

CONFERENCE BROCHURE



# What if

*LeadingAge*<sup>®</sup>  
Oregon

**2019 Annual Conference**  
Eagle Crest Resort Redmond, Oregon  
May 14 – May 17, 2019

# Thank You!

conference and  
golf tournament sponsors

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*Great sponsorships are still available!*

*Contact Tina Goewey, [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org), for more information*

# Kick the conference off right!

Be sure to join us 6:00 Tuesday evening  
at River Run Event Center  
*(located on the Eagle Crest Property)*  
for a chance to connect, enjoy a great meal  
and win some prizes!

## ★ BBQ ★ PARTY



Special **Thank you**  
to our sponsors Sysco,  
USI Northwest and  
Columbia Roofing and Sheet Metal

# What If?

- What if we were more passionate?
- What if we embraced new ideas without any reservations?
- What if we freely considered different perspectives?
- What if we empowered our teams to take more strategic risks?
- What If we could achieve more with new partners?
- What If we had confidence to step outside the box, out of our lane and beyond our comfort zone?
- What If we dreamed without limits?
- What if we focused on our missions instead of our tasks?
- What If we helped people find passion and purpose?
- What If we made life better for older people, our staffs, our communities and our STATE?

## What If? Why Not?

LeadingAge Oregon members are re-writing the rules of aging. They are leveraging new technologies, forming new partnerships and taking a fresh look at everything they do.

Join us as we take on the vast opportunities and great challenges on the path to helping older adults age well and ask - **What If?**

## Schedule at a Glance

### Tuesday, May 14

9:00 a.m.	Golf Tournament
2:00 - 4:00 p.m.	Registration Desk Open
6:00 p.m.	Welcome Barbecue

## Schedule at a Glance

### Wednesday, May 15

6:45 a.m.	Registration Desk opens
7:00 a.m.	Fun Run/Walk
8:30 a.m.	LeadingAge Oregon Board Meeting
9:15 -10:00 a.m.	First Time Attendee Coffee
10:00 - 11:30 a.m.	Keynote Session: Leah Brown <i>Staying Power: Why Your Employees Leave &amp; How to Keep Them Longer</i>
11:30 - 1:00 p.m.	Trade Show and Treasure Hunt with Box Lunch
1:00 - 2:15 p.m.	Concurrent Education Sessions
2:30 - 3:45 p.m.	Concurrent Education Sessions
3:45 - 5:15 p.m.	Trade Show with Refreshments and Prize Drawings

## Schedule at a Glance

### Thursday, May 16

7:15 a.m.	Registration Desk opens
7:30 - 8:45 a.m.	Pre-Conference Session - Balance, Core & More
9:00 - 10:00 a.m.	General Session: Katie Smith Sloan <i>What is New at LeadingAge</i>
10:15 - 11:45 a.m.	Town Hall Conversation and Concurrent Education Session
11:45 - 1:15 p.m.	Annual Meeting and Awards Luncheon
1:30 - 2:45 p.m.	Concurrent Education Sessions
3:00 - 4:15 p.m.	Concurrent Education Sessions
6:00 - 9:30 p.m.	Dinner, Dessert Dash and Game Show

## Schedule at a Glance

### Friday, May 17

8:30 a.m.	Registration Desk opens
9:00 - 10:15 a.m.	Concurrent Education Sessions
10:30 - 11:30 a.m.	Closing Session: Alana Hill <i>What is Your Catalyst?</i> <i>The Power of Managed Change: How purpose and passion can impact leadership</i>
11:30 a.m.	Closing Drawing

# Featured Speakers



## Leah Brown - Keynote Speaker

Leah Brown is a Talent Retention Strategist for Crescendo Strategies, a Louisville-based firm committed to reducing unnecessary employee turnover for clients across multiple industries. Leah has 25 years of experience facilitating leadership programs through organizations such as the U.S. Chamber of Commerce's Institute of Organizational Management, Dale Carnegie, the Department of Defense Education Activity, and the International Center for Corporate Learning at Sullivan University. Leah was included in Louisville's Business First Magazine's "20 People to Know in Workforce Development," and she is the contributing author of the 2018 book, "Staying Power: Why Your Employees Leave & How to Keep Them Longer."

## Katie Smith Sloan

Katie Smith Sloan is president and CEO of LeadingAge. Guided by the mission to be

the trusted voice for aging, Sloan advances the organization's strategic priorities to increase impact through advocacy, enhanced member value and generates ideas to improve our current system of services and supports. As LeadingAge's President and CEO, Katie Smith Sloan seeks common ground with other stakeholders to address ageism and to promote innovation.

Sloan also serves as the executive director of the Global Ageing Network, an organization with a presence in over 50 countries committed to improving the quality of life for people as they age throughout the world. Sloan serves on the Board of Directors of the Centre for Aging and Brain Health Innovation (CABHI) based in Toronto, HelpAge USA, the Long Term Quality Alliance (LTQA) and ValueFirst, a group purchasing company serving the aging services field. She is also co-chair of Dementia Friendly America, a multi-sector collaborative with a mission to foster dementia friendly communities.



## Alana Hill

Alana is an international change leadership expert, inspiring professionals to lead change in their lives and their organizations. Her experience as an engineer and certified Project Management Professional (PMP®) in talent development provides real-world insight into how people and teams can excel, even in the face of adversity.

An engaging and dynamic keynote speaker, Alana's program will move you to overcome adversity, build resilience, and convey empathy. With over 20 years of cross-functional leadership and training expertise, Alana helps individuals and organizations accomplish their goals by utilizing sharp analysis, strategic planning, and interpersonal skills development. She promotes behavior styles and conflict resolution techniques to improve team dynamics and performance. Alana provides a combination of critical thinking and compassionate leadership. Her clients have included Fortune 500 companies, small technology companies, churches, and non-profits.



*Be sure to join us Thursday evening for*

# ***Dinner, Dessert Dash, Fun and Games***

# **Game Show Night**

Special  
**Thank you**  
to our sponsor Value First

# Recreation & Events



## Annual Golf Tournament

Opening our Annual Conference with a Golf Tournament is a long-standing tradition and provides a great opportunity to begin your conference experience with some camaraderie and friendly competition, whatever your ability (or handicap) might be! We welcome everyone from the very occasional golfer to those who would never miss a Saturday on the course. The tournament features a four-person scramble format, and lots of prizes. Special thanks to Title Sponsor **USI Northwest** for this special **Tuesday** event!

## Welcome Barbecue

Don't forget to stop by the River Run Event Center on Tuesday evening at 6:00 p.m. for our welcome barbecue, open to all conference attendees and exhibitors! Catch up with colleagues from around the state and enjoy a hearty meal provided by our friends at **Sysco Food Services**. Thanks also to additional sponsors **USI Northwest** and **Columbia Roofing**.



## What If...

### We exercised together?

With hours of sitting ahead, what better way to get your **Wednesday** morning started than our **7:00 a.m.** LeadingAge Oregon 5K Fun Run/Walk! The Eagle Crest Resort grounds are beautiful in the morning, so recruit a team of colleagues to run or walk with you - it's just 3 miles, so an easy run or walk for all fitness levels! As an added incentive, everyone who participates will be entered in our prize drawing! Thank you to our sponsor **Pence Construction**.

