

*Change*

*Makers*



## **Annual Conference & Expo**

May 5-7, 2026

Salem Convention Center



Updated 3/4/26

NOTE: Info in this brochure might change. Please check back prior to conference for the latest and most accurate information.

**LeadingAge**<sup>®</sup>  
Oregon

# LETTER FROM THE PRESIDENT



Dear Members and Friends,

Welcome to the 2026 LeadingAge Oregon Annual Conference. I am delighted to welcome you to our annual gathering and grateful that you have chosen to spend this time with us. Our conference continues to be a place to learn, connect, and share ideas with peers from across the state.

This year, we convene in Salem, a fitting location as our state capitol and a place where decisions are made that directly affect older adults, the teams who serve them, and the communities we support. It is a place where change happens, and the people at this conference are the everyday change makers for older adults.

Being together in Salem offers a unique opportunity to connect education, policy, and practice in a very tangible way. I am especially excited that this year's conference includes a Capitol tour and advocacy training for those joining us on Tuesday, providing a hands-on opportunity to deepen understanding and strengthen our collective voice.

As always, you can expect a strong mix of education, discussion, and meaningful connection. Whether this is your first LeadingAge Oregon conference or one of many, your perspective and participation make this gathering stronger. I look forward to the conversations ahead and to shaping what comes next together.

Kristin Milligan

A handwritten signature in black ink that reads "Kristin Milligan". The signature is written in a cursive, flowing style.

LeadingAge Oregon CEO



# CONFERENCE SPONSORS

**Thank you for your support!**

## **PLATINUM**

Ballard Spahr / Lane Powell

Value First / HPSI

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## **GOLD**

NurseLearn

## **SILVER**

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Belfor Property Restoration

Commercial Satellite Sales

Cortex

HUB International

Elderwise, Inc.

Infinity Rehab

Orrick

Procure

Tapestry Health

**THANK  
YOU**



# SCHEDULE OF EVENTS

Tuesday, May 5

11:00 - 2:00 pm

\*Capitol Tour #1 & Advocacy Workshop

12:30 - 3:00 pm

\*Advocacy Workshop & Capitol Tour #2

**\*Space is limited and participants must register in advance**

3:30 - 5:30 pm

Epic Quest

5:30 - 7:00 pm

Cinco de Mayo Welcome Reception

Wednesday, 6

8:00 - 9:00 am

Breakfast and Networking Opportunity

9:00 - 10:30 am

Shift Yes: Elevating Culture, Communication & Collaboration **KEYNOTE**

10:30 - 10:45 am

Break

10:45 am - 12:00 pm

Breakout Sessions

12:00 - 2:00 pm

Lunch & Tradeshow

2:15 - 3:30 pm

Breakout Sessions

3:30 - 3:45 pm

Break

3:45 - 5:00 pm

Innovation Exchange: Speed-Round Solutions from Across Oregon

6:00 - 9:00 pm

Willamette Valley Vineyards Visit & Vendor Giveaways

Thursday, 7

8:00 - 9:00 am

Breakfast & Networking Opportunity

9:00 - 10:00 am

**GENERAL SESSION** The Healing Power of Humor

10:00 - 10:15 am

Break

10:15 - 11:30 am

Breakout Sessions

11:45 am - 1:00 pm

Awards Luncheon

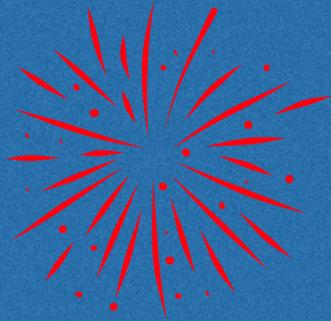
1:00 - 3:00 pm

**WORKSHOP** The ROI of Kindness: How Compassion Transforms Workplace Culture

3:00 pm

Closing & Prize Drawing





# Capitol Tour & Advocacy Workshop

Join us Tuesday, May 5<sup>th</sup> for a guided tour of the Oregon State Capitol and an advocacy training session! Two sessions offered (See Registration for times. Limited to 60 people.)



