; and a Friday snack station with grab-and-go options for the trip home.

Wednesday and Thursday single-day registrations include morning and afternoon breaks, plus lunch. Friday single-day registration includes the morning break snack station.

Lodging, dinner, and breakfast are not included.

**REGISTER
HERE**

Contact Olivia Scott at
oscott@leadingagemn.org or
651-603-3559 for assistance.

REGISTRATION



STEP 2: GOLF TOURNAMENT (Optional)

Complete the separate Golf Tournament online registration form.

Early Bird golf registration deadline: Friday, Aug. 14, 2026.

Registrations received Aug. 15 or after will be charged the regular rate.

GOLF REGISTRATION FORM

<i>The fees listed are for providers only.</i>		Early Bird Rate on or before Aug. 14	Regular Rate Aug. 15 or after
Provider Member		\$190	\$215
Business Partners	Contact Jenny Prosser for foursome sponsor rates. jprosser@leadingagemn.org		

STEP 3: LODGING (Optional)

Important Grand View Lodge Deadlines and Policies

- Lodging reservation deadline: Monday, Aug. 17, 2026.
- A two-night deposit plus tax is required at the time of booking.
- Accommodations are packaged with lodging and daily breakfasts.

Annual Meeting Event Registration Required

Please note that priority access to the room block is reserved for individuals attending the LeadingAge Minnesota Annual Meeting. If you secure lodging, you must also complete your conference registration. Members with lodging reservations at Grand View Lodge in or outside the conference block are required to be registered for the conference.

STEP 4: NOTE THE CANCELLATION POLICY

Conference Registration: Registration fees (less a \$25 processing fee) are refundable if LeadingAge Minnesota receives written cancellation notice no later than Friday, Sept. 4, 2026. No refund for cancellations made after the deadline or for no-shows. Substitutions are gladly accepted.

Grand View's Lodging Reservation: Lodging fees are fully refundable if Grand View Lodge receives cancellation notice no later than 4 p.m. CST on Monday, Sept. 7, 2026. No refund for cancellations made after the deadline or for no-shows. Replacements are gladly accepted.

Continuing Education Credits

The educational programming for Annual Meeting meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS). It has been designed to meet the continuing education approval of the Minnesota Board of Nursing. General certificates of attendance will also be available for housing managers and others. Association business meetings and information-only sessions do not meet the CEU approval criteria of these licensure boards. For further information, contact Sharon Hollister at shollister@leadingagemn.org.

Reserve your accommodations using the below reservation link.

After submitting your reservation request, you will receive a secure Canary link to provide payment information. Once payment details have been submitted, please allow 5-7 business days for your reservation confirmation.

If you have lodging-related questions, please contact [Haley Piffier](#). Due to anticipated demand, please allow a few business day for a response.

BOOK YOUR STAY AT GRAND VIEW LODGE

Room block will release on Aug. 17, 2026.