



CONNECT19

2019 ANNUAL CONFERENCE AND EXHIBITION

May 13-15, 2019

HOTEL TALISA | VAIL, CO

PREMIER SPONSOR



LeadingAge[®]
Colorado



Why attend the 2019 LeadingAge Colorado Annual Conference and Exhibition?

CONNECT19

The 2019 LeadingAge Colorado Annual Conference and Exhibition can help you connect.

- **C**oncentrate on your career
- **O**btain information about best practices
- **N**etwork with peers
- **N**ote small improvements that you could easily make at your organization
- **E**xpose yourself to trends in the field
- **C**ollaborate to find innovative solutions
- **T**ake some time for yourself

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
- Independent Living Senior Housing
- Life Plan Communities
- Nursing Homes
- Programs of All Inclusive Care for the Elderly (PACE)

SCHEDULE OF EVENTS

May 13 Monday	May 14 Tuesday	May 15 Wednesday
1:00 – 2:30 p.m. Power Sessions	8:30 – 10:00 a.m. Education Sessions 101-104	8:30 – 10:00 a.m. General Session featuring Kelly Swanson
2:45 – 4:00 p.m. Opening General Session featuring Jonathan Fanning	10:15 – 11:00 a.m. Education Sessions 201-204	10:15 – 11:45 a.m. General Session featuring Josh Davies
4:15 – 5:15 p.m. General Session featuring That Moment When	11:00 a.m. – 2:00 p.m. Lunch in Exhibit Hall	
5:15 – 6:15 p.m. Welcome Reception	2:15 – 3:00 p.m. Education Sessions 301-304	
	3:15 – 5:00 p.m. Education Sessions 401-404	
	5:00 – 6:00 p.m. Networking Reception	

Monday, May 13

This year's conference begins with two Power Sessions.

POWER SESSIONS • 1:00 – 2:30 P.M.

SENIOR LIVING OPPORTUNITIES POWER SESSION

SPONSORED BY OPTUM

Tomorrow's Senior Living Opportunities: How to be Netflix in a Blockbuster World



MATT THORNHILL, SIR'S INSTITUTE FOR TOMORROW

This power session will deliver eye-opening insights on what's coming and what to do today to get ready. Matt will examine the key traits found in the best, most successful senior living operators from around the country, and equip leaders with insights on the mindsets and preferences of the modern boomer consumer.

EMERGING LEADERS POWER SESSION

New This Year! Emerging Leaders Shared Learning



JONATHAN FANNING

Attention LeadingAge Colorado Emerging Leaders–Present and Future:

You are invited to a unique shared learning session exclusively for emerging leaders. Join emerging leader peers for a fresh look at leadership, teamwork, handling pressure, and making work fun by engaging your mind and body in this memorable session.

Participants will work together in a high-energy session, learning, laughing, and competing in teams to solve puzzles and complete activities with limited resources. In an hour and a half of "play", you'll learn more about yourselves and others than from a year of conversation. Be prepared to have fun and create memories that will make a difference in your leadership.

When completing your registration be sure to mark your plans to attend. The event is exclusively for emerging leaders, present and future. Emerging leaders are *next generation* leaders who work in senior living and aging services, as well as organizations that support these services.

2019 Annual Sponsors

- Good Samaritan Society
- Bethesda Senior Living Communities
- Eaton Senior Communities
- Morrison Community Living
- Optum
- Palace Construction
- Ziegler

Annual Conference Sponsors

- CliftonLarsonAllen LLP
- Hall, Render, Killian, Heath & Lyman, P.C.
- Infinity Rehab
- New Horizon Foods
- OZ Architecture
- Remedi Senior Care

Monday, May 13

● OPENING GENERAL SESSION • 2:45 – 4:00 P.M.

Who are you BECOMING as a Leader?