## New Attendee Welcome Coffee

Never been to our conference? Join us for a cup of coffee (or tea, or water, you get the idea!) and a tasty treat. Meet us in the main ballroom of the conference center on Wednesday morning. This will be a great chance to meet some others who are new to the conference. *And*, we'll give you some insider information and introduce you to a few folks you'll want to know!



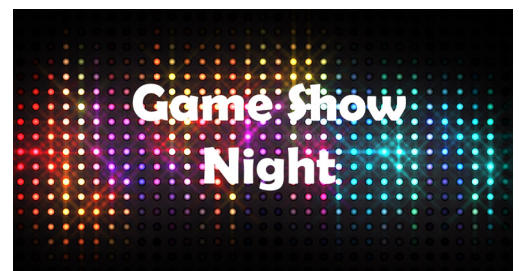
## What If... We helped someone in need?

After last year's successful efforts, we will once again be coordinating with the Central Oregon non-profit Thrive, which works to connect seniors living in poverty with local resources. We will provide welcome baskets (laundry baskets filled with household essentials) for those who are moving into an apartment. Stay tuned for more information about how you and your community can help!

*From Thrive staff: "I love giving folks these baskets when we get them moved in, they are so amazed and appreciative" From recipients: "I can't believe I am moving into my own housing and now have these beautiful gifts!" "I've never had a matching set of anything"*

## Thursday Banquet and Entertainment

You are sure to love this year's Thursday evening entertainment! After you enjoy a delicious meal, we will top it off with a Dessert Dash as we raise some money for our PAC and have a great time while we're at it! Then, have fun with our very own version of Family Feud! Get in on the action by clicking in answers to trivia or bring a team from your community! Or, if you prefer, sit back and enjoy watching your entertaining colleagues. Our special thanks to **Value First** for their sponsorship of the entertainment.



# What If?

## Tuesday May 14, 2019

9:00 a.m.	Golf Tournament Check-In Begins - Ridge Course <i>Title Sponsor USI</i>
9:30 a.m.	First Golf Tournament Tee time - Ridge Course <i>Title Sponsor USI</i>
6:00 p.m.	Welcome Barbecue <i>River Run Event Center - Sponsors Sysco Food Services, Columbia Roofing and Sheetmetal and USI</i>

## Wednesday May 15, 2019

7:00 - 8:00 am	LeadingAge Oregon Fun Run/Walk					
8:30 - 9:30 a.m.	LeadingAge Oregon Board Meeting					
9:15 - 10:00 a.m.	First Time Attendee Coffee					
10:00 - 11:30 a.m.	A.1 Keynote Session - Leah Brown Staying Power: Why Your Employees Leave & How to Keep Them Longer <i>Key Note Sponsor Lane Powell, PC</i>					
11:30 - 1:00 p.m.	Trade Show and Treasure Hunt with Lunch <i>Treasure Hunt Sponsor Value First</i>					
1:00 - 2:15 p.m.	A.2 Examining Individually Based Limitations <i>Bob Weir, Jane-ellen Weidanz, Chris Angel, DHS - HCBS</i>	A.3 Apartment Turnover Techniques <i>Zach Howell, BEAR Consulting Services</i>	A.4 Grow Life and Purpose Indoors <i>Orla Concannon, ElderGrow</i>	A.5 The Millennial Workforce <i>Leah Brown, Crescendo Strategies</i>	A.6 Innovative Design Solutions to Improve Resident and Caregiver Interaction <i>Chris Ebert and Darla Esnard, Ankrom Moisan, Debbie Rayburn, PRS</i>	
2:30 - 3:45 p.m.	A.7 The Validation Breakthrough: Communicating with Cognitively Impaired Individuals <i>Naomi Feil, Validation Training Institute</i>	A.8 Enhancing Care and Social Engagement with Music & Memory <i>Letitia Rogers, Music &amp; Memory</i>	A.9 What If We Talk? Roundtable Topical Discussions • Diet restrictions in dining • Recruitment • Technology • Culture of Wellness	A.10 Anticipating and Managing Violence in Senior Care <i>Pamela S. Kaufmann, Hanson Bridgett LLP; Gabriela Sanchez, Lane Powell PC</i>	A.11 Inspired Leadership <i>Susan Stellflug, Within Fitness, McMinnville, OR</i>	A.12 Energy Efficiency in Assisted Living—Improving Resident Comfort and Operational Efficiency <i>Nick Michel, and Dan St. Germain, Energy Trust of OR—Multifamily</i>
3:45 - 5:15 p.m.	Trade Show, Exhibitor Reception and Drawings					



## Thursday May 16, 2019

7:30 - 8:45 a.m.	<b>Pre-Conference Session - Balance, Core &amp; More:</b> <b>How a more specific approach to exercise utilizing three areas of focus can result in better outcomes</b> <i>Melissa Augustine and Tamera Clifton, Terwilliger Plaza</i>					
9:00 - 10:00 a.m.	<b>B.1 General Session - Katie Smith Sloan</b> <i>What is New at LeadingAge</i>					
10:15 - 11:45 a.m.	<b>B.2 LeadingAge Town Hall Conversation</b>			<b>B.3 Higher Standards of Service</b> <i>Cindy Heilman, Higher Standards</i>		
11:45 - 1:15 p.m.	<b>Annual Meeting and Award Luncheon</b> <i>Sponsor Columbia Roofing and Sheet Metal</i>					
1:30 - 2:45 p.m.	<b>B.4 REAC Update</b> <i>Kathi Markan, Constructive Forensics</i>	<b>B.5 Enhancing Customer Satisfaction by Cultivating Resident Engagement</b> <i>Claudia Blumenstock, Copernicus, Inc.</i>	<b>B.6 My plan is better than your plan: a lively discussion on memory care design options</b> <i>Dr. Margaret Calkins, IDEAS Inc.; Lisa Warnock and Chuck Archer, LRS</i>	<b>B.7 Being with Dying</b> <i>Dr. Harry Kruehlich, OHSU</i>	<b>B.8 Meeting the New ALF/RCF Quality Metrics Reporting Requirement</b> <i>Raeann Voorhies, Voorhies &amp; Associates Senior Living Consultants &amp; Management</i>	<b>B.9 Marketing to the 50+ Mature Marketplace: Pathways to Success in Challenging Times</b> <i>Don Marsh, Marketing Consultation Services</i>
3:00 - 4:15 p.m.	<b>B.10 Framing and Fostering Critical Conversations</b> <i>Claudia Blumenstock, Copernicus, Inc.</i>	<b>B.11 What if . . . we reconceptualized "wandering" in dementia?</b> <i>Cordula Dick-Muehlke</i>	<b>B.12 Innovative, Transformative Campus Expansion &amp; Repositioning Projects</b> <i>Sarkis Garabedian, Ziegler; Diane Hood, Mary's Woods; Vassar Byrd, Rose Villa</i>	<b>B.13 Understanding the Patient-Driven Payment Model</b> <i>Demi Haffenreffer, Haffenreffer &amp; Assoc.</i>	<b>B.14 Dos and Don'ts of the Post-Survey Process</b> <i>Jeff Brecht and Joe Greenman, Lane Powell</i>	<b>B.15 Improving Employee Engagement and Retention through Scheduling</b> <i>Robert Moore, Time Equipment</i>
6:00 - 9:30 p.m.	<b>Dinner, Dessert Dash and Game Show Fun Night</b> <i>Sponsor Value First</i>					

