2018 ANNUAL CONFERENCE AND EXHIBITION

May 21-23, 2018 | Park Hyatt Beaver Creek Resort and Spa | Beaver Creek, CO
Welcome to the 2018 LeadingAge Colorado Annual Conference and 50th Anniversary Celebration!

Looking Back, Leading Forward

These are challenging and exciting times. As LeadingAge Colorado turns 50 this year, we celebrate our humble beginnings, five decades of growth and diversification, and we look with optimism to what lies ahead for our association and our members.

There are great things in store for this year’s conference. And don’t miss the exhibition, the place to meet and visit with companies who supply the goods and services you use every day.

See you in May!

Schedule of Events

**MONDAY, MAY 21**

1:00 – 2:30 p.m. Power Sessions
2:45 – 3:45 p.m. Opening General Session featuring Reggie Rivers
3:45 – 5:00 p.m. General Session featuring Lowell Aplebaum
5:00 – 6:00 p.m. Welcome Reception

**TUESDAY, MAY 22**

8:30 – 10:00 a.m. Education Sessions 101-104
10:15 – 11:00 a.m. Education Sessions 201-204
11:00 a.m. – 2:00 p.m. Lunch in Exhibit Hall featuring Idea Labs
2:15 – 3:00 p.m. Education Sessions 301-304
3:15 – 5:00 pm. Education Sessions 401-404
5:00 – 6:00 pm. 50th Anniversary Networking Reception

**WEDNESDAY, MAY 23**

8:30 – 10:00 a.m. General Session featuring Laughaceuticals
10:15 – 11:45 a.m. General Session featuring Workforce Ignite

What is LeadingAge Colorado?

LeadingAge Colorado is the largest association of senior living and care providers in Colorado. We advance policies and promote practices and learning that empowers our members to help seniors live fully as they age.

LeadingAge Colorado’s strength lies in the diversity of its members and includes:

- Adult Day Programs
- Assisted Living Communities
- Home and Community-based Services (HCBS)
- Independent Living Senior Housing
- Life Plan Communities
- Nursing Homes
- Programs of All Inclusive Care for the Elderly (PACE)
Monday, May 21

This year’s conference begins with two Power Sessions. Power Session workshops are included in the full registration fee.

**POWER SESSIONS • 1:00–2:30 p.m.**

**LeadingAge National Town Hall Conversation**

Joe Franco, LeadingAge
Michelle McParland, Frasier

LeadingAge has established a new national public-policy setting process, the most important part of which is a Town Hall Conversation in each state. The Colorado Town Hall Conversation is your opportunity to provide input to LeadingAge about ways national public policy is affecting you, the older adults you serve, and how policy could be changed for the better. Results of the conversation will be shared with LeadingAge’s Public Policy Committee, Board of Directors and staff, and will be used to set public priorities to better represent your interests and the interests of older adults in Washington, DC.

**Workforce Power Session**
**We all age! So, why don’t they get it?**

Amy Dore, DHA, MHS, Metropolitan State University
Kevin Zeiler, JD, MBA, Metropolitan State University

This 2018 presentation is a continuation of research outcomes as a follow-up to the LeadingAge CO 2017 conference session. The Phase I research surveyed the general MSU Denver’s student population to assess perceptions of the aging services industry. Survey outcomes confirmed a noticeable gap in understanding of the industry as a whole. Students also had trouble articulating and defining the field of aging services. Taking into consideration feedback from the 2017 LeadingAge CO session attendees, Phase II research was completed measuring student perceptions from a purposeful and holistic viewpoint in which the students told us their impressions of the industry, what it would take to recruit them into the industry, and their knowledge of industry FAQs. This presentation is an opportunity to collaboratively develop community partnerships to create initiatives key to ensuring we can attract our current and future population of students to become leaders in the aging services field. We are excited to provide updates and collectively plan next steps towards enriched workforce development opportunities.