JONATHAN FANNING

A year from today, will you be a better leader...or not? The answer affects every aspect of your life. This program introduces four pillars the greatest leaders all have in common. Jonathan shares a simple formula for enhancing these pillars in your own life and organization. You'll learn "The Simplest and Most Effective Leadership Development Plan," borrowing powerful and practical lessons from the greatest people developers in all walks of life. As one of Jonathan's top program's across the country, it applies to you, whether in business or just for yourself.

Jonathan Fanning is the author of *Who are you BECOMING?* and has been coaching leaders – from Fortune 500 executives to sole proprietors – for more than 15 years. If you are familiar with TED talks, Jonathan was voted the best speaker at a recent TED conference. A traumatic car accident and several other "Frying Pan" moments in the middle of Fanning's career as a management consultant to Fortune 500 companies triggered a quest for a deeper sense of purpose, meaning, and significance. "Who are you BECOMING?" and

"Who are you helping others to BECOME?" became central to Jonathan's life, businesses, and speaking. He has also built several successful businesses, including a national children's fitness franchise and Entrepreneur Adventure, which helps young people experience business startup and ownership. He has inspired and challenged audiences with his message in 49 states and on 3 continents. Jonathan lives in NY with his amazing wife, Dominika, and two angelic little girls, Ella and Maya.

● AFTERNOON GENERAL SESSION • 4:15 – 5:15 P.M.

That Moment When: Pecha Kucha, 20x20

That Moment When will offer revealing insights into the critical moments that altered the course of senior living and care professionals' careers or shaped who they are becoming as leaders. The format will be one of the newest trends in presentations—Pecha Kucha—a truncated "TED" format. Each speaker's slide shows consist of just 20 slides presented for 20 seconds each illustrating that presentations don't need to go on forever. We'll wrap up with a deep-dive crowd-sourced discussion.

● WELCOME RECEPTION • 5:15 – 6:15 P.M.

There is no other industry where sharing among peers is more imperative! Don't miss this opportunity to enjoy an evening with old and new friends.

Tuesday, May 14 – Education Sessions

SESSIONS 101-104 • 8:30 – 10:00 A.M.

101 INVITING DIFFICULT CONVERSATION

KAREN WOODARD, PREMIUM PERFORMANCE TRAINING

As managers and leaders it is important that we become comfortable with, and good at, inviting difficult conversation with co-workers, residents, resident families or members. The obvious benefit to doing so is getting accurate information, building more functional relationships, working through issues more proficiently and creating authentic connection by building trust. This session will provide a framework as well as verbiage for you to invite and effectively deal with difficult conversations with residents, families and “untruthful” staff/colleagues.

102 IGNITE YOUR BRAND: ATTRACT PROSPECTS THROUGH EMOTIONAL CONNECTION

CHRISTY WYLIE, CATALYST AND **JAMIE MATUREK**, CATALYST

Explore creative ways to build emotional connection with your target audience, resulting in action and brand allegiance. Discuss the essential role of research and strategic positioning as the foundational building blocks of all branding and look at how your findings and goals inform your brand. You will discover how compelling brands are born when research and strategy come together with cohesive visual and copy elements.

103 WINNING WORKPLACES OF TODAY: HOW TO FIND AND KEEP TOP TALENT

MATT THORNHILL, SIR'S INSTITUTE FOR TOMORROW

This session will provide key insights on the modern workforce, looking at generational dynamics. Matt will share traits where workers are more alike than different and unveil specific tactics for improvement to strengthen engagement and reduce turnover.

104 NEXT-GEN REPOSITIONING FOR MARKET SUCCESS

DAVID FIK, LANTZ-BOGGIO ARCHITECTS; **CAMILLE BURKE**, CAPPELLA LIVING SOLUTIONS; **JAMIE TIMOTEQ**, PLANTE MORAN

Attendees in this session will review the latest desires, preferences and expectations of newer generations of seniors along with the programming and design concepts that increase sales. Learn the most effective goals and strategies for updating dwelling units and the overall physical environment along with methods to optimize your existing facility for next-gen programming. Learn how technology can be integrated to keep communities relevant and viable in the future. Goals for senior environments and the senior lifestyle have changed. Attendees will learn the step-by-step process for today's effective repositioning in this fun and interactive format. Presenters will lead an exploration into key success factors for repositioning including programming and budgeting, through design, construction and operations.