## Friday May 17, 2019

9:00 - 10:15 a.m.	<b>C.1 Gain the Day – Control Pressure when Demands Exceed Resources</b> <i>Jeanne E Sexson, je Sexson Enterprises</i>	<b>C.2 Recognizing Personal Bias and Deepening Your Cultural Sensitivity</b> <i>Michael Kahn, Reel to Real</i>
10:30 - 11:30 a.m.	<b>C.3 Closing Session - Alana Hill</b> <b>What is Your Catalyst? The Power of Managed Change: How purpose and passion can impact leadership</b> <i>Sponsor Pence Construction</i>	

# Wednesday, May 15

## Fun Run/Walk

Thank you to our sponsor *Pence Construction*

7:00 a.m.

Join us for the annual LeadingAge Oregon 5K Fun Run/Walk! A great way to jump-start your conference experience in the fresh Central Oregon air! See more information on Page 7.

## Opening Keynote

Thank you to our sponsor *Lane Powell*

10:00 - 11:30 a.m.

## Staying Power: Why Your Employees Leave & How to Keep Them Longer

*Leah Brown*

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Workforce thought leader Leah Brown from Crescendo Strategies will share insight on why staffing is so challenging today and additional ways to gain greater staffing stability. Join us to learn how to slow the revolving door, more effectively manage the impending shorter-term workforce, and maximize the time you have with each employee.

- Discover current employee turnover trends and future staffing projections
- Uncover the real reasons employees leave most organizations and ways to encourage them to stay
- Learn ways to become a M.A.G.N.E.T. employer who attracts better applicants and keeps staff longer

## Trade Show and Treasure Hunt with Lunch

Thank you to our sponsor *Value First*

11:30 - 1:00 p.m.

Eat your lunch at your leisure, either before or after browsing our exhibits. Learn about new products and services to help you do your job, in a fun and festive atmosphere. And don't forget to find your envelope in our Trade Show.

## Concurrent Sessions

1:00 - 2:15 p.m.

Select from the following sessions

### A.2 Examining Individually Based Limitations

A primary responsibility of service providers is to ensure an individual's health and safety is supported pursuant to the individual's personal preferences and care plan(s). To ensure optimal health and safety, individually-based limitations (IBL) to the rules may be necessary. By July 1st providers in Home and Community-based settings must determine whether an IBL is needed as care plans are reviewed and reassessments performed. Join team members from the Department of Human Services as they provide clarity and discuss the implementation of the individually-based limitations rule.

- Hear what rules can be limited on an individual basis
- Learn how to approach planning sessions from a person-centered view point
- Discuss time-frame for enforcement of the new rule

Presenter(s): *Bob Weir, Jane-ellen Weidanz, Chris Angel, Oregon DHS - HCBS*

### A.3 Apartment Turnover Techniques

Turnover (make-ready) is one of the most costly processes within the annual budget. This course is the nuts and bolts for making vacant units "RENT READY". We cover the pre-move-out inspection to the final walk and everything in between. We will discuss time management, common repairs, scheduling vendors, industry standards, as well as tips and tricks of the trade that will save time and money. This session will show maintenance staff the most effective process to get an apartment ready faster and more complete without sacrificing quality.

- Understand the financial impact that the turnover process can have on the property budget
- Introduce time and money saving techniques that many technicians haven't been shown
- Solidify real world solutions that can help maintenance staff be more efficient and become more valuable assets to the property

Presenter: *Zach Howell, BEAR Consulting Services, Portland, OR*

## A.4 Grow Life and Purpose Indoors

Horticultural and nature therapies are gaining ground in senior living environments as natural approaches to health and healing. Over 200 evidence-based studies in healthcare settings demonstrate a significant link between these therapies with healing that can reduce medication and healthcare costs while giving residents new purpose. This presentation will show you how to make an immediate impact at your community with easy, affordable actions that will create a healthier environment for residents as well as staff. You'll learn about scientifically proven benefits behind nature and garden therapy, how to make easy steps such as air purification with plants, how to grow herbs indoors and other alternative therapies that you can incorporate at your community.

- Hear about evidence-based studies showing significant links between garden and nature therapies and reductions in medication and healthcare costs
- Learn easy, affordable actions for a healthier environment for residents and staff
- Learn how to incorporate growing plants and herbs indoors into your community
- Participate in an interactive, sensory stimulation exercise with fragrant plants

*Presenter: Orla Concannon, ElderGrow*

## A.5 The Millennial Workforce

Tired of hearing generational programs that list off mind-numbing statistics? You'll love our award-winning unique approach to bridging today's generational gaps! Our real-life first-hand stories about the real issues on the T.A.B.L.E. (technology, authority, balance, loyalty, and entitlement) fuel an eye-opening discussion about today's changing workplace that will shift your mindset about those you work with.

- Define the updated generational cohorts and why their definitions of "professionalism" vary
- Uncover exactly why today's new workforce thinks and acts so differently in the workplace than previous generations
- Learn how to see others' views to reduce judgment and improve relationships and retention

*Presenter: Leah Brown, Crescendo Strategies*

## A.6 Innovative Design Solutions to Improve Resident and Caregiver Interaction

In this presentation, Ankrom Moisan (AMA) and Pacific Retirement Services (PRS) will delve into the design process and techniques implemented in the new memory care facility on the Rogue Valley Manor campus in Medford, OR. The goal to provide state-of-the-art memory care was realized through the team's exploration of planning and building code requirements to deliver a community that meets the operational needs of PRS while providing a more comfortable environment for residents and staff. Alzheimer's Disease and Related Dementia is the most common mental disorder diagnosed in elderly Americans. Affecting an estimated 5.1 million people affected by 2010, the number of persons with dementia is anticipated to more than double by 2050. Together, the design team and PRS took a stance to include evolving technologies to improve the sensory environment for the betterment of residents. In addition, AMA and PRS will explore other strategies and design features used to support resident and staff interaction to increase operational efficiencies. This will also reveal how the designers negotiated building code requirements to develop a unique "neighborhood" design used to increase the well-being of its residents.

- Learn how the design team negotiated building code requirements to create a completely new facility layout
- Examine how this operational approach encourages staff and resident interaction
- Explore the benefits of Circadian Lighting and how it works to support resident and caregiver wellbeing

*Presenter(s): Chris Ebert, Ankrom Moisan, Portland, OR; Darla Esnard, Ankrom Moisan, Portland, OR; Debbie Rayburn, PRS, Medford, OR*

## What If?

What if we empowered our teams to take more strategic risks?

# Wednesday, May 15

## Concurrent Sessions

2:30 - 3:45 p.m.