**Leadership skills for the modern professional: tips and tactics for work and home (and happy hour tonight!)**

Russell Jenson, BustOut Colorado
Jami Mohlenkamp, OZ Architecture

We all want to be leaders in our respective industries, but what does it actually mean to be an effective leader? This 2018 LeadingAge Colorado session is designed for all conference participants and career experience levels, whether you’re an experienced chief of operations, a long-time head nurse, a new director of development or an up-and-coming leader in your company. Russell Jenson (Founder, BustOut Colorado) and Jami Mohlenkamp (Principal, OZ Architecture) will lead this 75-minute interactive group session with practical communication tips and techniques that can be put to use immediately and effectively, such as the “conversation stack” (a mnemonic device for leading and engaging in meaningful conversations), and “strength center comments” (a method of initiating authentic and praise-oriented interactions among coworkers and friends). Participants will learn, practice and review tactics for improving communication skills with fun and simple ideas they can take with them to happy hour and back to the workplace once the conference is over. Being a leader in the industry means constantly honing one’s ability to interact effectively and harmoniously with others, and this session will show how communication and leadership skills can pave the path toward more meaningful relationships, both in senior care and beyond.
OPENING GENERAL SESSION • 2:45 – 3:45 p.m.

The Business of Football: Leadership Lessons from the NFL
Reggie Rivers, President, Corporate Kickoff

Former Denver Bronco Reggie Rivers delivers a presentation about the leadership structure that NFL coaches and players use to encourage others to voluntarily opt-in to the goals and objectives of the team. These concepts will help anyone in a leadership role improve their influence and effectiveness.

AFTERNOON GENERAL SESSION • 3:45 – 5:00 p.m.

Networking Evolution: Building Stronger Connections
Lowell Aplebaum, CAE, Next Connextion

Senior living and care providers may provide the highest quality services, but what makes us different is our community of colleagues. What we call networking is the cement that holds us together. Senior living and care providers can do better networking, deepening connections, and creating micro-brain trusts for volunteers, clients, and industry stakeholders. This session will give you those first steps toward setting in place a dynamic of belonging and connection that provides you with new perspectives on how to create a networking evolution.

WELCOME RECEPTION • 5:00 – 6:00 p.m.

Welcome Reception: Beer and Food Pairing

There is no other industry where sharing among peers in more imperative! Don’t miss this opportunity to enjoy an evening with old friends and maybe even some new ones. Be sure to connect with Lowell Aplebaum, a certified cicerone.
Education Sessions

TUESDAY — EDUCATION SESSIONS 101-104 • 8:30 – 10:00 a.m.

101 The High Cost of Low Morale
Rafael Haciski, The Graham Company
Is your staff happy at work? If not, what are you doing to change it? In this session you will learn about the difference between satisfaction and engagement in influencing morale; why current employee satisfaction programs may not be worthwhile; and develop a list of programs that are cost-conservative that will improve morale and engagement.

102 Using the Amazon Alexa to Improve Quality of Life
Caroline Stroud, Senior Portal; Patrick Smith, Senior Portal; Criston Leopard, Senior Portal
This session will provide senior living and care providers the information they need to determine whether voice recognition technology is right for their residents. Attendees will hear how residents of one life plan community used an innovative resident engagement platform to develop a vibrant culture of independent living; examine how innovative voice technology can improve social, physical, and cognitive wellbeing among residents; and discuss the demands of a growing population of tech-savvy seniors and their impact on the future of senior living communities.

103 Managing Wellness Over Illness
Tracey Harvey, EnerG Wellness Services by Aegis Therapies
Join us for this interactive session that includes part lecture and workout. This session will showcase how activities that focus on the seven dimensions of wellness infuse meaningful connections with residents, along with your community at large. Walk away with an Implementation Tool kit that will include program design, marketing and sales strategies to boost engagement towards marketing YOUR magic moments.

104 The Granola Bar, Running Shoe and Bucket List
Wayne Langley, Varsity; Barry Robertson, Boomer Next
The senior living and care marketplace is well-served by data, statistics and surveys. By the time a typical prospect embarks on the customer journey in her mid-seventies, community marketers already know a great deal about her. But demography and the metrics of aging are only part of the story. In this session, attendees will examine the mass consumer culture of your target audience; explore attitudes and behaviors of emerging boomer subgroups; and consider lifestyle impact on boomer decision-making.

TUESDAY — EDUCATION SESSIONS 201-204 • 10:15 – 11:00 a.m.

201 Communication is your Leadership Super Skill
John Gies, Inspired Outcomes
Communication is central to our ability to lead. In this interactive session, attendees will examine the measurable impact that communication has on our success; learn the neurochemistry of communications and how to inspire our teams; and learn and practice the four pillars of positive communication.

202 Strategy Change Cycle: Mandates, Mission, and Public Value
Robert “Bob” Lane, MA, CNHA, FACHCA, BKD CPAs & Advisers
In this session, participants will learn about the Strategy Change Cycle, which has been shown to be an effective strategic planning approach, especially in public and non-profit organizations. The Strategy Change Cycle becomes a strategic management process – and not just a strategic planning process – to the extent that it is used to link planning and implementation and manage an organization in a strategic way on an ongoing basis.

