

Professional Group	Sessions
Activities/Therapeutic Recreation	V1501
Adult Day Services	V1401, V1402, V1501, V1502
Assisted Living Director	V1402, V1404, V1501, V1502, V1503, V1504, V1602, V1603
Board Member	V1402, V1504, V1602
Campus Director/Site Leader	V1401, V1402, V1404, V1501, V1502, V1503, V1504, V1601, V1602, V1603
CEO/Administrator	V1401, V1402, V1404, V1501, V1502, V1503, V1504, V1601, V1602, V1603
Dietary/Nutrition/Culinary	V1501
Finance/Business Office	V1402, V1503
Fund Development	V1402, V1504, M1604
Home Care	V1501
Housing Director (Independent living)	V1501, V1502, V1601

Professional Group	Sessions
Human Resources/ Talent Director	V1404, V1501, V1502
Maintenance/ Environmental Services/ Engineers	V1501
Marketing and Sales	V1403, V1502, M1604
Medical Records/Health Information Technology	
Nursing/Clinical Services	V1404, V1501
Physical/Rehab Therapy	V1501
QA/QI Staff	V1501
Social Work	V1501
Spiritual/Pastoral Care	V1501
Staff Development	V1404
Technology	

VIRTUAL SESSION SCHEDULE

TRACKS FOR SESSIONS

AL – Assisted Living
ADS – Adult Day Services
CC – Care Centers
HCBS – Home- and Community-Based Services
SH – Independent Senior Housing

WEDNESDAY, FEBRUARY 23

8:30 – 9:30 a.m.

CONCURRENT SESSIONS

V1401 – Managing Both Virtual and In-Person Adult Day Services (ADS)

- Explore how you can find efficiencies in operating your adult day services program as the result of serving your clients both in-person and virtually.
- Consider how to appropriately schedule staff in these different models of service provision.
- Discuss effective strategies for connecting with clients virtually and in-person.

Colleen Krick, Director of Licensing and Recruitment, Interact Center for the Visual and Performing Arts, St. Paul; Kristina Kwan, Owner/Director, Phoenix Cove Adult Day Center, Lakeville; and Maria Schugel, CTRS, Program Director, MORA Adult Day Services, Minneapolis

V1402 – How to Raise Major Gifts in 4 Simple Steps, Virtually and In-Person (All Settings)

- Identify the best major gift prospects for your organization to enhance the likelihood of achieving your fundraising goals.
- Develop a cultivation plan for each major gift prospect so that you can continue to build those important relationships.
- Discuss effective “ask” language for soliciting prospects in-person and virtually.

Amy Eisenstein, ACFRE, CEO and Co-Founder of the Capital Campaign Toolkit, New York, N.Y.

V1403 – Get Your Prospects UNSTUCK: 4 Crucial Factors You MUST Accomplish to Close the Sale (AL)

- Learn the four key areas you MUST uncover to help your prospect make a decision.
- Know how to define what is holding back your prospect from making a decision.
- Create a presentation that builds trust in you, your product/service, and your company to ultimately result in more sales.

Peggy Scoggins, Owner/Consultant, Adept Selling, New Brighton

V1404 – Effective Onboarding Practices for New Nurses (AL, CC)

- Know the difference between coaching and mentoring; and receive guidance on effective onboarding of new nurses.
- Learn how to effectively communicate and provide productive feedback as you work with new nurses.
- Identify ways to empower staff so they feel they are a valued team member and are part of the solution.

Tonjia Dye, Nurse Consultant, and Irmadene Hanson, Nurse Consultant, Zellner Senior Health Consulting, St. Paul

9:30 – 10 a.m.

Break

VIRTUAL SESSION SCHEDULE

TRACKS FOR SESSIONS

AL – Assisted Living
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WEDNESDAY, FEBRUARY 23, *cont'd.*

10 – 11 a.m.

