

FALL LEADERSHIP CONFERENCE 2019



**Special Track for
Boards of Directors**
Thursday, October 10, 2019
Agate Beach Inn, Newport

7:30 - 8:30 Breakfast and Networking

8:45 - 10:00 Keynote: Courage to Care

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 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. The change starts with you!

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

10:15 - 11:30 Board Track: Preparing for Campaign Success

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

11:30 - 1:00 Leadership Luncheon

1:15 - 2:30 Board Track: Your Board, Inspired

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

2:45 - 4:00 Board Track: Powerful Partners, High-level Board and Staff Leadership

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

5:30 - 7:00 Exhibit Reception Join us if you're able! Our exhibitors will exhibit new and improved products and services that are available to help LeadingAge Oregon members provide the highest quality care and services for residents and clients.

Register online at www.leadingageoregon.org/leadership-conference

**Board members are welcome and encouraged
to attend the following sessions on Friday, October 11 as full attendees:**

9:00 - 10:00 Policy and Trends from DC

Presenter: Barbara Gay, Director of Governmental Affairs, LeadingAge

10:45- Noon What's So Funny: Person Centered Humor and YOU

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

**LeadingAge Oregon Fall Leadership Conference
Keynote and Board Track Speakers**

Arleen Smith, Drive Speaker and Leadership & Engagement Consultant, 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.

Marc Smiley is the Principal with Solid Ground Consulting. Marc brings more than 30 years of experience working with local, state, and national nonprofit organizations. His consulting practice specializes in organizational and leadership development, strategic planning and fundraising. He has worked extensively with nonprofit and public organizations nationally, involved in a spectrum of issues including land and river conservation, energy conservation, affordable housing, historic preservation and human services. Marc has held leadership roles with organizations such as Columbia Land Trust, Online Networking for the Environment Northwest (ONE/Northwest, now Groundwire), and REACH Community Development. He has served as the founding Executive Director for the Energy Trust, the Oregon Natural Resources Council (now Oregon Wild) and the Yakima Greenway Foundation. Marc is also an adjunct professor at the Institute for Nonprofit Management at Portland State University's Hatfield School of Government.

Cynthia Winter brings over 20 years of real-life experience in all areas of nonprofit work to help organizations become more effective and reach higher levels of impact. She has worked extensively in the low-income housing sector. Her specialties include comprehensive leadership training, full organizational strategic development, mentoring, and individualized leadership coaching. She has served as a volunteer, committee member, program director, board chair, Executive Director, and community activist. Cynthia has the most fun when she's engaging people and organizations to use their unique leadership skills, and resources, to achieve greater impact.

David Fuks has been a leader in Oregon's human services community for more than forty years. He has worked at policy levels in both state and county government, led service organizations in both the youth and senior services sector, and led association advocacy efforts at the state and federal levels. David served as CEO of Cedar Sinai Park, an integrated health and social service organization serving seniors and the disabled; Executive Director of the Edgefield Children's Center, a children's mental health provider; Executive, Director the Oregon Juvenile Services Commission, a state wide funder of innovative community juvenile justice programs; and Coordinator of the Regional Drug Initiative. David is a past president of LeadingAge Oregon and chaired the Oregon Council on Crime and Delinquency. He currently sits on the Board of Project Access Now, a nonprofit dedicated to assuring access to health care for low income residents of Greater Portland. David also taught fundraising and nonprofit management classes for the PSU School of Social work for twelve years.