



*2024 Annual Conference + EXPO*

**GO FOR THE GOLD**



**LeadingAge™**  
Colorado

May 13-15, 2024

Grand Hyatt Vail  
Vail, CO

# NOW IS THE TIME TO GO FOR THE GOLD

The LeadingAge Colorado Annual Conference and Exhibition is the can't-miss event for Colorado senior living and care leaders who are passionate about connecting, innovating, and leading. You'll hear from speakers with the most innovative strategies and cutting-edge insights and hear personal stories from senior living and care leaders and residents currently living in a community.

This year's conference theme is *Go for the Gold*. It will empower you to develop the courage to overcome obstacles, take risks, and pursue your goals with confidence. You'll engage with leading experts, network with senior living and aging services professionals, and discover new products and services. Whether you are a provider seeking to inspire your team or a business looking to share your insights with providers, you'll find everything you need and more to overcome fear, face adversity, and build resilience. Ignite your passion for serving others and feel the spark that inspires us all to make Colorado a better place for aging.

This year's event features:

- Thought-provoking and energizing keynote lineup to help spark new thinking and action.
- Education and information you can use now with carefully curated content.
- You'll hear from speakers with the most innovative strategies and cutting-edge insights and hear personal stories from senior living and care leaders and residents currently living in a community.
- Opportunities to reconnect with colleagues and build new relationships during networking breaks and receptions.

Take time for you, while powering the future of your organization. *Go for the Gold.*

*We look forward to seeing you soon!*



# SCHEDULE OF EVENTS

## DAY 1 · MONDAY, MAY 13

**1:00–5:00 PM**

Registration open

**2:00 – 3:15 PM**

General Session featuring Reigniting the Spirit of Senior Living and Care Resident Panel

**3:15 – 3:45 PM**

Networking Break

**3:45–5:00 PM**

General Session featuring Olympic Spirit: Ignite Talks

**5:00–6:00 PM**

‘Opening Ceremony’ Welcome Reception

## DAY 2 · TUESDAY, MAY 14

**7:00 AM – 5:00 PM**

Registration Open

**7:30–8:30 AM**

Breakfast Of Champions and Registration

**8:30–9:30 AM**

Opening General Session featuring Olympian Jeremy Bloom - RECALIBRATE  
\*Sponsored by Legend Senior Living

**9:30–10:00 AM**

Networking Break

# OPENING KEYNOTE SPEAKER

## RECALIBRATE

Tuesday, May 14 · 8:00–9:30 AM

Sponsored by:



Olympian and former NFL player now thriving as a CEO and Philanthropist, Jeremy Bloom pulls at the common thread that unites him with all of us: the defeats we encounter on our journeys to reach our goals. Sharing his hard-earned insights, advice, and practices including lessons from respected coaches, phenomenal athletes, and successful business leaders, Bloom coaches you in tackling defeats—big and small—and using them to drive, not derail, your success.

- How to rebound and reprogram after defeat
- How to utilize the lessons from failures
- Which motivators evoke winning results
- Tactics for managing expectations for yourself and/or your team
- How to create a great business culture
- Leaving a legacy



### Keynote Bio

Jeremy Bloom is the only athlete in history to ski in the Olympics and be drafted into the National Football League.

On the slopes, Bloom is a 3x World Champion, 2x Olympian, and 11x World Cup gold medalist. He also is the youngest member ever to be inducted into the United States Skiing Hall of Fame.

On the gridiron, Bloom showcased his speed as an All-American at the University of Colorado, excelling as a wide receiver and return specialist for the Philadelphia Eagles and the Pittsburgh Steelers.

In the business world, Bloom co-founded Integrate, a cutting-edge enterprise software company that achieved a nine-figure acquisition by Audax Private Equity in December 2021.

Furthermore, he founded Wish of a Lifetime, a non-profit charitable organization that allows senior citizens to fulfill their lifelong dreams. In 2020, he decided to merge his non-profit with AARP where he currently serves as the Board Chair.