Select from the following sessions

### **A.7 The Validation Breakthrough: Communicating with Cognitively Impaired Individuals**

This session will discuss the validation principles, a proven communication method to improve the connection between caregivers and older adults experiencing dementia. Numerous studies have shown that validation reduces stress for caregivers while enhancing the dignity and happiness for residents. The presenter will discuss how the validation technique offers residents the opportunity to express themselves, verbally or non-verbally, often things which have been suppressed for many years. Thus, reducing the intensity of their feelings and making them less likely to withdraw. The presenter will discuss how to use empathetic communication to build trust, reduce anxiety and restore resident dignity. Attendees will be familiarized with understanding behavior as communication and how to use verbal and non-verbal techniques of validation to enhance the lives of residents.

- Identify a personal centering technique to use before beginning an empathetic interaction with a disoriented elderly person
- Correlate Feil's "Phases of Resolution" with observed behaviors of elderly persons with dementia
- Apply selected Validation principles to your understanding of these behaviors and respond empathetically to the disoriented person using verbal and non-verbal Validation techniques

*Presenter: Naomi Feil, Validation Training Institute, Springfield, OR*

### **A.8 Enhancing Care and Social Engagement with Music & Memory**

Tap into the life changing, transformative power of personalized music and the difference it can make for those suffering from physical challenges as well as memory impairment. This growing, evidence-based program yields profound benefits including enhanced quality of life for participants, renewed hope for family members, and more rewarding experiences for care professionals.

- Explore the differences between generic and autobiographical music
- Identify key benefits of the program for participants and care staff in varied settings
- List best practices of a successful and sustainable Music & Memory program

*Presenter: Letitia Rogers, Music & Memory, San Diego, CA*

### **A.9 What If We Talk?**

One of the best parts of the Annual Conference is the opportunity to spend time talking with others in our field, sharing ideas and best practices. This year we will have a new session to help facilitate those helpful conversations (think speed dating on various topics.) We will have a variety of subjects, starter questions and facilitators - spend time at several different round-table discussions that are applicable to your community. Let's talk about recruitment ideas, use of technology, creating a culture of wellness, diet restrictions in dining and more!

### **A.10 Anticipating and Managing Violence in Senior Care**

Violence, whether it is caused by residents, staff, their families, or strangers, has become alarmingly common in senior care and housing. Active shooter situations are also on the rise, including in long-term care settings. Easy access to guns exacerbates this risk. In this session, we will explore why senior care settings are so vulnerable to active shooters and other types of violence. We will review federal and state guidance on managing violence, including federal active shooter guidelines. We will also consider the tension between caregivers' duties to their residents and self-preservation, addressing the difficult ethical dilemma that this choice can present for caregivers. We will then survey the different types and sources of violence found in these settings and offer pragmatic advice to manage these situations. Among other topics, we will address the hotly debated issue of access to guns and take a hard look at managing family and resident dynamics that can lead to violence. Finally, we will discuss the aftermath of a violent incident, including mitigating harm and dealing with media and reputational damage. We intend to engage in a lively dialogue with each other and the audience, to cite real-world examples, and to ask the audience to consider their response to various scenarios that could arise.

- Survey sources of violence in senior care and explore why this setting is vulnerable to violence
- Review federal and state laws that address violence in senior care; consider ethical issues
- Provide practical risk management advice for handling violent situations, mitigating harm when violence does occur, and managing media and reputational issues

*Presenter(s): Pamela S. Kaufmann, Esq., Hanson Bridgett LLP, San Francisco, CA; Gabriela Sanchez, Esq., Lane Powell PC, Portland, OR*

# Wednesday, May 15

## A.11 Inspired Leadership

Inspired Leadership will help managers, leaders, directors, and those in charge to think. We are in an industry with high turnover, and to improve, we need to have healthy minded, healthy bodied people at the helm. This session will give tools to leaders to help improve their well being because self-care practice for leaders is vital - we cannot give away what we do not have. It is also important to stretch and grow our brains. Current research proves we must train our brain, direct thought, and have meditation practices in place for healing. If we truly want to improve our industry and provide great care, then it must start with us! We must always work on self-mastery; once you have yourself mastered others will naturally follow. Join us for this insightful, funny and inspiring session.

- Recognize the need for self-care in leadership
- Learn current neuroscience facts about how to improve our brains
- Hear things that will inspire you to make some serious changes

*Presenter: Susan Stellflug, Within Fitness, McMinnville, OR*

## A.12 Energy Efficiency in Assisted Living—Improving Resident Comfort and Operational Efficiency

Energy costs are always a concern for housing providers. Facility management has the responsibility of providing a safe, reliable and comfortable environment for residents, so becoming more energy efficient is critical to keeping costs down and improving care delivery. Fortunately, new technologies and available Energy Trust of Oregon cash incentives make it easy and affordable to reduce energy use—helping save money, achieve sustainability and keep tenants satisfied. This session will provide detailed information on Energy Trust resources and discuss how facility management can reduce energy use, ultimately bolstering their bottom line. The presentation will also offer information on emerging technologies that serve the dual purpose of energy efficiency and improved health for residents. Speakers will review the benefits of conducting a property-wide energy assessment and present recent case studies on properties across Oregon that have successfully cut energy use and costs with a variety of facility improvements.

- Understand why energy efficiency matters relative to sustainability and resident comfort
- Identify the monetary benefits and business case for making energy efficient upgrades
- Hear about the services provided by Energy Trust of Oregon and how to capitalize on qualifying cash incentives

*Presenter(s): Nick Michel, Energy Trust of Oregon—Multifamily, Portland, OR; Dan St. Germain, Energy Trust of Oregon—Multifamily, Bend, OR*

## Trade Show with, Exhibitor Reception and Drawings

**3:45 - 5:15 p.m.**

Be sure to stop by our afternoon trade show to enjoy a chocolate tasting event, sponsored by our exhibitors! You will also want to stick around for prize drawings from 4:45 to 5:15 p.m. (you must be present to win)

**Special thanks to our Beverage Sponsor Pacific Retirement Services**

## What If?

What If we had confidence to step outside the box, out of our lane and beyond our comfort zone?



## Pre-Conference Session

7:30 - 8:45 a.m.

(Part 2 will be at the indoor pool 4:45-5:30 p.m.)

### **Balance, Core & More: How a more specific approach to exercise utilizing three areas of focus can result in better outcomes**

Join us for an early morning wellness session! You will gain immediate takeaways to engage and motivate your active-aging clients and classes. Explore information and skill building in providing an exercise program that is fun and interactive, focusing on balance, strengthening the core and cognition. Understand the value of "keeping it simple" as we look at several ways to incorporate the program as an additional component to an existing program or as a new program by itself.

- Explain the value of three-dimensional teaching verbally, visually and kinesthetically.
- Identify what approach will fit your current exercise program.
- Understand the 3 components and how to modify for varying levels of participants.
- Describe and demonstrate effective program combinations of multimodal exercise techniques.

*Presenters: Melissa Augustine Director of Wellness & Life Enrichment  
Tamera Clifton Wellness Manager Terwilliger Plaza*

## General Session

9:00 - 10:00 a.m.

### **What is New at LeadingAge**

*Katie Smith Sloan*

The mission of LeadingAge, our national association, is to be "The trusted voice for aging." Guided by that mission, Katie Smith Sloan, the president and CEO of LeadingAge national will share LeadingAge's top priorities as they impact the field today and where it may be headed in the future, including workforce and technology. Bringing a Washington perspective, she will offer thoughts about what we might expect out of the current Congress in light of our policy agenda.