CONCURRENT SESSIONS

V1501 – Preventing Abuse Before It Happens (AL, CC)

- Explore strategies that go beyond the usual “identify and report” VAA training approach to staff training that teach staff skills to prevent potential abuse situations.
- Discuss communication and interpersonal skills staff can use to manage their emotions when under stress and turn those situations into positive, meaningful interactions.

Kezia Scales, PhD, Director of Policy Research, PHI, Bronx, N.Y.

V1502 – Build an Online Reputation that Attracts New Staff and Residents (AL, CC)

- Appreciate the impact that your organization’s reputation has on both staff recruitment and resident occupancy rates.
- Know what job seekers and potential residents are looking for and how to boost your online presence to tell a compelling story that showcases the value of your organization.
- Harness the power of advocacy among employees and residents and develop a prioritized strategy for increasing positive reviews and referrals.

Luke Riordan, CEO, and Seth Johnson, Account Developer, DAYTA Marketing, St. Cloud

V1503 – Financial Management of Services Funded by Public Programs in Assisted Living (AL)

- Discuss the differences between Elderly Waiver and CADI as sources of public funding used by older adults living in your setting.
- Understand what waived programs were designed to accomplish, specifically what they will pay for, and the maximum reimbursement rates allowable under each.
- Learn how to complete the Customized Living Tool so you can accurately capture reimbursement for services provided.

Lisa McNeil, RN, BSN, LALD, Consultant and Development, Euvoia Senior Services Consulting, Woodbury

V1504 – How to Plan a Successful Capital Campaign Using New Tools and Technology (All Settings)

- Learn proven strategies and best practices for planning a successful capital campaign.
- List the seven phases of a campaign and identify a timeline that will help mark progress and keep you focused.
- Become familiar with new tools and technology to plan a campaign that will help you achieve your fundraising goals.

Amy Eisenstein, ACFRE, CEO and Co-Founder of the Capital Campaign Toolkit, New York, N.Y.

11 – 11:30 a.m.

Break

VIRTUAL SESSION SCHEDULE

TRACKS FOR SESSIONS

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WEDNESDAY, FEBRUARY 23, *cont'd.*

11:30 a.m. – 12:30 p.m.
CONCURRENT SESSIONS

V1601 – MHFA: Minnesota Housing and HUD Updates (HUD, SH)

- Learn what is new and what to be aware of related to HUD regulations and inspections.
- Discover opportunities for funding that are or may become available in 2022.
- Understand forms and processes required of managers of affordable housing settings.

Cassie Gordon, Housing Program Supervisor, PBCA - Multifamily Division, Minnesota Housing Finance Agency, St. Paul

V1602 – Back to Business as Usual for Governing Boards (AL, CC)

- Learn the 12 principles of governance that power exceptional boards and how they can be applied to your organization.
- Gain and understanding of how to shift the board from crisis management back to strategic planning.
- Refresh your knowledge of the roles and responsibilities of governing boards, post-pandemic, and be able to share that wisdom with your board.

Michael Edwin, Director, Baker Tilly, Minneapolis; Lynn Daly, Executive Vice President, H J Sims, Fairfield, Conn.; and Jerry Carley, President/CEO, Benedictine Health System, Minneapolis

V1603 – Legal Considerations for the Vulnerable Adults Act (AL, CC)

- List the immediate steps to take when there is a maltreatment incident so the resident can be protected, the perpetrator removed pending investigation, and when contacting law enforcement is indicated.
- Refresh your knowledge of what to report and the required timelines so you are in compliance with the VAA.
- Know how to conduct a thorough investigation of maltreatment.

Michelle R. Klegon, Attorney, Klegon Law Office Ltd., Minneapolis

12:30 – 1 p.m.
Break

1 – 2 p.m.

M1604 – Virtual Meetup Groups

Join a virtual Meetup Group and get together with people who share your interests for informal conversations about the latest trends and topics. Each group will have a dedicated facilitator. *CEUs are not available for this informal learning opportunity.*

- Fund Development
- Sales and Marketing