203 FLOURISH!: The Method Used by Aging Services Organizations for the Ultimate Marketing Results
Wendy Phillips, Big Buzz Brands / Bloom Marketing
This session is the perfect remedy for low or unpredictable marketing returns on investments, new client/resident inquiries plateauing or falling off and occupancies not high enough to stabilize, expand or grow. Following the program, participants will be able to: 1. Learn top trends in online advertising and marketing. 2. Develop an advertising and marketing plan. 3. Use market research to ensure differentiation and uniqueness. Take the guesswork out of marketing for more focused outreach, higher ROI marketing, higher occupancy levels and more growth opportunities.

204 Crisis Management & Communications for Senior Care Executives
Bruce Hennes, Hennes Communications
Reputation is an organization’s largest uninsured asset. And since it takes a lifetime to build a reputation and only a few seconds to destroy one, in a split second senior living and care executives can find themselves in a position where they need to know how to manage a crisis situation. This fast-paced talk by a veteran crisis communications and media specialist will focus on a highly-strategic approach to communicating to stakeholders – often through the filter of the media – during a wide variety of situations. Senior living and care executives will receive practical instruction about how to prepare for a crisis, respond instantly to a crisis and mitigate damage after a crisis.

Exhibit Hall Hours

Tuesday, May 22
11:00 a.m. – 2:00 p.m. Exhibit Hall Open
1:45 – 2:00 p.m. Exhibitor Prize Drawings
Winners will be displayed at Exhibitor Booths
301 Workforce 360: Tackling Staffing Challenges with Modern Engagement Practices

Peter Corless, OnShift

Attend this interactive discussion for a 360 degree workforce discussion. Get insights on how senior living and care executives, community leaders and front-line staff members address the key workforce issues that face the industry. Learn modern communication and onboarding strategies that quickly assimilate new staff members, reducing turnover during the first 90 days of employment; key tactics to more regularly measure satisfaction levels and metrics that help management identify the key issues causing turnover; and how to boost your organization’s culture and implement proven engagement strategies so that team members are happy and they stay.

302 Technology Master Planning for the Future

Michael J. Sanzotti, RCDD, LEED AP, Reese Engineering, Inc.; David Baker, The Asbury Group Integrated Technologies

This session will focus on existing and emerging technologies that are being incorporated into the master planning of new and repositioned retirement communities to enhance the health and well-being of today and tomorrow’s residents. Attendees will learn how existing and emerging technologies are being incorporated into the master planning of new and repositioned life plan communities; how cable infrastructure supporting IP networks impacts master planning and design of senior living communities; how integrated information technology systems can enhance the sense of community, safety and wellbeing of residents.

303 It’s more than the food! The entire hospitality experience is critical to resident engagement and occupancy

Laura Knight, Morrison Community Living; Andrey Teleguz, SCOPOS hospitality group; Phillip Dopsen, Morrison Community Living

In this session, we will transform a space into a café in front of the attendees-signage, graphics, merchandizing and snack offerings. This session will be interactive and will envelope the attendees into a day in the life of their residents. It’s about more than the food! Attendees will learn to dive into venue transformation with experts in design and build; merchandise effectively to draw in your residents, associates and family members; and build your brand by making your dining venues the place to be inside and outside the walls.

304 Using Website Analytics for more Accurate Sales Prediction

April LaMon, Lead InSite; Erin Hayes, Enquire Solutions

Identify prospects most sincerely interested in your community and closest to a buying decision by integrating relevant website behaviors into their CRM lead profile. Sophisticated CRM integrations and analytics give sales/marketing teams a powerful view deep into the lead base; elevating those prospects most likely to fill their occupancy gaps; whether they be care-based or focused on specific unit sizes. This session will employ a combination of education, community case study and analytical frameworks in a slide show presentation.

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401 Work Ethic: The Critical Skills for the 21st Century Workforce

Josh Davies, The Center for Work Ethic Development

Nearly 9 out of 10 hiring managers nationwide say work ethic is their most important factor in hiring. The challenge is that fewer than 1 in 5 applicants have these basic skills. However, new strategies in developing work ethic are making a huge difference with diverse populations across the country. In this session, attendees will learn to understand the research around work ethic; see the impact of the work ethic gap in America; and apply at least three tactics to improve work ethic.