Jeremy's journey in business began with his participation in an NFL entrepreneurship program at the Wharton Business School, where he studied real estate and finance. He also completed a Private Equity CEO Excellence Course at Harvard in 2023. His contributions to the tech industry led to his recognition on Forbes' 30 under 30 lists, and he was a finalist for the Ernst & Young Entrepreneur of the Year award. Jeremy Bloom's story is one of incredible athletic achievement and a successful transition into the business world.



# SCHEDULE OF EVENTS

## DAY 2 · TUESDAY, MAY 14

### 10:00–10:50 AM

101 Wagons and Gratitude: Maintaining Staffing Relationships in the New Era

102 Fall Prevention: New Ideas for an Old Problem

103 Enhancing Design for Health of Aging Population

### 11:00–11:50 AM

201 Modern Cyber Risks for 2024 - How to Stay Out of the Headlines

202 Reinvigorating your Memory Care Program: A Working Session

203 Elevate Your Outcomes: Trends and Winning Strategies in Senior Living & Care

### 12:00–2:00 PM

Exhibit Hall Networking Lunch

### 2:10–3:00 PM

301 The Key Components of a Premier Workplace Culture

302 Unleashing the Future of Senior Living: Exploring the CCRC Without Walls Business Model

303 Work Smarter - Convert Higher

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# SCHEDULE OF EVENTS

## DAY 2: TUESDAY, MAY 14

### 3:10–4:00 PM

401 Empowering Through Coaching and Mentoring in the Era of Reskilling and Artificial Intelligence

402 Community-Centered Care: The Power of Integrated Care

403 Refresh, Renovate, or Reposition - Capital Long-range Planning Strategies

### 4:10–5:00 PM

501 Building and Sustaining a Resilient Workforce post Covid

502 DID YOU HEAR THAT?!?! - Acoustical design considerations for older adult environments

503 2024 Regulatory & Legislative Policy Updates

### 5:00–6:00 PM

Networking Reception



# SCHEDULE OF EVENTS

DAY 3 · WEDNESDAY, MAY 15

7:30–8:30 AM

Registration and Breakfast

8:30 –9:15 AM

Closing General Session: Master Communicator's Secret Weapon

9:30–11:00 AM

The Secret Weapon Workshop – *included with registration*



# CLOSING KEYNOTE SPEAKER

## Master Communicator's Secret Weapon

Wednesday, May 15

Keynote: 8:30–9:15 AM • Workshop 9:30–11:00 AM

Unlock the Power of Communication: Your Secret Weapon for Building Strong Connections, Leadership, and Organizational Success!

Are you tired of facing the consequences of employee turnover and its challenges to your organization's growth? Look no further as Dave Delaney presents the ultimate solution to revolutionize your communication skills and transform your company culture.

Introducing "The Master Communicator's Secret Weapon" – an extraordinary presentation designed for visionary business leaders and conference goers ready to elevate their communication prowess to new heights.

Communication skills expert Dave Delaney unveils the secrets of successful communication in this captivating keynote presentation. Throughout this must-attend event, you'll discover three core concepts that you can immediately apply to your interactions with your team, clients, prospects, and fellow attendees. Bid farewell to communication breakdowns and say hello to enhanced relationships and a surge in morale.

### Keynote Bio

Dave Delaney is a leading figure in the world of communication skills training and public speaking performance. As the founder and CEO of Futureforth™, author, leadership keynote speaker, and host of the Nice Podcast, Dave has dedicated his life to helping professionals connect and communicate in new and meaningful ways.

Dave's work is based on his innovative framework known as the Nice Method™. This cutting-edge technique has proven to be a game-changer for leaders in organizations ranging from small startups to major corporations. Dave has served clients like Google, FedEx, LinkedIn, and UPS. The Nice Method is based on the principles of compassion, empathy, and inclusivity, and it teaches audiences and teams how to effectively communicate with one another, employees, customers, and partners in a way that resonates on a deep level.