## Capitol Tour

- Step inside committee rooms and legislative chambers
- Explore the Capitol's history, art, and public spaces
- See where decisions that shape aging services are made

## Advocacy Training:



- How Oregon state government works
- How a bill actually moves through the legislative process
- How advocates can have the greatest impact on legislation
- Practical advocacy do's and don'ts
- How legislative staff support and interact with advocates



**\*REGISTRATION IS LIMITED!\***

# THE EPIC QUEST

## TUESDAY, MAY 5, 3:30PM

LOCATED AT SALEM CONVENTION CENTER

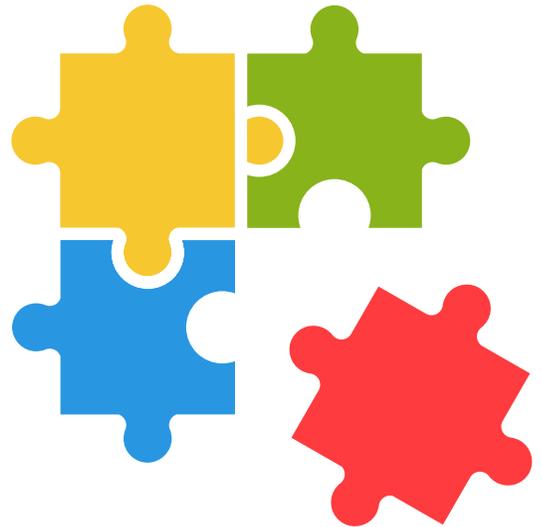
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Embark on an amazing adventure where teams of participants will navigate through a curated course to playfully compete in a series of puzzles and obstacles designed to test your strategy and collective skills, all with the chance to win prizes!

### SOLVE PUZZLES WITH US:

Commercial Satellite Sales  
Consonus Healthcare  
LRS Architects  
Procure  
US Bank  
Value First / HPSI

More to come!



Cinco de Mayo

**Welcome Reception**

Immediately Following  
The Epic Quest

Event Managed &  
Sponsored by:



**FOOD \* FUN \* FRIENDS \* PRIZES**



**Welcome Reception**

**HAPPY  
CINCO DE  
MAYO!**

**May 5 | 5:30 - 7pm | Grand Hotel Patio**

**SPECIAL THANKS TO OUR EVENT SPONSORS**

**DEACON CONSTRUCTION**

**WALSH CONSTRUCTION | ZIEGLER**

# KEYNOTE

## SHIFT YES: ELEVATING CULTURE, COMMUNICATION & COLLABORATION

wednesday, may 6, 9:00-10:30am



**KEYNOTE**  
*Speaker*

Keynote Presentation

Shift Yes: Elevating Culture, Communication & Collaboration

Arrive ready to transform how you communicate, connect, and lead. This energizing, highly interactive keynote blends humor, reflection, and skill-building exercises to strengthen emotional intelligence and self-awareness. You'll gain practical tools to improve collaboration, deepen relationships, and foster a workplace culture rooted in trust and engagement. Expect to laugh, learn, and leave with actionable strategies you can use immediately.

### Meet Galen Emmanuel

Galen Emanuele transforms the way leaders and their teams approach and establish culture, perform together, and impact each other at work. His unique content significantly improves team dynamics, communication, and emotional intelligence, driving high-level performance and engagement. Galen has a gift for cutting through noise and simplifying broad concepts into practical skills and mindsets that are easy to understand and apply immediately. A highly sought-after international speaker with clients including Microsoft, Safeway, and NASA, Galen is also a world-class improviser who has toured with the cast from *Whose Line Is It Anyway?*

# BREAKOUT SESSIONS

wednesday, may 6, 10:45am-12:00pm

## **Designing for Dignity: Trauma-Informed Spaces That Support Well-Being**

Jenny Baines, LRS Architects

Trauma-Informed Design goes beyond aesthetics—it creates environments that promote safety, trust, and healing. This session explores how inclusive, thoughtfully designed senior living spaces can enhance well-being for residents, staff, and visitors. Learn how lighting, acoustics, materials, and layout influence emotional and physical health, and walk away with practical strategies for creating spaces rooted in dignity, connection, and belonging.

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## **Legal Hot Topics: What Senior Living Leaders Must Know Now**

Gabi Sanchez & Jeff Duncan, Ballard Spahr

Regulatory and legal challenges continue to reshape senior living. This timely update covers the most impactful developments affecting licensure, staffing, resident rights, and risk management. Attendees will gain insight into current trends, learn proactive compliance strategies, and receive practical guidance to reduce exposure to regulatory action and litigation—all while supporting high-quality, compliant operations.

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## **Bridging the Care Gap: Building On-Site Primary Care in Rural Aging Services**

Melissa Preston & Sydney Amundsen, Pacific Retirement Services at Rogue Valley Manor

Rural seniors face significant barriers to accessing primary care. Learn how Rogue Valley Manor developed an innovative on-site clinic model that integrates care across service levels while addressing provider shortages and payer challenges. This session outlines the clinic's development journey and offers practical frameworks for creating sustainable, resident-centered healthcare solutions that enhance access, continuity, and satisfaction.

