



FALL  
LEADERSHIP CONFERENCE  
2019



LeadingAge®  
Oregon



Agate Beach Inn

Newport, Oregon

OCTOBER 9-11, 2019

# KEYNOTE THURSDAY, OCTOBER 10

8:30 - 10:00 am

**M**any of us join the field of aging services because we feel called to this rewarding work. Accepting responsibility and providing compassionate care to those who need it most is the greatest gift. It provides us with joy, satisfaction and personal fulfillment. However, caring for others can become exhausting when you don't have the support of your co-workers. It's just a matter of time before we find ourselves burned out!

In this unique and powerful presentation, you'll discover why having the courage to care requires more than just showing up every day. It requires us to first and foremost care deeply, not just for our residents, but for one another. It takes great courage to do the right thing and is necessary to help us transform aging services to what we want it to become. Through

## COURAGE TO CARE

loving and connecting with one another, we will build relationships with all those around us. You will learn how building up our field's reputation is necessary to attract and retain staff whose hearts are motivated by love and with enthusiasm. You'll hear stories of a caring and compassionate nurse who learned the importance of how caring extends beyond our patients. When everyone in your organization has the courage to care, despite what happens around them, you create a beautiful environment for everyone. The change starts with you!



### ARLEEN SMITH

*Drive Speaker and Leadership & Engagement Consultant*

*Arleen Smith has over 25 years' experience in the healthcare industry. Arleen has served in various leadership positions within the pharmaceutical industry and on leadership councils focused on inspiring others to achieve personal growth. Along with her leadership experience, Arleen brings a diversity of 10 years of hospital and travel nursing experience in medical-surgical, critical care, oncology, and emergency room & trauma. Arleen is trained as a 3-star coach in LEAN methodology and is a Six Sigma green belt. Arleen's area of expertise is motivating and inspiring others to achieve their highest potential through leadership, coaching and performance management. Arleen lives in New Jersey with her husband, two daughters, son, and a happy Golden Retriever.*

### THE CHANGE STARTS WITH YOU!

WEDNESDAY  
OCTOBER 9

5:00-6:30 pm

#### Leadership Academy Reception

This special reception is designed to give Leadership Academy alumni, this year's graduating class and our incoming class the opportunity to meet and reconnect with colleagues and friends.

5:30-7:30 pm

#### Welcoming Reception

Start making the connections that count! Join us for a wine and cheese reception to meet with your peers from other organizations at the Agate Beach Inn before the conference begins.

THURSDAY  
OCTOBER 10

7:30-8:30 am

#### Breakfast and Networking

Don't miss the opportunity to reconnect with your peers to discuss the opportunities and ideas generated by the first day's conference sessions!

11:30 - 1:00 pm

#### Leadership Luncheon

Join us to applaud the LeadingAge Oregon Leadership Academy Class of 2108-2019 as they conclude their year of learning about leadership and the aging services field, and welcome our Class of 2019-2020! Sponsored by: Lane Powell

5:30 - 7:30 pm

#### Exhibit Reception

Enjoy hors d'oeuvres and learn about new and improved products and services that are available to help you provide the highest quality care and services to your residents and clients.

# BREAKOUTS

THURSDAY, OCTOBER 10

10:15 - 11:30

## Board Track - Preparing for Campaign Success

A1

Nearly everything important about fundraising is not about fundraising. Nowhere is this clearer than when a LeadingAge organization embarks on a capital or other major donor campaign. A campaign relies on and taxes nearly every part of the organization – it is a truly all-in event. This session, for groups with staff, will look at the elements of a successful campaign and how an organization can assess readiness and potential investments to ensure success.

*Presenter: Marc Smiley, Solid Ground Consulting*

## How an Intentional Culture Leads to Employee Retention

A2

Leaders play a critical role by inspiring organizational culture through their leadership style. Most leaders want to promote a culture where it is easy to attract and retain great employees. We've all heard the saying, "People don't quit a job, they quit a boss." Sadly, the #1 reason people leave a job is because they don't feel supported by their boss. Team members and leaders get frustrated with the time spent to recruit, hire and retain team members only to have them stay for a short period of time. It is our elders who suffer the most with inconsistency of care and the quality of care, as a result of our inability to retain team members. The good news in all of this is that leadership is learned! You can develop stronger leaders who are motivated, armed with knowledge and want to connect with team members to better support them. Leadership is the fix for poor retention. Let's grow in leadership, together!