But Dave's impact goes beyond his keynote presentations and workshops about communication. He is also the author of several books exploring communication from different angles. His book "New Business Networking" is a comprehensive guide to building and nurturing online and offline professional relationships. "The Nice Method" takes a closer look at the core principles of his communication approach and provides practical tips and techniques for anyone looking to improve their communication skills. "Improve with Improv" is a unique take on communication and humor, offering insights and exercises from the world of improvisational theater to help you become a more effective communicator in both your personal and professional life.





# EDUCATION SESSIONS

## DAY 1 • MONDAY, MAY 13

### General Session featuring Reigniting the Spirit of Senior Living and Care Resident Panel

2:00 PM – 3:15 PM

Listen and share with a panel of active, engaged, involved, and concerned Elders living in member senior living and care communities. Learn why they decided to move into a community, hear about their experiences living in a community setting, and learn about their desires, frustrations, and suggestions during an open Q&A with audience members. Together, we will reignite the spirit of senior living and care.

### General Session featuring Olympic Spirit Ignite Talks

3:45–5:00 PM

Back by popular demand, everyone's favorite edutainment session is center stage. Join the LeadingAge Colorado community of thinkers, dreamers, and leaders for a showcase of talks that will center around cultivating the Olympic Spirit. It's the learning format that's fast, fun, and focused. Each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes total. Creative constraints motivate speakers to dig for connections where they otherwise might not have seen them and generate novel ideas. Their challenge: Enlighten us, but make it quick.

## DAY 2 • TUESDAY, MAY 14

### 101: Wagons and Gratitude: Maintaining Staffing Relationships in the New Era

10:00–10:50 AM

Employees expect more from employers than ever before. Are you keeping up with your competitors? Learn how creating a dynamic culture sets you apart in recruiting, staff engagement and retention of staff. Session attendees will learn about real-life examples of recruitment strategies, staff engagement ideas, and techniques to ensure staff retention in a competitive hiring market. Walk away ready to build a supportive team atmosphere with tools to creatively help staff feel engaged and excited about serving as a team member. Attendees will also learn how to employ quality staff who are invested in the long-term success of their organizations and therefore will continue to work for you for years to come.

*Libby Pierce-Smith, RN, IP, Clinical Specialist, MDS, Advanced Health Institute*

## DAY 2 · TUESDAY, MAY 14

### 102: Fall Prevention: New Ideas for an Old Problem

10:00–10:50 AM

It's time for us to look at things differently. Join us for this session to open your mind about creative ways to mitigate the increased fall rates for seniors. Attendees will learn about fall prevention, root cause analysis, interdisciplinary team involvement, breaking old habits and creating new interventions, both clinical and non-clinical, that address the cause of falls and ways to potentially prevent falls through creative thinking. The session will also address diagnoses driven interventions understanding the situation through the residents' eyes.

*David Dwall, Administrator, Good Samaritan Society Fort Collins Village*

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### 103: Enhancing Design for Health of Aging Population

10:00–10:50 AM

Often, senior living and care communities are designed according to brand standards, in reaction to the community, or to address a target client. This session will define the need for a unique design for the elderly and cognitive impaired than for a typical housing or healthcare project. The focus of the session will be on recent research findings showing design strategies that target the elderly to promote brain health, neuroplasticity, and happiness. A few studies will be shared as examples of how the design of the built and natural environment has promoted health. A small decision that can be avoided in the community and landscape design can make a significant impact on the resident. Similarly, some of the same strategies will be shown to promote staff/caretaker safety and reduce burnout. Walk away with questions you can ask your designers to implement to create a community that will enhance the health of your residents, staff, and community.

