

# TOGETHER

**2020 Virtual Conference**  
**September 29 – October 1**  
**• 2020 •**



LeadingAge<sup>®</sup>  
Oregon

# SCHEDULE AT A GLANCE

Tuesday, September 29	
1:00 – 2:15 pm	Keynote Session
2:00 – 2:15 pm	Solutions Expo
2:15 – 2:45 pm	Breakout Sessions
2:45 – 3:15 pm	Solutions Expo
3:15 – 3:30 pm	Health/Wellness Break
3:30 - 4:30 pm	Breakout Sessions
4:30 pm	Closing Session
Wednesday, September 30	
1:00 – 1:15 pm	Welcome
1:15 – 2:15 pm	Breakout Sessions
2:15 – 2:30 pm	Awards
2:15 – 3:00 pm	Solutions Expo
3:00 – 3:15 pm	Health/Wellness Break
3:15 – 4:15 pm	Breakout Sessions
4:15 – 5:00 pm	Social Networking Event
Thursday, October 1	
12:00 – 1:00 pm	Pre-Conference Session
1:15 – 2:15 pm	Breakout Sessions
2:15 – 2:45 pm	Solutions Expo
2:45 – 3:00 pm	Health/Wellness Break
3:00 – 4:00 pm	Breakout Sessions
4:00 – 4:15 pm	Closing Session



# KEYNOTE

TUESDAY

1:00 PM - 2:15 PM

## The Perfect Time to Stop Leading & Start Building a Leadership Culture

Now is the perfect time to make the change. Can you pass the 24-hour-test? A mentor asked me that over and over and over again... until my answer was finally yes. Can you take a long weekend without checking in? Here's the real question: Are you leading? Or Building a Leadership Culture? They're not even close to the same thing! If you're ready to build a leadership culture, your team needs to be able to answer three questions. When you discover the secrets to building a leadership culture, it will affect every aspect of your life. Based on Jonathan's best-selling book, **Who are you BECOMING?**, participants will discover 3 secrets that the greatest leadership cultures have in common and a simple formula for raising your organization's leadership lid. A favorite of audiences across the country, Jonathan shares "The Simplest and Most Effective Leadership Development Plan", borrowing powerful and practical lessons from the greatest people developers in all walks of life.

*Presenters: Jonathan Fanning*

# BREAKOUTS

TUESDAY

2:15 PM - 2:45 PM

## A.1 Keeping Communication Lines Open During Our New Reality

Great communication at work is a challenge even in the calmest of times. Add in a global upheaval and it becomes overwhelming. As the need for more communication goes up, the bandwidth for providing it is stretched thin. During this session, learn more about how the exchange of information can be done efficiently and effectively. Obtain tools to help you bring back the human connection that has been compromised through stress, social distancing, mask-wearing, and the lack of "water cooler talk" at work!

*Presenters: Susan Giacobazzi, Love Your 5*

*Sponsored By: Walsh Construction Co.*

## A.2 The Mentor's Dilemma: Empty Cup or Fill Theirs?

Who are your mentors? Where would you be today without the influence of just one of those mentors? Great leaders multiply their impact. It becomes immeasurable as their influence ripples through both geography and generations. What if you took your mentoring up a notch? How would you do it? In this powerful and thought-provoking program, you will discover the biggest secret of the world's most successful mentoring organization. It's a game-changer.

*Presenters: Jonathan Fanning*

*Sponsored By: Columbia Roofing & Sheet Metal*

## A.3 Engagement Technology - Now More Than Ever

The COVID-19 crisis has brought to the forefront of senior living the importance of staying connected, and the consequences of isolation. This session will show attendees how technology can help keep residents and families connected during the crisis and beyond. You will see a myriad of technology solutions and online resources (many of them free), all tools that will help you use technology to keep the connections alive and blossoming for your residents. This is not a one-time issue that will go away once we return to "normal;" it is an issue that is with us to stay, and innovative providers will ensure that they are addressing it head-on.

*Presenters: Jack York, iN2L*

*Sponsored By: Deacon Construction Co.*

# BREAKOUTS

**TUESDAY**  
**3:30 PM - 4:30 PM**

## **B.1** An Update From APD

Join Mike McCormick, Interim Director, Aging and People with Disabilities (APD) and Jack Honey, Safety, Oversight and Quality (SOQ) Administrator, APD as they discuss the latest information from SOQ and APD in the current quickly changing environment we are now in. As they continue to put in place policies to guide the care of Oregon's older adults, conversation with LeadingAge Oregon member communities has been valuable to the Department as well as to our members.

*Presenters: Mike McCormick and Jack Honey, APD*

## **B.2** Moving Forward: Building a Work Culture of Hope and Stability

This workshop will help get you out of survival mode and into the bigger picture when it comes to your employees. We all agree that the human beings who show up to work every day through thick and thin are our greatest assets. Learn more about what great employees need from management in order to feel hopeful and stable right now. Understand how different personality types react to stressful times and what makes them most likely to hang on through the entire rollercoaster ride. Leave with an arsenal of action items that will change the way the humans in your organization show up to work!