*Presenter: Arleen Smith, Speaker and Leadership & Engagement Consultant, Drive*

## Living Well with Dementia: An Exploration of Person-Centered Approaches

A3

Join us for an exploration of person-centered approaches to meeting the needs of people living with dementia. We won't review the statistics, or the types of dementia. Instead, we'll highlight examples of promising practices and engage in generative dialogue about the ever-changing field of dementia care. Come ready to share and open to new ideas.

*Presenter: Kirsten Jacobs, Director, Dementia and Wellness Education, LeadingAge*

## Affordable Housing Roundtable

A4

Our guests for the Affordable Housing Roundtable will be Matthew Perry, Quality Assurance Advisor and James Hackett, HUD Contract Administration (HCA) Section Manager at Oregon Housing and Community Services. Please join us and come with your own questions for Matthew, James, and each other about challenges and successes in your affordable housing community.

*Guests: Matthew Perry, Quality Assurance Advisor and James Hackett, HCA Manager, Oregon Housing and Community Services*

## Leadership Luncheon 11:30-1:00 pm

Join us to applaud the LeadingAge Oregon Leadership Academy Class of 2018-2019 as they conclude their year of learning about leadership and the aging services field, and welcome our Class of 2019-2020! We will also be honoring Bill Zipp for his ten years as the facilitator of our Leadership Academy.

*Sponsored by: Lane Powell*

# BREAKOUTS

THURSDAY, OCTOBER 10

1:15 - 2:30

## Board Track - Your Board, Inspired

### B1

The most successful board members have both the confidence and know-how to serve their organizations. This session offers the ABCs of building an inspired, engaged board to help your organization achieve its goals. Topics include an overview of board duties, new board member recruitment and orientation, and tips for keeping members engaged and accountable. This session is for new board members and those who want to bring tools for board leadership skill-building to their organization.

*Presenters: Cynthia Winter and David Fuks, Solid Ground Consulting*

## Leadership for Change Using the LiveWell Method™

### B2

The LiveWell Method™ was created by a team of innovators in long term care services and supports. Its aim is to empower staff to build a culture of excellence in their organizations. But what does it take to lead an organization that is committed to empowering staff? How does a leader get staff to “buy in” to change? This session will look at the qualities of leadership needed for today’s challenges in long term care. It will provide participants an opportunity to see how a “bottom-up, top-enabled” type of leadership works in practice, and how participants can bring this new way of leadership to their organizations.

*Presenters: Barbara Kohnen Adriance and Lisa McKerlick, The Malden Collective, LLC*

## An Update from Aging and People with Disabilities: Priorities for 2020 and Beyond

### B3

Join Jack Honey, Safety, Oversight and Quality Deputy Administrator, Aging and People with Disabilities as he discusses how APD is keeping up with the changing landscape of senior living. APD has identified goals of well-being, accessibility, quality outcomes, service equity, and engagement to support the vision they have that Oregon’s older adults, people with disabilities and their families experience person-centered services, supports and early interventions that are innovative and help maintain independence, promote safety, wellbeing, honor choice, respect cultural preferences and uphold dignity. Learn more about how state strategies may affect your organization’s operations, your staff, your residents and clients, and Oregon’s system of long-term services and supports.

*Presenter: Jack Honey, Safety, Oversight and Quality Deputy Administrator, Aging and People with Disabilities, Department of Human Services*

## New Innovations in Palliative Care

### B4

Join us for an informative session that will explore innovations in comfort focused care for individuals with advanced serious illness. Hear about current and future opportunities to enhance comfort-based care for the population you serve. Discuss opportunities to support team members in the care of community members at end of life. Gaps in patient care and challenges faced by care providers will be discussed as well as innovations occurring to address those gaps in care for seriously ill patients.

*Presenter: Andy Kyler, CEO of Care Partners, Oregon Nonprofit Hospice Alliance*



# BREAKOUTS

THURSDAY, OCTOBER 10

2:45 - 4:00

## Board Track - Powerful Partners, High-level Board and Staff Leadership

C1

Board members, when well aligned to the mission and their role, can be essential champions, ambassadors, and thought leaders whose partnership with the staff is truly synergistic. The most effective organizations can often be identified by the strength of the leadership team across board and staff. What does high-level, strategic and generative leadership look like? How do you provide a platform for transforming your board and senior staff leaders to get to the next level? This seminar is aimed at board leaders and staff executives of organizations that are poised for advancement.