SESSIONS 201-204 • 10:15 – 11:00 A.M.

201 THE POWER OF COLLECTIVE EMPATHY: THE LEADERSHIP SLEEPOVER

PAT MCBRIDE, CHRISTIAN LIVING COMMUNITIES

Hear how one organization immersed themselves in an empathy experience of a Leadership Sleepover. Learn how you may be able to duplicate this experience with your own leadership team in your own organization. Recognize how the impact of a Leadership Sleepover project can have on leadership development.

202 THE FUTURE'S SO BRIGHT: THE INTERSECTION OF TECHNOLOGY AND AGING

JACK YORK, IT'S NEVER 2 LATE

In this session you will observe multiple examples of technologies that are available (and are upcoming), as well as how they will change the paradigm of the resident experience in senior living communities. Acquire practical strategies for setting up person-based technology programs in your own organization. Learn how the latest research quantifies the benefits of technology-based programs in senior living and care – with a focus on programs for people living with dementia.

203 SUPERHEROES AND SURVIVAL STRATEGIES: BUILDING INDIVIDUAL RESILIENCE

BETH ROOME, SWITCHBACK INSTITUTE

Identify three strengths you currently have that foster personal resilience. Leveraging expertise of colleagues in the room, you will share triumphs and challenges you are facing relative to resilience, and create a learning environment around these concepts for greater interpersonal and organizational strength. You will also develop an action plan to address one challenge you are currently facing.

204 WHAT DOES YOUR BUILDING SAY ABOUT YOUR CULTURE?

JAMI MOHLENKAMP, OZ ARCHITECTURE; **SHELLY GRIFFITH**, EBEN EZER CARE CENTER; **JAYNE KELLER**, CAPPELLA LIVING SOLUTIONS

Discover how the built environments can affect the culture of those living and working within. Learn how the built environment for older adults can play a role in long-term residential health and well-being, staff satisfaction and visitor admiration and comfort. You will have the ability to ask questions about tactics architects and developers put into practice to create certain elements of culture, from comfort and community to energy and activity.

Exhibit Hall Hours

Tuesday, May 14

11:00 a.m. – 2:00 p.m.

1:45 – 2:00 p.m.

Exhibit Hall Open

Exhibitor Prize Drawings

Winners will be displayed at Exhibitor Booths

Tuesday, May 14 – Education Sessions

SESSIONS 301-304 • 2:15 – 3:00 P.M.

301 COLLABORATIVE LEADERSHIP, COMMUNITY ACTION

VIVIAN NAVA-SCHELLINGER, NATIONAL COUNCIL ON AGING; **RUDOLPH “RUDY” GONZALES**, SERVICIOS DE LA RAZA

Learn about creative ways to cultivate partnerships in the community and leverage common goals. Examine the impact of collaborative leadership when issues of cultural competency are taken into consideration to drive positive impact. Recognize that through partnership in communities, there is no ‘one size fits all’ to addressing issues related to aging.

302 LIVING YOUR BRAND PROMISE

DR. AMY DORE, METROPOLITAN STATE UNIVERSITY OF DENVER AND **ANGELA GREEN URBACZEWSKI**, CHRISTIAN LIVING COMMUNITIES

In the session you will learn elements of a brand promise that have proven effective in other communities to support growth and change. Learn how to apply current research on internal customer (team member) and external customer (resident) expectations in your organization. You will understand what systems and processes are needed to identify, support and evaluate how the brand promise ‘lives’ and how to make your brand promise change resilient.