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## **Fair Housing Essentials – Part 1: The Foundations**

Shyle Ruder, Fair Housing Council of Oregon

This foundational session covers the core principles of Fair Housing in aging services. Topics include disability protections, reasonable accommodations and modifications, and assistance animals. Designed for both new and experienced professionals, this session provides clarity, real-world examples, and practical guidance to help communities build inclusive, compliant environments.

# Trade Show & Lunch

Wednesday, May 6

Time: Noon- 2pm

Location: Willamette Room

## Look for these Business Partners at the trade show:

Aegis Therapies	McKesson
Allied Partners	Medline
Assured Partners	Modell
BC Group	Mohawk
Belfour	Omnicare
Canyon Wren	NurseLearn
CCL	Orrick
Consonus Healthcare	Pacific Mat & Flooring
Commercial Satellite Sales (CSS)	Patcraft
Deacon Construction	PG Long
Elderwise, Inc.	Propel Insurance
Fair Housing Council of Oregon	Procure
Family Resource Home Care	Puroclean
Flint Healthcare	R&H Construction
Floor Solutions	Rogue Psych
Functional Pathways	Sentric
G Medical	Schetky Bus & Van Sales
Glow Interior Design	Tapestry Health
Graham-Field	Tarkett
Healthcare Services Group	Tenderly Hospice
Holst	USI
HUB International	Value First/HPSI
Infinity Rehab	Walsh Construction
LRS Architects	Western Bus Sales
Medicleanse	Ziegler

# BREAKOUT SESSIONS

wednesday, may 6, 2:15-3:30pm

## **Ready for Anything: Emergency Preparedness for Senior Living**

Sid Humphries, Oregon Department of Human Services

From daily emergencies to large-scale disasters, preparedness saves lives. This session reviews essential response strategies, disaster planning principles, and real-world lessons learned from emergency services. Attendees will gain actionable insights to strengthen readiness, improve coordination with first responders, and protect residents and staff in all types of emergency situations.

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## **Elopement Risk & Response: Protecting Residents with Cognitive Impairment**

Cynthia McDaniel, CEO, NurseLearn & Elderwise, Inc.

Elopement presents serious risk in community-based care settings. This session clarifies the difference between wandering and elopement, identifies common risk factors, and explores underlying causes. Attendees will learn prevention strategies, response protocols, and best practices to reduce risk, improve safety, and respond effectively when a resident is missing.

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## **Real AI, Real Results: Practical Applications in Senior Living**

Matt Reiners, Chief Growth Officer, Parasol Alliance

Discover how AI is already improving operations, communication, and efficiency in senior living today. This session highlights real-world applications such as transcription, chatbots, and reporting tools—paired with essential governance, security, and compliance considerations. Whether you're cautious or curious, you'll leave with clarity and confidence to take your first smart step into AI.

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## **Fair Housing Essentials – Part 2: Hate, Harassment & Protected Classes**

Shyle Ruder, Fair Housing Council of Oregon

Building on Part 1, this session focuses on protections related to hate and harassment, including SB 599 and key protected classes most impacted by incidents. Learn what to do if someone experiences harassment and how to respond in a legally compliant and resident-centered way. Practical guidance and real-world application take center stage.

# INNOVATION EXCHANGE SPEED-ROUND SOLUTIONS FROM ACROSS OREGON

wednesday, may 6, 3:45 - 5:00 pm

In this highly interactive session, participants rotate through a series of rapid-fire innovation presentations hosted by LeadingAge Oregon members. Each presenter shares a creative program, service, or solution—followed by Q&A. You'll exchange ideas, spark connections, and return to your organization with fresh inspiration and proven strategies. Think of it as "speed dating for innovation."



***Interested in Participating?*** [Click here to submit your idea today!](#)



Join Us!

# Fun Night

An evening of fine wines, food,  
music & community at  
Willamette Valley Vineyards

**MAY 6**  **6 – 9:00 PM**

8800 Enchanted Way SE,  
Turner, OR 97392

**Transportation provided from the Grand Hotel**

**SPONSORED BY**  
**BALLARD SPAHR / LANE POWELL**  
**USI INSURANCE AND VALUE FIRST/HPSI**



# GENERAL SESSION

## THE HEALING POWER OF HUMOR

Thursday, May 7, 9:00-10:00am



General Session  
The Healing Power of Humor

Laughter is powerful medicine. This engaging session explores how humor supports physical, emotional, social, and spiritual well-being. Learn why some humor heals while other attempts fall flat—and how to use laughter effectively with residents, teams, and yourself. You'll leave refreshed, uplifted, and inspired to use humor as a meaningful leadership and caregiving tool.