402 Leveraging Connections: Boomers in the City

Terry A. Willis, AIA, LEED AP, KTGY Architecture + Planning; Elisabeth Borden, The Highland Group, Inc.; Robert D. May, Avenida Partners LLC; Susan Maxwell, CAPS, Zocalo Community Development; Joshua Brewinski, LEED AP, Stantec

How do we design walkable active adult communities with better access and connections – connection to the outdoors, to the neighborhood, and to the community at large? What insights are we gaining from recent trends in active adult development and changing lifestyle preferences to help this category evolve and thrive? Through this session, we will: gain an understanding about the traditional barriers that have existed between the age-qualified living community and the community at large and how a mixed use strategy will help dissolve these boundaries; discuss ways to integrate the age-qualified community and its residents with the greater community through the development of retail, cultural districts, and inter-generational socialization opportunities, and benefits of forming informal partnerships with local retailers; share latest designs in age-qualified living environments that incorporate mixed use, retail and cultural districts as part of the overall planning of the site.

403 A Dose of Engagement Goes A Long Way

Charles de Vilmorin, Linked Senior; Diane Byrne, Juniper Communities

According to a 2015 CDC Report, senior care residents get 1 1 minutes of engagement per day on average. Often the quality of this engagement is subpar and non-individualized activities usually consist of the 3Bs: Bingo, Bible, Birthdays. These interventions do not match the current needs and interests of each resident which leads to lower quality of care such as the use of unnecessary drugs. In this session, attendees will learn to understand the concept of therapeutic engagement that is person-centered; review evidence that supports the use of these non-drug engagement interventions; examine how therapeutic engagement can be introduced and made sustainable within communities to optimize care, operations and survey readiness.

404 Selling (no, not Marketing) Senior Living Services

Michael Marlow, Life Care Services

This session covers the critical role of selling in the senior living industry and specifically differentiates marketing from selling. Utilizing atypical selling behaviors (versus slick sales processes), the participant will learn to develop relationships of trust with both internal and external customers. In addition, effective communication skills will be discussed which again lead to a trust-based relationship. Using actual case studies, real world senior living-based stories and illustrative exercises, this presentation is designed to introduce the participant to this completely different and effective way to approach selling in our wonderful industry!
Laughaceuticals: Laughter as Wellness
Kaiser Permanente

Laughaceuticals is an interactive session where participants engage in improvisational theatre techniques and exercises to have fun, laugh, and play. Throughout the session, ideas and statistics supported by evidenced-based research are provided and discussed to raise awareness about the importance of laughter for our well-being. Laughaceuticals is an effective tool for professional development and stress management, thanks to its ability to foster cohesion and connection among participants.

Workforce Ignite
Moderator: Amy Dore, Metropolitan State University

Back by popular demand, everyone’s favorite edutainment session is center stage. Join us for Workforce Ignite – a showcase of talks that focus on successful workforce practices. 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. Their challenge: Enlighten us, but make it quick.

2018 Annual Sponsors
• Good Samaritan Society
• Bethesda Senior Living Communities
• Eaton Senior Living Communities
• Morrison Community Living
• Optum Care
• Ziegler

Annual Conference Sponsors
• CliftonLarsonAllen LLP
• Hall, Render, Killian, Heath & Lyman, P.C.
• New Horizon Foods
Reservations for the Park Hyatt Beaver Creek Resort and Spa

Call – 888-421-1442
Online – https://aws.passkey.com/go/LeadingAge2018
Group Code – LeadingAge Colorado Annual Conference

The hotel reservation cut-off is April 30, 2018. To receive the LeadingAge Colorado group rate, please inform the reservationist that you will be attending the LeadingAge Colorado Conference. Reservations made beyond the cut-off date are subject to availability and may not be open at the special group rate.

Park Hyatt Beaver Creek is offering a room rate of $154 + tax per night for single or double occupancy rooms, plus tax. The daily resort fee of $25.00 will be waived daily per guest room. The daily amenities provided includes, in-room coffee maker, access to the fitness center, wired and wireless internet in guest rooms and public areas, toll-free and local telephone calls, incoming and outgoing faxes, two bottled waters daily, and S’mores Happy Hour. Valet parking is discounted to $10.

Special Needs

If you have a special dietary request or require additional assistance to participate in our conference, please phone or email your requirements to our office at 303-837-8834 or sarah@leadingagecolorado.org.