303 THE MILLENNIAL IN THE BACKSEAT

APRIL MURRAY, LEADERSTAT

Learn how to recognize how millennials are redefining leadership in senior living and care and how adding members of this generation as leaders to your executive team will enhance the service and viability of your organization. Learn to identify millennial stereotypes and challenge these perceptions as an opportunity to modernize your organization’s bench strength. Learn how to build a win-win, effective multi-generational culture that will enable your organization to thrive during the inevitable revolution.

304 SHAKE IT UP WITH THE ARCHITECTS

JOHN BINDER, KEPHART COMMUNITY :: PLANNING :: ARCHITECTURE; **LEONARD SEGEL**, HORD COPLAN MACHT; **ANGELA GUNN**, OZ ARCHITECTURE; **STEVE GARDNER**, VTBS ARCHITECTS

Explore the latest innovations in senior living community design. See what is happening in other communities to gain new insights and a fresh perspective. You will also gain a better understanding on the importance of space planning.

SESSIONS 401-404 • 3:15 – 5:00 P.M.

401 LEADERSHIP DEVELOPMENT: FRONT-LINE TO EXECUTIVE

KATE WEST, EATON SENIOR COMMUNITIES; **STEPHANIE SCHULER**, GOLDEN WEST

Learn about various tools and exercises that enhance personal leadership practices. Attendees will be inspired by leadership practices across all levels of the workforce – frontline to executive. You will learn how to empower leaders by learning exercise and tools to implement within your organization.

402 USING THE AMAZON ALEXA TO IMPROVE QUALITY OF LIFE

PATRICK SMITH, VIIBRANT BY SENIOR PORTAL; **MISSY JOHNSON**, GALLOWAY RIDGE

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.

403 BOOSTING YOUR EMPLOYER BRAND

KELVIN HENDRIKSON, MORRISON COMMUNITY LIVING; **CAMILLE BURKE**, CHRISTIAN LIVING COMMUNITIES/CAPPELLA LIVING SOLUTIONS; **YANNICK HIMBER**, MORRISON COMMUNITY LIVING

This session will offer tactics and practical suggestions for making better hiring decisions. You will learn best practices that can be employed throughout a community that embeds service hospitality and uses recognition to promote on-going positive behaviors. Engaged associates drive talent retention, improved resident satisfaction and healthy aging.

404 THE POWER OF SOCIAL CONNECTION

JOHN BINDER, KEPHART COMMUNITY :: PLANNING :: ARCHITECTURE; **MARY ANN MULLIGAN**, EATON SENIOR COMMUNITIES; **SARAH SCHOEDER**, EATON SENIOR COMMUNITIES; **JENNIFER KLEINKNECHT**, EATON SENIOR COMMUNITIES

In this session you will learn the value of creating social connection between residents and staff. Be inspired with new ways to promote social interaction through programming and adapting physical space. Connect with and learn from industry peers on what they are doing to foster social connection in their communities.

Wednesday, May 15

MORNING GENERAL SESSION • 8:30 – 10:00 A.M.

The Story Formula: Connect and Engage through the Power of Story

SPONSORED BY KEPHART COMMUNITY :: PLANNING :: ARCHITECTURE AND OPTUM



KELLY SWANSON

Follow funny motivational speaker Kelly Swanson on her powerful journey through story. How changing her story gave her more passion and purpose in her work, and how harnessing the power of story has helped her form stronger teams, grow more impactful leaders, serve customers on a higher level, and help people get tapped back into the passion and purpose for what they do, and why they do it. Kelly will share her Story Formula and the secret to leaving an emotional footprint on the people you work with. All attendees will receive a free PDF copy of her book, *The Story Formula*, where the art of story meets the business of persuasion.