**Presenters:** *Cynthia Winter and David Fuks, Solid Ground Consulting*

## Hot Topics in Senior Living

C2

In this session, we will provide an overview of current key issues affecting the senior care and living industry. We will discuss the use of technology, recent state legislative and regulatory developments, Fair Housing and ADA issues, recreational marijuana, challenges with operating nursing homes, key employment topics, and more.

**Presenter:** *Gabriela Sanchez, Lane Powell*

## Update on the New ALF/RCF Quality Metrics Reporting Requirement

C3

For the past year, 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. The 2019 Legislature pushed back the date providers will have to be reporting on the quality metrics from January 31, 2020 to January 31, 2021. Providers will need to begin collecting data in 2020 on the following: 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. Join us and learn more about this significant change and the revised timeframe for implementation.

**Presenter:** *Ann McQueen, Research and Policy Integration Manager for the Aging and People with Disabilities (APD) Program within the Oregon Department of Human Services*

## Addressing the Inevitable Changes in Senior Living Dining

C4

It's not a surprise that the senior living industry is experiencing massive changes resulting from demographic, economic, environmental, health & wellness, and technology shifts. Dining is no different. The communities' ability to anticipate and prepare for their residents' changing preferences is critical to stay competitive. Looking at trends and data, this session will outline the changes in our industry and demonstrate ways we can prepare to address residents' needs.

**Presenter:** *Victoria Albert, Unidine*

## Thursday, October 10 Exhibit Reception

5:30-7:00 pm

Enjoy hors d'oeuvres and learn about new and improved products and services that are available to help you provide the highest quality care and services to your residents and clients. While you're at it, please take a moment to thank the Business Members whose support is critical to LeadingAge Oregon educational programs such as this conference!



# FRIDAY, OCTOBER 11

## BREAKFAST & NETWORKING 8:00 - 9:00 am

Don't miss the opportunity to reconnect with your colleagues to discuss the opportunities and ideas generated by the first day's conference sessions!

## GENERAL SESSION

### POLICY & TRENDS FROM DC 9:00 - 10:30 am

What will it take to survive - and thrive - in the years ahead? Please join us for this always-fascinating look at the aging services issues that are being addressed in our nation's capitol. Examine the trends and challenges that are impacting LeadingAge members across the continuum and identify opportunities that will ensure your organization can continue to successfully fulfill its mission to serve seniors in the decades to come. And, take a look at the LeadingAge public policy priorities and how federal activities and decisions may impact those priorities and the work that you do on behalf of Oregon's elders.

*Presenter: Barbara Gay, VP of Public Policy Communication, LeadingAge*

## CLOSING SESSION 10:45 - Noon

### WHAT'S SO FUNNY?

### Person Centered Humor and YOU



**ANN MCQUEEN**

**Y**ou've probably heard the saying, "Humor is the best medicine." But is it really that simple? It's true, humor can lift our spirits, help us cope with adversity, and bond us with others, but humor also has a darker side that can be negative and harmful. In this interactive program, we'll discuss both the lighter and darker sides of humor, some interesting (and surprising!) research findings related to humor and health, and some ways you can use humor on a daily basis to create and deepen relationships with residents, co-workers, friends and family. Of course, there will be a few surprises and a laugh or two along the way!

*Ann is the Research and Policy Integration Manager for the Aging and People with Disabilities (APD) Program within the Oregon Department of Human Services, and she is Carol Burnett's biggest fan. Prior to her current job, she worked as APD's Safety, Oversight and Quality administrator, as a policy analyst, as a university and college instructor, in local government programs for older adults, and as an administrator in assisted living/residential care/memory care communities. She is especially interested in the experiences of people living with dementia and helping to create a world that affords them the respect, dignity, and companionship that all human beings deserve.*

*Ann has a BFA in musical theater, an MS in Communication Studies, and a PhD in Gerontology. She has presented at various conferences, both locally and nationally.*