*Presenters: Susan Giacobazzi, Love Your 5*

## **B.3** Housing Roundtable

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.

*Presenters: Matthew Perry & James Hackett, Oregon Housing and Community Services*

## **B.4** The Future of Dining in Senior Living

Hear from a panel of experts with many years in the dining industry as they look forward to what dining will look like in 2021 and beyond. What has been learned from the last few months and how will it shape dining in the months and years to come? Hear innovative ideas you can put to work in your community now and ideas to consider for the future.

*Presenters: Ralf Brabradt, Mary's Woods at Marylhurst, Angus Brown and Bob Chappell, Morrison Living*  
*Sponsored By: Pence Construction*

## **C.1** Demystifying the Accounting, Financial Reporting and Single Audit Requirements for Provider Relief Funds

This session will provide an overview of the various COVID-19 relief programs and how to present receipt of funds in the financial statements. The presenter will provide various methods to track reimbursable costs within the general ledger, including setup and integration with payroll and procurement systems. The presenter will discuss how to accumulate source documentation to support allowable expenses.

*Presenters: Daniel Frien, CliftonLarsonAllen*

*Sponsored By: Ziegler*

## **C.2** Design for Socialization in a Time of Social Distancing

Join Chuck Archer, Lisa Sneddon, and Lisa Warnock of LRS Architects for an engaging discussion on how building design can pivot and adapt to our changing reality. New data suggests that residents are living longer and avoiding other life-threatening illnesses that previously reduced occupancy due to the precautions put in place during COVID 19. For this reason, the presenters will explore strategies to implement both short-term solutions to renovate existing buildings and evaluate previously established programming assumptions in new building design. The presenters will discuss new design ideas that respond to the need to provide safe distancing for health and well-being while continuing to provide opportunities for socialization. New materials, programming ideas, floor plans, and systems will be explored and presented.

*Presenters: Chuck Archer, Lisa Sneddon, Lisa Warnock, LRS Architects*

*Sponsored By: Pence Construction*

## **C.3** Tackling Loneliness and Social Isolation for Residents with Dementia: Strategies for Care Providers

During normal times, individuals with Alzheimer's disease and related dementias are among the most vulnerable persons in society, depending on family or professional caregivers for their day to day survival. The current pandemic further exacerbates their vulnerability, due to both the morbidity and mortality from COVID-19 and the indirect effects of the pandemic on the social supports upon which they depend. For those who have Alzheimer's or dementia, social connection means everything and social distancing is a difficult concept for them to understand; persons with dementia are disproportionately affected by social distancing, isolation and lockdown. How can we help? Caregivers and nursing home staff play a pivotal role in minimizing social isolation, loneliness, depression, and behaviors in persons with dementia. Isolation does not need to equal decline! This session will review practical and cost-effective strategies care providers can implement to impact these areas. Following the frameworks of person-centered care and the Montessori Approach to care, providers will hear about meaningful and purposeful activity, sensory, technology, and wellness strategies they can implement to mitigate the potentially harmful effects of isolation.

*Presenters: Kathleen Weissberg, Select Rehab*

## **C.4** The Highest Form of Contribution: Service

In this session, leadership speaker & human potential expert, Adam White will explore personal leadership and how we can improve our leadership skill as well as our internal capacity to do more. Our level of service to others can be no greater than our own internal leadership. We can only serve from the capacity we have created with and we have more potential and ability than we think. Attendees will leave this session empowered, motivated and educated on the power of personal leadership. Adam will bring in elements of our current times such as COVID-19, racial tension, and civil unrest.

*Presenters: Adam White, Adam White Speaks*

*Sponsored By: Columbia Roofing & Sheet Metal*

# BREAKOUTS

WEDNESDAY

3:15 PM - 4:15 PM

## D.1 Employee Considerations

Long-term care facilities face unprecedented workforce challenges in this era of COVID-19, such as expanded safety considerations and maintaining sufficient staffing. This session will address legal considerations related to the most prevalent employment-related issues faced by facilities in these extraordinary times, including employee testing, mandatory and optional paid time off and leaves of absences, and dealing with problematic off-duty conduct.

*Presenters: Jeff Brecht & Christine Thelen, Lane Powell*

## D.2 Senior Living Sales: A New Perspective & Approach

The latest NIC statistics paint a bleak picture of our industry in this current COVID-focused environment. In fact, we have just experienced our single worst quarterly occupancy decline and the lowest overall occupancy on record since NIC began reporting 14 years ago. Does it have to be this way? No! There are so many reasons for optimism as our customers need us now more than ever! However, we desperately need a New Perspective and change in approach! The customer demand is still there, but unless we radically change our selling mindset, this downward trend will not change. In this presentation, we will discuss what radical changes are needed, how it can be easily executed on a daily basis, and how this change will help us serve more customers than ever before!

*Presenters: Michael Marlow, Life Care Services*

## D.3 Update on National Policy

Hear from LeadingAge National's Senior Vice President of Public Policy Advocacy Ruth Katz and her assessment of the dynamics at work for this interesting election year. She will also discuss the policy work LeadingAge is doing on the national level in a year like no one could have imagined!