Kelly Swanson is an award-winning storyteller, comedian, motivational speaker, Huffington Post Contributor, and cast member of *The Fashion Hero* television show airing on Amazon Prime. She is also author of *Who Hijacked My Fairy Tale*, *The Land of If Only*, *The Story Formula*, and *The Gutsy Girls Pocket Guide to Public Speaking*. She was a featured entertainer for Holland America Cruise Lines, keynote speaker for the International Toastmasters Convention, and has keynoted major conferences and corporate events from coast to coast.

Kelly's wacky wit and powerful stories have charmed hearts and tickled funny bones for over 15 years. In addition to her role as a funny motivational speaker, Kelly teaches people how she does it by sharing what she has learned about connecting and engaging to have more influence in business, through the use of one tool – strategic storytelling. Sharing her own powerful journey through story and the formula she discovered, you come to that magical place where the art of story meets the business of persuasion. For more about Kelly go to www.MotivationalSpeakerKellySwanson.com

CLOSING GENERAL SESSION • 10:15 – 11:45 P.M.

Less Talk, More Walk – Creating a Culture of Trust and Accountability

SPONSORED BY METROPOLITAN STATE UNIVERSITY OF DENVER, MASTER OF HEALTH ADMINISTRATION



JOSH DAVIES, THE CENTER FOR WORK ETHIC DEVELOPMENT

One of the greatest challenges a leader faces is dealing with issues of trust and accountability. How do you ensure the people you're leading demonstrate integrity on a daily basis? Do you practice it yourself? Do you model accountability throughout your organization in your interactions with others, operating practices, and personal work habits? Personal and organizational ethics are one of the easiest things to talk about, but hardest to walk.

The Center for Work Ethic Development works with over 500 organizations throughout the United States, and has interviewed more than 1,500 employers. This research confirms their number one need is to have trustworthy, accountable employees and leaders that live to the highest standard of integrity.

This highly interactive session will address trust and accountability directly through a practical, proven methodology you can employ to build accountability throughout your organization. Using a collaborative and positive approach, participants will go through an experiential assessment and use the results to focus on how to get themselves, their team, and organization not just talking, but walking ethics and accountability. The session's content is driven by best practices, cutting-edge literature, and real-world experiences of leaders across the country. Don't miss this opportunity to transform yourself and your team from talkers to walkers.

Josh Davies is passionate about helping others make a difference in their lives, jobs, and community. Through his work as a speaker and trainer, he has engaged and encouraged professionals across North America, the Middle East, and Asia. His engaging and connecting speaking style combined with relevant content make him an in-demand speaker, giving more than 75 keynote presentations and workshops to education, workforce, and corporate events annually. For the 2008 Democratic National Convention, Josh led the training for all 10,000 volunteers and more than 4,000 local service professionals for the event. Training Magazine named him as one of the top 10 trainers under 40 in America and the Denver Business Journal tapped him as one of Denver's 40 Under 40.

Davies is currently the CEO of The Center for Work Ethic Development, an organization committed to developing workplace skills in the global workforce. Partnering with organizations in 49 states and 6 countries, they

equip trainers and teachers to build the workforce of the 21st Century. An avid runner, Josh has been awarded the Mile High Energy Award by Visit Denver, and an honorary Doctorate of Foodservice by the North American Food Equipment Manufacturers Association for his contributions to the industry. He has been appointed by the Governor to serve a second term on the Executive Board of the Colorado Workforce Development Council, and to Chair the State Education and Training Steering Committee. He also chairs the P-Tech Selection Committee for Colorado, and serves on the board of the Colorado Opportunity Scholarship Initiative. Josh previously served on the Board of Directors for the National Association of Workforce Development Professionals, was President of the Council of Hotel and Restaurant Trainers (CHART), and co-chaired the Colorado State Youth Council.

RESERVATIONS FOR THE HOTEL TALISA



Call – 800-420-2424



Online – <https://bit.ly/2SidEhd>



Group Code – Mention you are with the LeadingAge Colorado group

The hotel reservation cut-off is **April 22, 2019**. 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.