### **Meet David Lewis, Executive Director, Capital Manor**

Providing a quality life for seniors is David's passion. He's been a leader in the senior living field for almost 30 years, and is licensed as a Nursing Home Administrator and certified as an ALF/RCF Administrator. He loves Oregon's lifestyle, and when not at Capital Manor, you can find him hiking, biking, cooking healthy gourmet food and studying history.

# BREAKOUT SESSIONS

Thursday, May 7, 10:15-11:30 am

## **Dementia Care Dilemmas: What to Do When Nothing Works**

Joyce Beedle, Alzheimer's Consulting Service

When all traditional approaches fail, where do you turn? This interactive session focuses on the toughest dementia care challenges—those where “nothing seems to work.” Through peer collaboration, creativity, and compassion, participants will develop new strategies rooted in neuroscience and the concept of progressively lowered stress threshold to reframe the most difficult situations.

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## **How Physical Activity Transforms Brain Health and Function**

Sue Scott, Renewable Fitness, LLC

Exercise doesn't just strengthen the body—it reshapes the brain. This session explores how movement improves cognition, engagement, and learning through exercise-responsive brain pathways. Participants will gain coaching strategies that optimize motivation, skill development, and performance while supporting long-term physical and mental wellness in residents.

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## **Growing Through Disruption: A New Playbook for Nonprofit Senior Living Leaders**

Daren Bell & Sarkis Garabedian, Ziegler

As financial pressures intensify and consumer expectations rise, senior living is undergoing a profound transformation. In this session, Ziegler shares national research findings and capital-markets insights on the trends most defining future growth. Learn how leading organizations are strategically deploying partnerships, reinvestment, technology, and diversified service lines to drive long-term sustainability.

 Sponsored By: NURSELEARN

# AWARDS LUNCHEON

*2026*

Today, we honor the outstanding individuals  
whose dedication has made a lasting impact.

**MAY 7 | AT 11:45 AM**

**Location: Willamette Room**



# WORKSHOP

## THE ROI OF KINDNESS: HOW COMPASSION TRANSFORMS WORKPLACE CULTURE

Thursday, May 7, 1:00-3:00 pm



Workshop

The ROI of Kindness: How Compassion Transforms Workplace Culture

Kindness isn't soft—it's strategic. This interactive workshop explores how compassion strengthens morale, reduces burnout, and elevates culture. Linda Cohen leads participants through practical tools, real-world examples, and hands-on engagement that helps leaders activate kindness in everyday interactions. You'll leave inspired with simple, powerful ways to build workplaces where people thrive.

### Meet Linda Cohen

Linda Cohen, also known as the “kindness catalyst”, is a professional speaker, author and consultant. For nearly two decades, Linda has worked with organizations and associations on the ROI of Kindness.

Linda has published two books on the topic of kindness. Her second book published in 2021 is *The Economy of Kindness: How Kindness Transforms Your Bottom Line*. An active member of the National Speakers Association, she was president for the Oregon chapter in 2018.

Linda is a devoted Earl Grey tea drinker. Originally, from New England, she lives in Portland, Oregon with her husband of 30+ years. They have raised two young adult children and three Cavalier King Charles Spaniels.

She especially loves working with Senior Living Professionals and is thrilled to be back with LeadingAge Oregon this year.



# REGISTRATION INFORMATION

## CONFERENCE REGISTRATION IS ALL ONLINE

Please note that the “member rate” is available to members of LeadingAge Oregon. Different rates apply for provider participants and business representatives.

Provider Member Full Conference Fee includes all educational sessions and the following meals and special events: Epic Quest • Welcome Reception • Trade Show • Awards Luncheon • Fun Night, and more

One-day fees are also available for Provider Member participants:

Wednesday only fee includes: Breakout Sessions • Keynote • Trade Show • Fun Night

Thursday only fee includes: Breakout Sessions • Awards Luncheon

## SPOUSE/GUEST REGISTRATION

Included in spouse/guest per day, Wednesday registration: Trade Show and Fun Night. Thursday registration includes Awards Lunch and Closing Session. If a spouse or guest wishes to attend educational sessions, he/she must pay conference fees.

## LODGING INFORMATION

Lodging arrangements should be made directly with the Grand Hotel by calling (877) 540-7800. Be sure to say you are with the LeadingAge Oregon group.





# REGISTRATION INFORMATION

## CONTINUING EDUCATION CREDITS

Nursing Home Administrator, ALF/RCF Administrator, and Real Estate CEUs are available. We will issue certificates to verify attendance for other licensure requirements you are tracking.

## 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, Life Plan Community (CCRC) 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 • Hospice \* 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.