## SCHEDULE AT A GLANCE

Wednesday, October 9

5:00 - 6:30

LEADERSHIP ACADEMY RECEPTION

5:30 - 7:30

WELCOME RECEPTION

Thursday, October 10

7:30 - 8:30

BREAKFAST & NETWORKING

8:30 - 10:00

KEYNOTE - COURAGE TO CARE

10:15 - 11:30 BREAKOUTS

A1) Board Track - Preparing for Campaign Success

A2) How an Intentional Culture Leads to Employee Retention

A3) Living Well with Dementia: An Exploration of Person-Centered Approaches

A4) Affordable Housing Roundtable

11:30 - 1:00

LEADERSHIP LUNCHEON

1:15 - 2:30 BREAKOUTS

B1) Board Track - Your Board, Inspired

B2) Leadership for Change Using the LiveWell™ Method

B3) An Update from Aging and People with Disabilities: Priorities for 2020 and Beyond

B4) New Innovation in Palliative Care

2:45 - 4:00 BREAKOUTS

C1) Board Track - Powerful Partners, High-level Board and Staff Leadership

C2) Hot Topics in Senior Living

C3) Update on the New ALF/RCF

Quality Metrics Reporting Requirement

C4) Addressing the Inevitable Changes in Senior Living Dining.

5:30 - 7:00

EXHIBIT RECEPTION

Friday, October 11

8:00 - 9:00

BREAKFAST & NETWORKING

9:00 - 10:30

GENERAL SESSION

Policy and Trends Update from D.C.

10:45 - Noon

CLOSING SESSION

What's So Funny?

# REGISTRATION DETAILS

## SPECIAL THANKS TO ONLINE REGISTRATION SPONSOR VALUE FIRST

All registration is online. You will have the option of paying for your online registration by check or by credit card. (LeadingAge Oregon accepts Visa, Mastercard and American Express).

To register, go to the LeadingAge Oregon home page, [www.leadingageoregon.org](http://www.leadingageoregon.org), and click on the Fall Conference Brochure and Registration Information link.

## PROVIDER MEMBER REGISTRATION

Each facility/organization must register independently, even when several facilities/organizations are governed by a parent company.

## BUSINESS ASSOCIATE REGISTRATION

LeadingAge Oregon welcomes our Business Associates who wish to attend the conference to benefit from the education and networking opportunities. We encourage all of our Business Associate members to join us as exhibitors. Each exhibitor may have up to two representatives join us for the full conference (not receiving CEUs).

If your company is unable to exhibit and you wish to attend the conference as a sponsor, please contact Tina for sponsorship opportunities and a reduced conference fee. For more information about exhibiting and sponsorships, contact Tina Goewey, [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org), 503.684.3788 ext. 305.

## CANCELLATIONS

Cancellations must be sent in writing to Tina Goewey, [tgoewey@leadingageoregon.org](mailto:tgoewey@leadingageoregon.org), no later than Tuesday, October 1 to be refunded (less a \$25 service charge). No refunds are possible after that date, but you are welcome to send someone in your place.

## EARLY BIRD RATES:

Early bird rates are available through September 13 only. All registration fees increase by \$25 after September 13.



CONFERENCE FEES	MEMBERS	NON-MEMBERS
PROVIDER MEMBERS	\$325 each	\$425 each
NONPROFIT BOARD MEMBERS OF PROVIDER ORGANIZATION		
Full Conference	\$125	\$175
Thursday only*	\$100	\$150
*Special one-day rate is available to nonprofit board members only		
BUSINESS ASSOCIATE MEMBER		
Per person Non-Exhibitor/ Non-Sponsor	\$585	N/A
SPOUSE/GUEST	\$50	
Spouse/guest fee includes Wednesday welcome reception and Thursday exhibit reception		

## LOCATION

The Agate Beach Inn is located off Highway 101 at 3019 N. Coast Highway in north Newport.

## ROOM RATES

Hillside: \$115

Ocean View: \$125

Extra person rate: \$10

Rates do not include a 11.3% city room tax.

Participants must make their own room reservations by calling 541.265.9411 or 1.800.547.3310. **Be sure to mention that you are with the LeadingAge Oregon conference.** After September 8 our room block will be released to the general public, so be sure to reserve your room by that date!

## CEU'S

Certificates will be provided for up to 8 CEUs for ALF/RCF and Nursing Home Administrators.

## SPECIAL NEEDS

If you have a disability that may impact your participation in this conference, please include with your registration a statement regarding your dietary or disability needs. Someone from our staff will contact you prior to the conference to discuss accommodations. We cannot assure the availability of special meals or appropriate accommodations without prior notification.

## SCHOLARSHIPS

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

QUESTIONS  
CALL 503.684.3788

WOULD LIKE TO THANK OUR SPONSORS FOR OUR FALL LEADERSHIP CONFERENCE



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