Hotel Talisa is offering a room rate of \$159 + tax per night for single or double occupancy rooms, plus tax. The daily resort fee of \$38.00 will be waived daily per guest room. Valet parking is discounted to \$10; complimentary self-parking.

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.

***Photography:** Photographs will be taken at LeadingAge Colorado's 2019 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.

DIRECTIONS TO THE HOTEL TALISA

From the East: Denver

- Take I-70 West through Denver
- Stay on I-70 West for approximately 100 miles
- Continue on I-70 West to Exit 176, Vail.
- At the end of the exit ramp, enter roundabout and go under the Interstate.
- At the 2nd roundabout go right onto South Frontage Road towards Lionshead.
- The resort is 1.5 miles down the road on the left.

SUPPORT YOUR ASSOCIATION – Book Your Stay with LeadingAge Colorado!

Due to hotel policies, associations are now held financially responsible for hotel rooms reserved but not actually occupied. To save LeadingAge Colorado from penalty fees, it is imperative that our attendees reserve hotel rooms realistically and cancel with as much notice as possible.

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Register Now!

www.leadingagecolorado.org

LeadingAge Colorado is the official Colorado affiliate of:





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May 13-15, 2019 | Hotel Talisa | Vail, Colorado

Early and Standard rates are shown below. **Registration submitted by April 12, 2019 will receive the Early Registration Rate.**

	Early Rate	Standard Rate
Provider Member Individual Full Conference Rate		
Per person for Monday, Tuesday, and Wednesday	\$499 pp	\$549 pp
Group Pricing Structure. Savings are based on the Provider Member Individual Full Conference Rate		
Save \$75 per person when you send 5 or more.	\$424 pp	\$474 pp
Only attending one day? Provider Member Individual Daily Rates are available.		
Monday, May 13	\$329 pp	\$349 pp
Tuesday, May 14	\$349 pp	\$379 pp
Wednesday, May 15	\$329 pp	\$349 pp
Non-Member Rates (Non-vendor)		
Individual Full Conference Rate	\$599 pp	\$649 pp
Individual Daily Rate Non-Member (Non-Vendor)		
Monday, May 13	\$429 pp	\$449 pp
Tuesday, May 14	\$449 pp	\$479 pp
Wednesday, May 15	\$429 pp	\$449 pp
Exhibiting Business Member (Vendor)		
Monday, May 13	\$169 pp	\$189 pp
Wednesday, May 15	\$169 pp	\$189 pp
Non-Exhibiting Business Member (Vendor)		
Individual Full Conference Rate	\$499 pp	\$549 pp
Individual Daily Rate Business Member (Vendor)		
Monday, May 13	\$329 pp	\$349 pp
Tuesday, May 14	\$349 pp	\$379 pp
Wednesday, May 15	\$329 pp	\$349 pp
Exhibiting Non-Member (Vendor)		
Monday, May 13	\$469 pp	\$499 pp
Wednesday, May 15	\$469 pp	\$499 pp
Non-Exhibiting Non-Member (Vendor)		
Individual Full Conference Rate	\$1299 pp	\$1419 pp
Individual Daily Rate Non-Member (Vendor)		
Monday, May 13	\$769 pp	\$799 pp
Tuesday, May 14	\$799 pp	\$839 pp
Wednesday, May 15	\$769 pp	\$799 pp
Additional Rates		
Resident/Retired Administrator/Spouse	\$359 pp	\$399 pp
Full Time Student (ID Required)	\$125 pp	\$149 pp

Substitutions: There is no charge for substitutions. All substitutions must be made in writing via email to sarah@leadingagecolorado.org.

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 10** of any substitutions. All substitutions must be email to sarah@leadingagecolorado.org.

LEADINGAGE COLORADO ANNUAL CONFERENCE QUESTIONS?

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

Online Registration Available!

Register online at
<https://www.leadingagecolorado.org/2019-annual-conference>

Register multiple staff with the primary contact's username and password



303 E. 17th Avenue, Suite 880
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