## Concurrent Sessions

10:15 - 11:45 a.m.

Select from the following sessions

### **B.2 LeadingAge Town Hall Conversation**

LeadingAge has established a new national public-policy setting process, the most important part of which is a Town Hall Conversation in each state. This Town Hall Conversation will provide crucial feedback to national LeadingAge. It will be used to set public priorities to better represent your interests and the interests of older adults in Washington. This is an opportunity for LeadingAge members – whether a Life Plan Community, affordable housing, assisted living, nursing facility, home care or another setting - to tell us about the policy issues that matter to you. Tell us how they affect the older adults you serve. You may have stories to share about how policies affect the lives of the older adults you serve, stories that illustrate the successes and challenges policy creates. LeadingAge wants to hear from you. Please join us for this important and exciting event!

*Guest: Katie Smith Sloan, LeadingAge CEO*

*Facilitators: Diane Hood, LeadingAge Oregon Board President, Mary's Woods; Ruth Gulyas, LeadingAge Oregon CEO*

### **B.3 Inspiring Higher Standards of Customer Service**

We may not be born knowing how to deliver higher standards of service but we can be inspired to learn. Cindy experienced an event 40 years ago that changed her life, and thinking about how best to serve others living in a residential environment. She learned the importance of three skills that anyone can master, and benefit from, when embraced regardless of their position within the organization. These skills are of primary importance in senior living communities, as each employee is commissioned to become a customer service ambassador for their organization as they learn new skills and competencies dictated by changing regulations.

- Identify two truths about your business success you can't ignore
- Explore three aspects of leadership that are critical to creating a successful team
- Discover how civility benefits and incivility devastates a workplace

*Presenter: Cindy Heilman, Higher Standards, Portland, OR*

## Annual Meeting and Award Luncheon

*Thank you to our sponsor Columbia Roofing & Sheet Metal*

Noon - 1:45 p.m.

Join us for an inspiring event as we celebrate our amazing award recipients, accomplishments and board members.

## Concurrent Sessions

1:30 - 2:45 p.m.

Select from the following sessions

### B.4 HUD REAC Update

Join Kathi Markan, a trainer from Constructive Forensics - specialists in preparation for Housing and Urban Development (HUD) Real Estate Assessment Center (REAC) inspections. This informative session will help prepare your facility for upcoming REAC inspections.

- Explain the latest changes in the UPCS Protocol
- Recognize high-scoring deficiencies in Common Areas
- Prepare successfully for a REAC inspection

Presenter: Katherine Markan, Constructive Forensics, Roseville, CA

### B.5 Enhancing Customer Satisfaction by Cultivating Resident Engagement

At the heart of every positive human interaction is the desire to connect meaningfully. When we engage with residents many times we just don't know how to have exchanges that are purposeful, building relationships to improve their life experiences. Research demonstrates that the discerning of preferences and the creation of meaningful connections has a positive effect on mental and functional health outcomes. The inability to connect at a deeper level can severely hamper our residents' ability to feel satisfied and ultimately healthier in their living environment. This interactive session offers exercises and explores strategies to help consider other points of view in order to expand opportunities to understand resident perspectives. It examines the impact of respect on satisfaction. Group activities broaden understanding of how empathy can be more fully incorporated into task-oriented daily routines.

- Examine the Perspective Process to understand how viewpoint and outlook impact the way in which we interact with others
- Examine the value of respect, earning and giving, to develop techniques that set the stage for exceptional interactions
- Learn skills through How Does it Feel Training, to multiply opportunities for empathetic listening and engaging dialogue, promoting a greater sense of independence for our residents

Presenter: Claudia Blumenstock, Copernicus, Inc., Honeoye Falls, NY

### B.6 My plan is better than your plan: a lively discussion on memory care design options

Designs for people living with dementia have evolved significantly over the past 40 years. These professionals will discuss different memory care community programs, design ideas and community styles. Multiple concepts (Neighborhood, Household, Open Plans and Corridor among others) will be presented for interactive conversation. Attendees will learn about the different programs and their benefits and compromises. The presenters will debate the pros and cons of different design approaches, applying various design concepts to the same shell space in both renovation and new construction projects. They will bring different points of view to show how residents are effectively receiving services in each of the design concepts. Attendees will learn when and why to choose one design concept over the other for their community. A conversation about creating a universal language to describe the design styles will be presented and will give the audience an opportunity to engage in the debate!

- Learn about alternative Memory Care program concepts and design
- Identify pros and cons of different design concepts
- Hear different points of view regarding memory care programs

Presenter(s): Dr. Margaret Calkins PhD, EDAC, FGSA, IDEAS Inc., Moreland Hills, OH; Lisa Warnock and Chuck Archer, LRS, Portland, OR

### B.7 Being with Dying

Being with Dying© is a program designed by Roshi Joan Halifax a leading Zen master from Upaya Monastery in Santa Fe, New Mexico. She has been a leader in helping caregivers and health professionals learn skills to assist their work with dying patients by integrating Buddhist concepts and exercises into her chaplaincy program. Her program helps the participant to cultivate compassion and fearlessness in the presence of death by developing a contemplative practice. This one hour workshop is meant to provide a brief experience and introduction to the basic principles of Being with Dying©. It will include meditation, guided imagery and paired exercises with discussion in an informal seminar format.

- Identify the basic tenets of the Being with Dying© program
- Recognize how the western medical system of care may limit caregiver responses and undermine support for the dying patient
- Appreciate how a non judgmental and contemplative practice may assist the caregiver with their own self care and the care of the dying patient
- Experience a few of the Being with Dying© exercises to cultivate your own mindfulness of the caregiver experience and participate in shared discussions

Presenter: Dr. Harry Krulewitch, OHSU, Portland, OR

## **B.8 Meeting the New ALF/RCF Quality Metrics Reporting Requirement**

Since July 2018, the Quality Measurement Council has been meeting monthly to develop the metrics prescribed in HB 3359 to measure quality in assisted living/residential care communities. No later than January 31, 2020 and by January 31st every year after, each ALF/RCF will need to report to DHS the 1) incidence of falls with injury, 2) staff retention, 3) compliance with staff training requirements, 4) use of antipsychotic medications for nonstandard purposes, and 5) satisfaction of the resident's experience. The Council and DHS are working towards creating a user-friendly system for reporting the required data. During 2019, the reporting system will be pilot tested before all facilities are required to collect and report the data. Join Raeann Voorhies, chair of the Council, and learn more about this significant change.

- Understand the requirement outlined in HB3359
- Learn about reporting systems which can be used to fulfill the requirements
- Hear what has been learned from pilot testing

*Presenter: Raeann Voorhies - Quality Measurement Council Chair, Voorhies & Associates Senior Living Consultants & Management, Redmond, OR*

## **B.9 Marketing to the 50+ Mature Marketplace: Pathways to Success in Challenging Times**

We have reached a unique moment in our nation's history, when one in three Americans is now over the age of 50, with the expectation of living longer than previous generations. For health care professionals, especially those in Assisted Living and Long-Term Care, the ability to better understand and communicate with this unique Target Audience will be the pathway to increased patient/resident satisfaction and long-term business growth.