Directions to Beaver Creek

Beaver Creek is located in the central Rocky Mountains of Colorado, just 120 miles west of Denver and just 20 miles east of Eagle off of Interstate 70.

From Denver and points East:
• Take Interstate 70 (I-70) west
• Proceed for approximately 120 miles (estimated time: 2 hours 15 minutes) to the Avon exit #167
• Enter the roundabout and continue left. You will be heading south, and should go back under I-70
• Continue straight on this road through 4 more roundabouts, after which you will see the entrance to Beaver Creek
• Proceed to the Welcome Gate

*Photography: Photographs will be taken at LeadingAge Colorado’s 2018 Annual Conference. By registering for this event, you agree to allow LeadingAge Colorado to use your photo in any LeadingAge Colorado-related publication, promotion, or website.
**2018 Annual Conference and Exhibition**

*May 21-23, 2018 | Park Hyatt Beaver Creek Resort and Spa | Beaver Creek, Colorado*

Early and Standard rates are shown below. Registration submitted by April 20, 2018 will receive the Early Registration Rate. Registrations submitted by May 18, 2018 will receive the Standard Registration Rate. After May 18 an additional $25 late registration fee will be assessed.

<table>
<thead>
<tr>
<th><strong>Provider Member Individual Full Conference Rate</strong></th>
<th>Early Rate</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per person for Monday, Tuesday, and Wednesday</td>
<td>$474 pp</td>
<td>$524 pp</td>
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</tbody>
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**Group Pricing Structure.** **Savings are based on the Provider Member Individual Full Conference Rate**

Save $75 per person when you send 5 or more. $399 pp $449 pp

**Only attending one day? Provider Member Individual Daily Rates are available.**

- Monday, May 21: $315 pp $330 pp
- Tuesday, May 22: $329 pp $359 pp
- Wednesday, May 23: $315 pp $330 pp

**Non-Member Rates (Non-vendor)**

| Individual Full Conference Rate (Per person for Monday, Tuesday and Wednesday) | $549 pp | $599 pp |

**Individual Daily Rate Non-Member (Non-Vendor)**

- Monday, May 21: $415 pp $430 pp
- Tuesday, May 22: $429 pp $459 pp
- Wednesday, May 23: $415 pp $430 pp

**Exhibiting Business Member (Vendor)**

- Monday, May 21: $159 pp $179 pp
- Wednesday, May 23: $159 pp $179 pp

**Non-Exhibiting Business Member (Vendor)**

| Individual Full Conference Rate (Per person for Monday, Tuesday, and Wednesday) | $474 pp | $524 pp |

**Individual Daily Rate Business Member (Vendor)**

- Monday, May 21: $315 pp $330 pp
- Tuesday, May 22: $329 pp $359 pp
- Wednesday, May 23: $315 pp $330 pp

**Exhibiting Non-Member (Vendor)**

- Monday, May 21: $449 pp $469 pp
- Wednesday, May 23: $449 pp $469 pp

**Non-Exhibiting Non-Member (Vendor)**

| Individual Full Conference Rate (Per person for Monday, Tuesday, and Wednesday) | $1295 pp | $1345 pp |

**Individual Daily Rate Non-Member (Vendor)**

- Monday, May 21: $725 pp $750 pp
- Tuesday, May 22: $759 pp $799 pp
- Wednesday, May 23: $725 pp $750 pp

**Additional Rates**

- Resident/Retired Administrator/Spouse: $339 pp $379 pp
- Full Time Student: $339 pp $379 pp

**Substitutions:** There is no charge for substitutions if changes are received by May 18th. All substitutions must be made in writing via email to sarah@leadingagecolorado.org.

Any substitutions made after May 18th must be made on-site and will be charged an administrative fee of $25.00 per substitution.

**Splitting/Sharing Badge Policy:** Splitting or sharing a registration is not permitted.

**Cancellation/Refund Policy:** No refunds will be given for cancellations. However, substitutions are welcome. Notify LeadingAge Colorado by May 18 of any substitutions. All substitutions must be email to sarah@leadingagecolorado.org.

**LeadingAge Colorado Annual Conference Questions?**

Contact LeadingAge Colorado Meeting Service at 303-837-8836 or sarah@leadingagecolorado.org

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**Online Registration Available!**

Register online at [https://www.leadingagecolorado.org/2018-annual-conference](https://www.leadingagecolorado.org/2018-annual-conference)

Register multiple staff with the primary contact’s username and password.