*Presenters: Ruth Katz, LeadingAge National*

*Sponsored By: USI Insurance Services NW*

# PRE-CONFERENCE

**THURSDAY**  
**12:00 PM - 1:00 PM**

## A Recipe for Resilient Leadership

What are key ingredients of successful organizations that are leading our field? Find out from the leadership team at RiverSpring Health, one of the most innovative senior healthcare organizations in the country, well known for its Hebrew Home at Riverdale long-term care organization. Faced with COVID, Hurricane Sandy, and many other challenges over the years, this team has remained resilient, leading the way to reimagine care and services delivery through innovation, ingenuity...and humor. Hear from the organization's leaders who will share insights and their strategies for success.

*Presenters: Daniel Reingold, David Pomeranz, Wendy Steinburg and Luz Liebeskind, Hebrew Home at Riverdale*

# BREAKOUTS

**THURSDAY**  
**1:15 PM - 2:15 PM**

## **E.1** Autonomy, Risk, and Pandemics: Ethical Decision Making

This one-hour session will provide a case-based discussion of the ethical issues that arise when the desire of individuals to exercise freedom of travel and participation in communal activities conflicts with the ability to maintain a safe environment. In considering real scenarios from throughout the continuum of long term care, we will analyze the interplay of rights and responsibilities for community members, their families, and staff.

*Presenters: Michael Gillette, Bioethical Services of Virginia, Inc.*

## **E.2** Developing a Resilient Lifestyle in Difficult Times: Skills for Caregivers

In this time of global uncertainty, frontline health-care providers are being confronted with unparalleled challenges, e.g. Remaining positive as others may have thrown in the towel... Caring for my family and myself... Reacting to the uncertainty of another health-care crisis... all-the-while remaining focused on the goal of assisting others. The results of this uncertainty can inhibit creativity, reinforce rigid thinking, question one's career future and cause difficulty in juggling the balancing between work and family. In order to meet the growing demands of the workplace, frontline health-care providers need to develop strategies for professional/personal life enhancement, in order to reach a resilient lifestyle. This program is organized around the principle that resiliency is a skill set that can be developed and enhanced. Principles and practices of Positive Psychology is the framework for this action-oriented program. This program will draw from Roman mythology, the Roman god, Janus, who represented new beginnings, transitions, doorways and passages. Dr. Battisti will address ways that we can better care for ourselves. He will lead us in addressing where we have been, what we may choose to do to enjoy a better life and what is it that we want to create for our next chapter.

*Presenters: Dr. Francis Battisti, Battisti Management Affiliates*

## **E.3** Leveraging Technology During COVID-19

The COVID-19 pandemic has accelerated application of technology into senior living and health care through the introduction of regulatory waivers to support telehealth and by necessity to combat social isolation. This session will highlight the creative applications of technology during the pandemic and how it will continue to impact the future. Additionally, learn how emerging technologies and the novel use of existing ones have enhanced productivity, engaged residents and clients, and reduced isolation.

*Presenters: Scott Code & Majd Alwan, LeadingAge National*

# BREAKOUTS

THURSDAY

3:00 PM - 4:00 PM

## **F.1** Building Safer Facilities, Improving Existing Ones: Infection Control Considerations in the Time of COVID

The pandemic has left many facilities wondering what they can do to improve the health safety of their residents. General contractors know that three main tactics are the best defense in the struggle with infection control: 1. Touch points/ cleanliness; 2. Access Control/ Screening; 3. Indoor Air Quality. Touch points/cleanliness and access control/screenings can be directly controlled through preventative and maintenance efforts. Indoor Air Quality is more elusive and difficult to manage with standard construction practices, but the payoff can be big with significant improvements in air quality when done well. Some newer technology is emerging to help eliminate viruses and bacteria include ionization systems, hydrogen peroxide producers, HEPA filters, and UV lighting. These systems can be built in new construction and added to existing systems to give residents and owners more peace of mind.

*Presenters: Daniel Cowley, Pence Construction*

## **F.2** Navigating the Winds of Change: Innovation and Disruption in Senior Living

As we enter a new decade and approach the arrival of Baby Boomers, innovation is at an all-time high in senior living. Whether driven by technology solutions or changes in the healthcare environment (including COVID-19), labor shortages or affordability concerns, senior living providers need to think differently about how they provide services and the environments they are offering to seniors. This session will focus on areas of change and innovation, and provide case studies of solutions being explored by senior living providers around the country.

*Presenters: Mary Munoz, Ziegler*

*Sponsored By: USI Insurance Services NW*

## **F.3** Keeping Your Community Active: A Wellness Panel

In this session, you will learn how two communities, Rose Villa Senior Living Community and Mary's Woods have kept their communities active, during COVID 19. Learn how they have adapted their wellness programs with innovative programming ideas while still embracing the 7 dimensions of wellness.

*Presenters: Rene Swar, Rose Villa and Corrina Stellflug, Mary's Woods at Marylhurst*

*Sponsored By: Walsh Construction Co.*



# THANK YOU

## PLATINUM



## GOLD



## SILVER