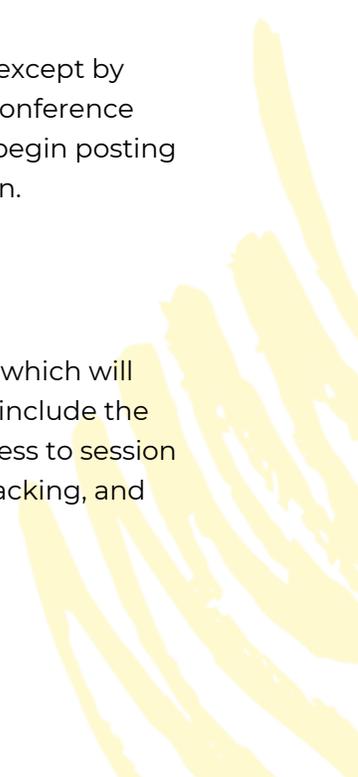
## WATCH FOR HANDOUT E-MAIL

Please note that we do not provide hard copies of handouts for breakout sessions (except by special speaker request). Instead, we post the handouts in the conference app 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, session handouts, exhibitor listing, maps, CEU tracking, and more!



# HOW TO REGISTER

Registration is all online at [www.leadingageoregon.org/annual-conference-2026](http://www.leadingageoregon.org/annual-conference-2026)

To Register:

- 1** Go to the LeadingAge Oregon home page, [www.leadingageoregon.org](http://www.leadingageoregon.org), go to Events & Education, and scroll down to click on the Annual Conference link.
- 2** Click on Register Online. On the online form, enter your personal username and password. (If you have forgotten your username and password you can go to Member Tools/My Profile and click on “Forgot your Password?” to have your username and password emailed to you).
- 3** If you don’t have a username and password, you can register as a “new user.” Please note that if your organization is a LeadingAge Oregon member, you must contact Rob at [rwest@leadingageoregon.org](mailto:rwest@leadingageoregon.org) after you create your user account before registration to get “member” pricing.
- 4** Choose your conference sessions and special events. (Be sure to review the session descriptions before you make your selections!)
- 5** If your organization prefers to issue one check or credit card payment for all of your attendees, contact Rob West at [rwest@leadingageoregon.org](mailto:rwest@leadingageoregon.org) to make arrangements for payment.

Having problems, or don't have online access? Call us at (503) 968-7205 and we will assist you.

# REGISTRATION NOTES

## DISCOUNTS FOR LEADERSHIP ACADEMY PARTICIPANTS

Email [mkillam@leadingageoregon.org](mailto:mkillam@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. Email Merry [mkillam@leadingageoregon.org](mailto:mkillam@leadingageoregon.org) for more information.

## REGISTRATION DEADLINE

All registrations must be made by April 24, 2026.

## CANCELLATIONS

Cancellations must be received no later than Friday, April 24, 2026 in writing 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 Friday, March 29, 2026. Registration fees increase on March 30.

## BUSINESS MEMBERS

LeadingAge Oregon welcomes our Business members who wish to attend our Annual Conference and benefit from the education and networking opportunities. We encourage all of our Business members to join us as exhibitors. For more information about exhibiting, please contact Rob West at [rwest@leadingageoregon.org](mailto:rwest@leadingageoregon.org), (503) 968-7205.

## EXHIBITOR ATTENDANCE AT CONFERENCE SESSIONS

Exhibitors are welcome to attend conference sessions and may purchase tickets for Fun Night, the Epic Quest and special events.

# REGISTRATION & DAILY RATES

<b>PROVIDER MEMBER</b>	<i>STANDARD</i>	<i>EARLY BIRD ENDS MARCH 29</i>
FULL REGISTRATION	\$550	\$500
WEDNESDAY ONLY	\$380	\$350
THURSDAY ONLY	\$380	\$350

<b>PROVIDER NON-MEMBER</b>	<i>STANDARD</i>	<i>EARLY BIRD ENDS MARCH 29</i>
FULL REGISTRATION	\$915	\$885

<b>BUSINESS MEMBERS</b>	<i>STANDARD</i>	<i>EARLY BIRD ENDS MARCH 29</i>
FULL REGISTRATION	\$915	\$885

<b>EXTRAS</b>	<i>STANDARD</i>	
EXTRA AWARDS LUNCH TICKET	\$75	
EXTRA TRIVIA DINNER TICKET	\$75	
SPOUSE/SIGNIFICANT OTHER	\$75 per day	

**REGISTER ONLINE:**

**[www.leadingageoregon.org/annual-conference-2026](http://www.leadingageoregon.org/annual-conference-2026)**