*Savannah Gregory, Project Manager, HKS Architects*

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### 201: Modern Cyber Risks for 2024 - How to Stay Out of the Headlines

11:00–11:50 AM

The pace of cyber fraud and the number of breaches hitting the headlines has not diminished. This session will explore the current state of cyber threats, detailing how attackers progress from your social media and online exposure, through phishing and account compromises to data breaches, data theft and ransomware. We will discuss attacker motivations, common low hanging fruit, and strategies to prevent intrusions where we can. We will also learn how to mitigate the impact of intrusions or breaches when they occur.

*Randy Romes, Principal, CliftonLarsonAllen*

# EDUCATION SESSIONS

DAY 2 · TUESDAY, MAY 14

## 202: Reinvigorating Your Memory Care Program: A Working Session

11:00–11:50AM

In memory care, we support residents who are furthest in their journey and who are least able to advocate for themselves. Is your memory care program vibrant, strategic, purposeful; and does it live in your community? This will be a working session in which participants will be able to build out their initial memory care reinvigoration plan for their organization during the session. Topics include: identifying your current program and needs; brainstorming an overall vision for your memory care reinvigoration; reviewing popular memory care program and philosophies; developing an initial SMART rollout plan; considering training needs by team member role; creating a list of policies and procedures that will need to be written or updated; identifying additional tools needed; planning a marketing campaign to coincide with the rollout; and developing benchmarks so that the program grows.

*Brenda Gurung, Founder and Educator, Be Growth Dementia Education*

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## 203: Elevate Your Outcomes: Trends and Winning Strategies in Senior Living & Care

11:00–11:50AM

The senior living and care landscape is in a constant state of transformation. To become a high-performing organization, you must be one step ahead. Join us to uncover how top trends, including regulatory shifts, rising acuity, PACE program expansion, active adult community growth, post-acute strategies, and more, are reshaping the industry. Drawing from experience as both nationwide operators and consultants, our session will navigate you through these dynamic changes, equipping you with actionable strategies to flourish in this evolving environment.

*Paul Branin, Vice President of Business Development, Health Dimensions Group*

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## 301: The Key Components of a Premier Workplace Culture

2:10–3:00 PM

Learn about Parasol Alliance's journey with culture and employee engagement that has led them to be awarded 21 premier workplace awards over the last six years. You will leave this session with ideas and action items you can bring to your community today. A premier workplace culture is characterized by several key components that work together to create a positive and productive environment for employees. These components include a strong sense of purpose, open communication, mutual trust and respect, opportunities for growth and development, and a supportive work-life balance. In this session, you will identify where to start in assessing your current employee engagement programs and planning for the future, discover key employee engagement programs to implement from pre-hire through the employee lifecycle with budget considerations, and find out how to leverage technology to empower employee engagement and drive culture.

*Amber Bardon, Founder and CEO, Parasol Alliance*

## DAY 2 · TUESDAY, MAY 14

### 302: Unleashing the Future of Senior Living: Exploring the CCRC Without Walls Business Model

2:10–3:00 PM

In this dynamic presentation, we will delve deep into the innovative and transformative concept of the Continuing Care Retirement Community (CCRC) Without Walls business model. Learn the core principles, strategies, and potential benefits of this pioneering approach. The session will kick off with a comprehensive understanding of the CCRC Without Walls model, explaining how it has redefined the traditional senior living experience. We will explore its key components, such as personalized care plans, flexible living arrangements, and a robust network of services, all designed to empower seniors to age in place while maintaining their independence and dignity. Through storytelling and data-driven insights, participants will gain a holistic view of the model's impact on seniors' quality of life, financial well-being, and emotional satisfaction. Learn about proven techniques for reaching and engaging both seniors and their families, leveraging digital marketing, social media, and community partnerships. You will leave with actionable takeaways to apply in your own marketing efforts. Furthermore, we will highlight the evolving landscape of senior living, emphasizing the competitive advantages of embracing innovation. By the end of the session, participants will possess a clear understanding of the CCRC Without Walls model, its marketing nuances, and the potential for their organizations to adapt and thrive in a rapidly changing industry. Join us as we embark on a journey towards revolutionizing senior care and housing.