- Learn the "5 Key Concepts" that motivate the 50+ Mature Marketplace and understand how the unique physical and cognitive changes that occur with aging impact the decision-making process
- Develop enhanced relationship-building skills for all staff levels that lead to increased client/resident satisfaction and long-term business growth
- Create traditional Marketing programs proven to be effective with this Target Audience, especially in times of economic challenge and limited budgets
- Develop new programs, including E-Marketing, Social Media, Free Media and Community Outreach, reflecting

*Presenter: Don Marsh, Marketing Consultation Services, Griffin, GA*

## **Concurrent Sessions**

**3:00 - 4:15 p.m. Select from the following sessions**

## **B.10 Framing and Fostering Crucial Conversations**

It's hard to build trusting relationships in the work setting that invite genuine conversation, especially when confronted with disagreement and tension! Each staff member possesses a unique perspective that may connect or clash with the opinions of fellow teammates and the ways in which the organization operates. Discontent, misunderstandings, or differences in opinion can severely impact team interactions and can compromise the ultimate success of the organization. This interactive session provides approaches which help staff work towards productive exchanges rooted in a foundation of trust, honesty and transparency. It offers exercises and explores strategies to create a greater sense of confidence in the conversation dynamic. It examines factors that cause uneasiness and a variety of reactions that impede developing and sustaining respectful dialogue. The use of group activities multiplies opportunities for effective interactions that avoid or overcome barriers that hinder successful communication.

- Examine the barriers that impact our ability to have difficult conversations
- Examine the use of root cause analysis in identifying the cause of conversation conflicts
- Learn skills to overcome impediments in the conversation process and strategies to create more transparent and authentic dialogue

*Presenter: Claudia Blumenstock, Copernicus, Inc., Honeoye Falls, NY*

## **B.11 What if . . . we re-conceptualized "wandering" in dementia?**

What if we started viewing "wandering" in dementia in new ways? What if we regarded "wandering" as only sometimes problematic, but more often as a natural "meandering," an adaptive coping strategy, a way of connecting with self and others, a means of maintaining self and identity, and more . . . as well as important for physical health overall well-being, and quality of life? How would these new, person-centered ways of understanding "wandering" change how we respond when a resident with dementia starts "walking about?" In this session, we'll explore how "wandering" is defined in the literature, the complicated nature of "wandering," the different perspectives from which people with dementia and their caregivers view "wandering," and the implications reconceptualizing "wandering" has for practice. Attendees will receive tools for assessing the walking behavior of people with dementia, evaluating risk, and creating a person-centered care plan that tailors the response to the person's choices while addressing any potential harm. In addition to knowledge gained through the presentation, attendees will engage in facilitated brainstorming to address a variety of scenarios that involve "wandering."

- Identify at least two person-centered ways of viewing "wandering" that are not problematic
- Integrate questions to assess walking behavior in existing organization intake/assessment tools
- Use a personal risk portfolio or "heat map" to weigh quality of life against risk of harm in developing a response to resident wandering

*Presenter: Cordula Dick-Muehlke, Santa Ana, CA*

## **B.12 Innovative, Transformative Campus Expansion & Repositioning Projects**

According to the 2018 LeadingAge Ziegler report, roughly 75% of providers are looking to grow through campus expansions and repositionings in the next two years. Many not-for-profit providers are reinvesting in their campuses to stay on top of changing consumer expectations and to maintain a competitive advantage amongst the growing for-profit seniors housing developers. This session will give a national, regional and statewide perspective on the topic of community repositionings and expansions. Two case studies of Oregon providers will be presented as capstones. The two providers, Mary's Woods and Rose Villa, will each share their stories and key take-aways from significant campus projects undertaken in recent years. In the case of Mary's Woods, a significant, large-scale 250-residence expansion with services and amenities available to the community at large and Rose Villa, an award-winning Redevelopment project with future phases in planning. What were the drivers behind the repositioning and expansions? Were there any lessons learned along the way? How did each develop a successful financing plan to fund the project needs? Attendees will also learn how to leverage staff and internal expertise and how to develop effective constituency communications in order to ensure a successful repositioning effort.

- To learn about senior living provider expansion and redevelopment trends
- To understand how to effectively prepare and plan for an upcoming campus project and identify critical decision points for success
- To learn key take-aways from successful peer organizations, including pitfalls to avoid when undergoing a campus expansion or repositioning project

*Presenter(s): Sarkis Garabedian, Ziegler, Seattle, WA; Diane Hood, Mary's Woods, Lake Oswego, OR; Vassar Byrd, Rose Villa, Portland, OR*

## **B.13 Understanding the Patient-Driven Payment Model**

Beginning October 1, 2019, a new case-mix model titled the Patient-Driven Payment Model (PDPM) is set to take effect for Skilled Nursing Facilities and replace the existing case-mix classification methodology, the Resource Utilization Groups, Version IV (RUG-IV) model. PDPM focuses on clinically relevant factors rather than codes and other patient characteristics as the basis for patient classification. Skilled facilities need to prepare for the clinical and revenue impacts of this new model. This workshop will provide an introduction and in-depth analysis of the model and provide vital information for preparation and subsequent implementation of the model in your facility.

- Understand how PDPM is different from RUG model
- Learn the clinical and revenue impacts of the new model
- Receive in-depth analysis as you prepare to implement the new model in your facility

*Presenter: Demi Haffenreffer, Haffenreffer and Associates, Portland, OR*

## **B.14 The Dos and Don'ts of the Post-Survey Process**

In this session, we will take participants through the post-survey process and discuss best practices for managing that process to reduce risk and improve the likelihood of success during an Informal Dispute Resolution (IDR) appeal of the citation. We will walk through a fictitious deficiency, discuss best practices for completing a Plan of Correction (POC), preparing for an IDR, and deciding when to appeal a citation. We will also discuss various enforcement actions that the Department of Human Services (DHS) and Centers for Medicare & Medicaid Services (CMS) may take, including important deadlines, and actions a community/facility can take to minimize the impact of such enforcement actions.

- Learn best practices for drafting Plan of Correction for both skilled nursing and assisted living facility
- Explore best practices for managing the IDR process
- Recognize corrective actions and enforcement DHS can take

*Presenter(s): Jeff Brecht and Joseph Greenman, Lane Powell PC, Portland, OR*

## **B.15 Improving Employee Engagement and Retention through Scheduling**

Scheduling is an art form. However, systems can help to relieve this burden for both the scheduler and the employee. Learn how increasing the engagement with employees - before the schedule is posted - helps create a more streamlined process and increases retention at your facility.

- Learn how engaging your employees in the scheduling process increases retention
- Hear how other facilities are using new technology to improve communication
- Find easier ways to find replacement employees

*Presenter: Robert Moore, Time Equipment Company, Bellevue, WA*



# Friday, May 17

## Concurrent Sessions

9:00 - 10:00 a.m.