*Steve Hopkins, CEO, Jordan River Living; Amanda Lynch, Director of Operations, Jordan River Living*

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### 303: Work Smarter – Convert Higher

2:10–3:00 PM

Now more than ever, organizations are faced with increased operating costs while managing occupancy challenges. In this session, you will learn how one organization utilized data to make significant changes to their overall marketing strategy to drive FEWER leads. While this sounds counterintuitive, the results led to a reduction in staffing levels in marketing and increased conversion ratios for move-ins.

*Marti Milligan, Vice President of Sales & Marketing, The Ridge Senior Living and Diane Macheers, Vice President of Corporate Communications, The Ridge Senior Living; Candice Yagmin, Rally*



# EDUCATION SESSIONS

DAY 12: TUESDAY, MAY 14

## 401: Empowering Through Coaching and Mentoring in the Era of Reskilling and Artificial Intelligence

3:10–4:00 PM

Join us as we delve into the intersection of personal development, reskilling initiatives, and the rapidly advancing landscape of artificial intelligence. We will explore the crucial roles of coaching and mentoring in navigating the challenges posed by automation and evolving job requirements. Learn about the current state of reskilling rather than upskilling, the dynamic landscape of AI and approaches to integrate these elements into coaching and mentoring programs. We will glimpse into the future of emerging trends and the evolving role of coaches and mentors fostering continuous learning and professional growth. Don't miss this engaging exploration of the opportunities and strategies to empower individuals and organization in this era of unprecedented change.

*Cecile Morris, Consultant, CMM Consulting*

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## 402: Community-Centered Care: The Power of Integrated Care

3:10–4:00 PM

We will delve into the significance and benefits of incorporating integrated care models into services. We will explore how seamless collaboration between our Care Management and Adult team led to holistic and personalized care for our participants and their care partners. Through real-life examples we will demonstrate how this approach fosters stronger connections within communities, empowers individuals to actively participate in their care, and improves the overall quality of services. Attendees will gain insights into the transformative potential of community-centered care, revolutionizing the way we support individuals in need of assistance.

*Tia Saucedo, Senior Director of Services, Seniors' Resource Center*

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## 403: Refresh, Renovate, or Reposition - Capital Long-range Planning Strategies

3:10–4:00 PM

In this session, we will discuss best practices for budgeting capital expenditures in the short, mid and long-term. We will review a case study of a multi-site provider organization, and their facility assessment and capital budgeting processes for their communities. Learn about the criteria that guided the decision, as well as the process for capital budgets which were either categorized as a Refresh project, a Renovation, or a Repositioning of the community. Planning strategies considered market competitiveness, the impacts to image and first impressions, and residents' satisfaction along with quantifying routine maintenance costs. In addition to the capital needs to maintain the campus and project(s) identified, other capital costs studied included equipment for aging services provided and information technology for the organization. Join us for this session to learn more.

*Frank Muraca, President and Senior Planner, ARCH Consultants Ltd.*

## DAY 2 · TUESDAY, MAY 14

### 501: Building and Sustaining a Resilient Workforce Post COVID

4:10–5:00 PM

Faced with extraordinary circumstances, such as the COVID-19 pandemic, individuals are at risk of experiencing burnout, strained mental health, and trauma-related effects. To address these challenges this engaging session is aimed at helping participants recognize burnout signs and develop strategies to reduce ongoing stress cycles. Attendees will learn practical skills to address the brain's natural responses to stress and promote stress reduction and resilience among themselves and their team members.

*Marisol Solarte-Erlacher, trauma expert, keynote speaker and corporate consultant*

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### 502: DID YOU HEAR THAT?!?! Acoustical Design Considerations for Older Adult Environments

4:10–5:00 PM

Did you hear that?!?! One in three older adults over the age of sixty-five has hearing loss, and half of those older than seventy-five have difficulty hearing. This session will include a high-level overview of the science of sound, including an understanding of how humans hear sound and what starts to degrade the ability to hear well. Additionally, the presenters will show different physical environments and talk about the pros and cons of their acoustical attributes, including different strategies and materials to help mitigate sound in different environments. The session will assist in providing solutions for your community environment that will help your residents hear more clearly!