Select from the following sessions

### **C.1 Gain the Day – Control Pressure When Demands Exceed Resources**

The effects of strain can affect our ability to think clearly, problem-solve effectively and can literally destroy our health (up to 85% of doctor visits are stress related). By using the methodologies for taking away the power stress exerts, we can weaken its impact on us. Interactive, upbeat, and very practical, this presentation will provide suggestions to help us be more resilient and able to “go the distance” and stay on top of the mountain rather than under it. Gain valuable information about how demands affect decisions, creating a forward-thinking focus and strategies for remaining productive by redirecting workplace pressure.

- Establish a “control module” for prioritizing
- Determine a specific strategy for greater resiliency
- Determine 10 specific techniques for managing pressure in the workplace

Presenter: *Jeanne E Sexson, je Sexson Enterprises, Leesburg, GA*

### **C.2 Recognizing Personal Bias and Deepening Your Cultural Sensitivity**

We all have cultural biases - it is the nature of being human. Our brains are predisposed to categorize and dismiss others we perceive as “different.” In order to provide excellent care, it is imperative that we become aware of those biases. Through lecture and interactive discussion, we will explore bias as it applies to multiple identities, including, but not limited to, race, age, religion, ability, gender, sexual orientation, and socio-economic status. The goal of this workshop is not to eliminate biases - an impossible task - but to increase one’s awareness of them, thus decreasing their likelihood of interfering with professional and personal relationships. Discovering our biases can be painfully challenging, particularly when they are contrary to our values and self-concept. This can lead to avoiding further self-examination. Together, we will discuss steps individuals can take to reduce bias and the various impacts it may have. Film clips will be used to spark an open discussion.

- Explain how biases, implicit biases and microinsults/invalidations impact interactions
- Review obstacles to honest self-examination
- Identify ways to reduce biases, implicit biases and microinsults/invalidations

Presenter: *Michael Kahn, Reel to Real, Vancouver, BC*

## Closing Session

Special thanks to our Sponsor Pence Construction

10:15-11:15 a.m.

### **What is Your Catalyst? The Power of Managed Change: How purpose and passion can impact leadership**

*Alana Hill*

We learned in science that change needs a catalyst, but what about in life? In this inspiring talk about what catalyzed her own changes, Alana demonstrates how purpose and passion can reinforce your personal and professional goals. Through engaging discussion, she will take the audience on a journey to discover their passions, talents, and path to being more effective leaders. They will be moved to establish their “WHY”, while gaining key insight into objective-setting and priorities. This interactive program will leave you with immediate steps to move you forward in growth at work and home.

- Apply self-discovery strategies to uncover who they are and what they were made to do
- Create action-items and a strategic plan to create change in their lives
- Gain clarity for the unchangeable and perspective to persevere
- Leverage proven techniques to create and sustain lasting change

**Be sure to stay for our traditional Closing Drawing!**



# Conference Registration Information

## Conference registration is all online - see page 18 for more information

Please note that the "member rate" is available to members of LeadingAge Oregon. Different rates apply for provider participants and business representatives; see pages 20 & 21 for details.

**The full conference** fee includes all educational sessions and the following meals and special events: Tuesday Welcome Barbecue; Wednesday Trade Show, Lunch and Reception; Thursday's Annual Meeting Luncheon, Dinner and Carnival.

**One-day fees** are also available for provider participants:

The **Wednesday-only fee** includes • Tuesday Welcome Barbecue • All Wednesday educational sessions • Conference keynote  
• Trade Show Lunch and Reception

The **Thursday-only fee** includes • Wednesday's Trade Show and Reception • Thursday educational sessions  
• Annual Meeting Luncheon • Thursday Dinner and Entertainment

The **Friday-only fee** includes: • Friday educational sessions • Closing session

If any person from a facility/organization registers for the full conference, at least one person from the facility/organization must pay the first-person full conference fee. If facilities/organizations are affiliated, each site is considered a separate entity.

**Spouse/guest registration** Included in spouse/guest registration: the Tuesday Welcome Barbecue, Wednesday Trade Show and Reception, Thursday Dinner & Entertainment, and Friday's closing session. If a spouse or guest wishes to attend educational sessions, he/she must pay conference fees.

**Silver Star honoree** Silver Stars may attend the Thursday luncheon and Thursday educational sessions of their choice at no charge. Silver Stars who wish to attend the entire conference receive a \$50 discount off the registration fee.

**Lodging Information** Lodging arrangements should be made directly with Eagle Crest Resort by calling 1.800.682.4786 or 1.541.923.2453. Our special rates are:

Double Queen: \$119      King Room: \$119      1-Bedroom Suite: \$139

Condo: 2-bedroom: \$219      3-bedroom: \$269      4-bedroom: \$329

*Minimum 2-night stay for condos/homes. These rates do not include a 17.8% lodging tax.*

Cancellations: Hotel rooms: 48 hours in advance; Condos: 3 days in advance

Please note that rooms at these rates are being held through **April 19** only, so make your reservations early!

**Continuing Education Credits** CEU approval is pending from the Oregon NHA board. ALF/RCF Administrator CEUs are available, including Memory Care CEUs.

**Who Should Attend** LeadingAge Oregon's Annual Conference is designed to provide valuable educational and networking opportunities for all administrators, department managers and staff from **nursing homes, assisted living/residential care, senior housing, CCRCs home care agencies and other home and community-based service organizations**, including but not limited to:

- Administrators/CEOs • Directors of Nursing/Nurses • Dietary • Finance Directors • Marketing
- Human Resources • Facility Services/Maintenance • Social Services • Chaplains • Activities/Wellness
- Fund Development/Foundation Staff • Department Managers • Supervisors • Frontline staff

**What to Wear** Casual attire is appropriate for all educational sessions and social activities. Please be aware that meeting rooms vary in temperature; for your comfort, we recommend dressing in layers and keeping a sweater or jacket handy.

**Watch for handout e-mail** Please note that we do not provide hard copies of handouts for breakout sessions (except by special speaker request). Instead, we post the handouts online for conference attendees to download, save to their laptops or iPads, or print if they so desire. We begin posting handouts about two weeks before the conference; watch for your e-mail notification.

**Conference App** Download our Mobile Event App before you arrive!

Before the conference we'll send you information about how to download the app, which will contain all the information you'll need to enhance your event experience. Features include the conference schedule, the ability to create your own personalized schedule, and access to session descriptions, speaker information, exhibitor listing, maps and more! Make sure we have your personal e-mail address when you register so we can send you a link to the app before the conference.

# Registration and Pricing Details

## Registration is all online at [www.leadingageoregon.org](http://www.leadingageoregon.org)

*Special thanks to our online sponsor USI*

Please register online at [www.leadingageoregon.org](http://www.leadingageoregon.org). You will have the option of paying for your online registration by credit card or by check. (LeadingAge Oregon accepts Visa, Mastercard, Discover and American Express). To register:

1. Go to the LeadingAge Oregon home page, [www.leadingageoregon.org](http://www.leadingageoregon.org), and scroll down to click on the Annual Conference Brochure and Registration Information link.
2. Click on Register Online. On the online form, enter your personal user name and password. (If you have forgotten your user name and password you can go to Member Tools/My Profile and click on "Forgot your Password?" to have your user name and password e-mailed to you).
3. If you don't have a user name and password, you can register as a "new user."
4. Choose your conference sessions and special events. (Be sure to review the session descriptions before you make your selections!)
5. Choose credit card or "Invoice Me" payment option (note: An invoice will be generated when the "Invoice Me" option is chosen. Payment must be made by **Friday, May 10**).
6. Does your organization prefer to issue one check or credit card payment for all of your attendees? Simply have each attendee register online and choose the "send check" option, then call us at 503.684.3788 Ext. 305 to arrange for payment.
7. Having problems, or don't have online access? Call us at 503.684.3788 Ext. 305 and we will assist you.