*Angela Gunn, Associate Principal, OZ Architecture; Julia Bailey, Senior Associate, OZ Architecture; Ben Seep, Acoustical Consultant, Wave Engineering*

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### 503: 2024 Regulatory & Legislative Policy Updates

4:10–5:00 PM

Attend this session to learn about important regulatory and legislative changes affecting the senior living and care industry. Hot topics evolving during Q1 of 2024 will be covered with a "lessons learned" from frequently cited deficiencies and best practices for employees who communicate with survey teams.

*Peggy Kozal, Health Care Attorney, Dickinson Wright*



2024 Organizational Sponsors



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# POLICIES

## Cancellation Policy

Full registration refunds less a \$25 processing fee for education programs and events will be granted if the member requests the refund one week prior to the program date. Substitutions are always accepted. If unavoidable circumstances require cancellation, the cost of the program may be credited toward an education program of equal or lesser value within the current year.

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## Photo Release

Attendance at the event constitutes consent of all attendees to the future broadcast, publication, or other use of photographs or videos at the sole discretion of LeadingAge Colorado.





# A SPECIAL THANKS GOES TO

## CONFERENCE PLANNING COMMITTEE

Ericka Devos, Legend Senior Living

Amy Dore, Metropolitan State University of Denver

Stacy Ludwig, Frasier

Diane Macheers, The Ridge Senior Living

Sam Mason, Senior Housing Options

Jami Mohlenkamp, OZ Architecture

Andrew Pescovitz, CCL Hospitality Group

Tim Rogers, Optum

Sarah Schoeder, Eaton Senior Communities

Holly Turner, Good Samaritan Society, Loveland Village

Linda Whyte, InnovAge



# REGISTRATION

FULL REGISTRATION	BEFORE APRIL 13	AFTER APRIL 13
PROVIDER MEMBER	\$499	\$549
NON-MEMBER PROVIDER	\$629	\$679
MEMBER GROUP RATE (4+ SAME ORG)	\$425/pp	\$475 pp
NON-EXHIBITING BUSINESS FIRM - MEMBER	\$499	\$549
NON-EXHIBITING BUSINESS FIRM - NON-MEMBER	\$1400	\$1700
FULL-TIME STUDENT (ID REQUIRED)	\$225	\$225

DAILY REGISTRATION	MONDAY OR WEDNESDAY	TUESDAY
PROVIDER MEMBER	\$329 early / \$349 regular	\$349 early / \$379 regular
NON-MEMBER PROVIDER	\$429 early / \$449 regular	\$449 early / \$479 regular
EXHIBITING MEMBER VENDOR	\$169 early / \$189 regular	Included with exhibit
NON-EXHIBITING MEMBER	\$329 early / \$349 regular	\$349 early / \$379 regular
EXHIBITING NON-MEMBER VENDOR	\$499 early / \$525 regular	Included with exhibit
STUDENT	\$25 Mon/\$50 Wed	\$150

**REGISTER NOW** at  
[www.leadingagecolorado.org](http://www.leadingagecolorado.org)

# LOCATION & LODGING



## HOTEL & ACCOMODATIONS

### Grand Hyatt Vail

1300 Westhaven Dr  
Vail, CO 81657

Discounted rooms are available at the Grand Hyatt Vail starting at \$169/night. Attendees can call the hotel directly at 800-831-3306 or **Click here** to make your reservation online at <https://www.hyatt.com/en-US/group-booking/EGEGH/G-OTWO%20> and use group code G-OTWO. Attendees must identify themselves with the LeadingAge Colorado name to receive the group room rate.

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