**About Registration** Each facility must register independently, even when several facilities are governed by a parent company or are located on one campus. Note that if any person from a facility registers for the full conference at least one person from the facility must pay the first person full-conference registration fee. Discounts are offered for second and subsequent registrants from the same facility/site.

**Special discounts Silver Stars and Leadership Academy participants** Email [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org) for your registration discount codes.

**Scholarships** A limited number of scholarships are available for LeadingAge Oregon members who would otherwise not be able to pay registration fees. Call 503.684.3788 for more information.

**Cancellations** Cancellations for conference registration fees must be sent in writing to Tina Goewey, [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org), no later than Wednesday, **May 1** to be refunded (less a \$25 service charge). No conference fee refunds are possible after that date, but you are welcome to send someone in your place; just let us know who is replacing you. Golf: See golf cancellation information on Page 21.

**Early bird rates** Early bird rates are available through Monday, April 15 only. **All registration fees increase by \$25 on April 16.**

**Special attendance rates for Non-Exhibiting Business Members** LeadingAge Oregon welcomes our Business Associates who wish to attend our Annual Conference and benefit from the education and networking opportunities. We encourage all of our Business Associate members to join us as exhibitors. For more information about exhibiting, please contact Tina Goewey at the LeadingAge Oregon office, [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org), 503.684.3788 Ext. 305.

If your company is unable to exhibit this year and you wish to attend as a conference attendee, two Business Associate rates are shown on the rate schedule. One rate is for Business Associates who have chosen a sponsorship with a value of \$400 or more, and another rate is for those who are not exhibitors or sponsors. Registration includes all conference sessions and meals. Please note that these rates are for LeadingAge Oregon Business Associate members only; representatives of non-member companies that sell or market products and/or services to provider organizations are not eligible to attend.

**Exhibitor attendance at conference sessions** Exhibitors are welcome to attend non-meal conference sessions and may purchase tickets for meals and special events. See the Call for Exhibitors for more information.

# 2019 Annual Conference Rates

## Provider Organizations

Conference Fees for the **first registrant** from a single site facility/provider organization:

	Member Price Early Bird rates - by April 15	Non-Member Price Early Bird rates - by April 15
Full Registration	\$440	\$525
Wednesday Only	\$265	\$365
Thursday Only	\$335	\$435
Friday Only	\$185	\$285
Guest/Spouse ( <i>see page 18 for details</i> )	\$90	\$90
Extra Banquet Only Ticket	\$60	\$60
Extra Awards Lunch Only Ticket	\$40	\$40

Conference Fees for the **second or subsequent registrants** from a single site facility/provider organization:

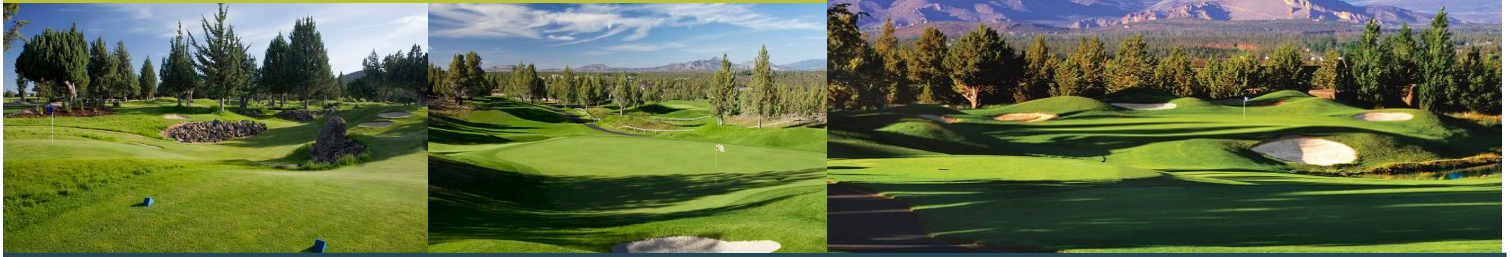
	Member Price Early Bird rates - by April 15	Non-Member Price Early Bird rates - by April 15
Full Registration	\$340	\$425
Wednesday Only	\$200	\$300
Thursday Only	\$270	\$370
Friday Only	\$155	\$255
Guest/Spouse ( <i>see page 18 for details</i> )	\$90	\$90
Extra Banquet Only Ticket	\$60	\$60
Extra Awards Lunch Only Ticket	\$40	\$40

## Business Associates

Member Price Available to LeadingAge Oregon Business Associate members only	
Per Person Non-Exhibitor/Non-Sponsor registration fee	\$710
Per Person Sponsor registration fee (Non-Exhibitor) <i>*Sponsorship must have a value of \$400 or more</i>	\$410
Extra Banquet Only Ticket	\$60
Extra Awards Lunch Only Ticket	\$40
<i>Exhibitors are welcome to attend any conference sessions and may purchase tickets for meals and special events. Exhibitors wishing to get CEUs must register and can use the subsequent member rate.</i>	

**\*\*Prices shown are Early Bird Rates. All registration rates go up by \$25 after April 15.**

# GOLFING AT EAGLE CREST



*Thank You Title Sponsor*



## **2019 LeadingAge Oregon Annual Golf Tournament**

Tuesday, May 14, 2019, Eagle Crest Resort, Redmond Oregon

Come join the fun - all players are welcome, at any skill level!

You might be a golfer who never misses your weekly game. Or maybe you've always wanted to give golf a try! Whatever your skill level - this is the tournament for you!

So gather your colleagues and put a team together or let us know if you need a team. Individuals are welcome to sign up, and we will place you on a team.

Please plan to join us for a "sunny" round of golf and enjoy the fresh air of Central Oregon!

***Space is limited. Sign up today!***

**Check-in:** Beginning at 9:30 a.m. (tentative - dependent on tee times)

**Cost for Conference Attendees/Exhibitors:** \$125; Non-attendees/Non-exhibitors: \$175  
(includes course fees, ½ cart rental, box lunch and barbecue)

**Tee Times:** Begin at 10:00 am – Ridge Course. Tee times will be determined by prior registration

**Format:** Four-person team scramble: all players tee off, then select the single ball in the best position. Advance to that spot, then all four players hit their ball from that position. Play continues in this manner until the ball is in the hole.

**Handicap:** We will award prizes for the top three gross (unadjusted score) and net team scores. Our net teams will be using a modified "System 36" format: Teams will be awarded points for their play during the round of golf.

Golf registration is included with exhibit registration online at [www.leadingageoregon.org](http://www.leadingageoregon.org)

### Eagle Sponsors

