

LeadingAge®
Colorado

2021

ANNUAL CONFERENCE AND EXHIBITION

INSPIRE what's next

MAY 17-19, 2021
A VIRTUAL EXPERIENCE

Agenda At-A-Glance

MONDAY, MAY 17

9:00 AM

GENERAL SESSION & OPENING KEYNOTE ADDRESS: "ELEVATING
RADICAL KINDNESS TOGETHER" WITH
LINDA COHEN, KINDNESS CATALYST

10:00 AM

SOLUTIONS EXPO

10:30 AM

EDUCATIONAL SESSIONS - SEE PAGES 7-8

11:30AM

SOLUTIONS EXPO

12:00 PM

INTERACTIVE NETWORKING SESSION

TUESDAY, MAY 18

9:00 AM

EDUCATIONAL SESSIONS - SEE PAGES 10-11

10:00 AM

SOLUTIONS EXPO

10:30 AM

EDUCATIONAL SESSIONS - SEE PAGES 12-14

11:30AM

SOLUTIONS EXPO

12:00 PM

INTERACTIVE NETWORKING SESSION

WEDNESDAY, MAY 19

9:00 AM

EDUCATIONAL SESSIONS - SEE PAGES 15-16

10:00 AM

INTERACTIVE NETWORKING SESSION

10:45 AM

EDUCATIONAL SESSIONS - SEE PAGES 18-19

11:45AM

SOLUTIONS EXPO

12:15PM

CLOSING GENERAL SESSION

What's Next?

After more than 12 months of extreme volatility, we know you are ready to get back on track to focus on your organization's growth, long-term strategy... and inspire what's next in senior living and care.

2021 LeadingAge Colorado Annual Conference & Exhibition Highlights

- A new, virtual platform with a realistic conference lobby
- 15 live and pre-recorded sessions
- Live chats and Q&As with speakers and attendees
- Plenty of brain breaks to keep us fresh
- 3D, interactive booths to engage with exhibitors in the virtual expo
- The ability to “travel” between the sessions and expo
- Ample opportunities for networking and peer meet-ups

LeadingAge Colorado exists to support our members, to educate, to advocate, and help you succeed. Please don't hesitate to reach out if there is anything we can do to help you thrive.

Laura Landwirth
President & CEO



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TRUST US, THIS IS **NOT ANOTHER ZOOM MEETING**

REGISTER TODAY TO INSPIRE WHAT'S NEXT IN SENIOR LIVING AND CARE

Featured Sessions & Topics

- OPENING KEYNOTE with Linda Cohen, Kindness Catalyst
"Elevating Radical Kindness Together"
- Reducing social isolation
- Workforce strategies: recruitment, retention, building a diverse and inclusive pipeline
- Leadership development and crisis management
- What is a resident-directed community?
- Post-pandemic planning

Digital Conference = No Travel Expenses

Your employees can benefit from educational sessions and informative topics without having to leave their desk or incur hotel and meal costs.

Register at LeadingAgeColorado.org/2021-annual-conference

ON-DEMAND VIDEOS Want to go back and review a session? Need to see a session you missed? No problem. We record every session, and they're available to registered attendees until August 2021!

SPEAKER NOTES You'll receive educational handouts, filled with details and helpful links from our expert presenters.

EXCLUSIVE ONLINE FORUMS & NETWORKING Our attendee online forums and networking lounges allow you to interact live throughout the event and beyond to keep the conversation going.

INDUSTRY RESOURCES Learn about the latest and greatest tools and services from our extraordinary group of sponsors and exhibitors.

Pricing Details

Provider Rates

On or Before April 30

After April 30

LeadingAge Colorado Member
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\$179

\$209

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\$1,200

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\$239

Business Partner/Associate Rates

Non-Exhibiting Business
Employee Member

\$179

\$209

Non-Exhibiting Business
Employee Prospective

\$799

\$899

Sessions & Speakers

Opening General Session | Monday @ 9am



Elevating Radical Kindness Together

Linda Cohen, Kindness Catalyst

Also known as the “kindness catalyst”, Linda Cohen is a professional speaker and consultant. For more than a decade, Cohen has worked with businesses and associations on the ROI of Kindness.

In 2020, without a road map, we asked ourselves again and again, how do we navigate a completely unknown territory? Adaptability, Communication, Recognition and Self Care were key kindness strategies that helped us navigate a global pandemic.

In this highly interactive program, Cohen shares examples of how kindness can help your team members feel more engaged, empowered and happier. **Why is kindness so crucial in the workplace, now more than ever?** Research shows that a culture of kindness improves team performance. Acts of kindness strengthen employee engagement and reduces burnout. Kindness practices build stronger organizations.

Part Inspiration. Part Education. We will elevate the conversation in these difficult times by focusing on what we CAN still DO each and every day. Cohen will share great ideas that will illustrate how kindness in action makes a difference everyday during challenging times.

Attendees will leave this program with new ideas and resources to implement immediately and thrive in 2021!

Sponsored By: KEPHART community : planning : architecture

Sessions & Speakers

Educational Sessions | Monday @ 10:30 am



#101 Defining and Understanding the Elusive Middle Market

Meredith Benedict, Dixon Hughes Goodman LLP

Michael Starke, PMD Advisory Services, LLC

Karen Adams, Love & Company

"Middle income" markets have long been a concern for providers of housing and services for older adults, particularly among the nonprofit community. This population appears to represent a sorely underserved market segment. As a result, numerous studies and white papers have been developed to consider ways of serving this market. But all developments have to start with the basics, a market analysis and estimates of the feasibility of the project. And, as it turns out, this can get sticky...to say the least. A team of analysts with deep experience from different companies has been coming together for more than 10 years to evaluate best practices in estimating market demand. The purpose has been to help assure that we are all using reasonable assumptions as we build and run our methodologies. This session will look inside market analysis study structures at the common elements for establishing and quantifying market need and demand and identify challenges and possible solutions to the process—all of which are important to understand because this is how risk is quantified.

Sessions & Speakers

Educational Sessions | Monday @ 10:30 am



**LIVE
Session**

#102 Four Attributes of High Performing Organizations: The intersection of planning, performance, people, and communications

Mark Steranka, Moss Adams LLP

Learn what you need to do to become a high-performing organization to maximize mission fulfillment. You have worked hard to build a mission-driven organization, so how do you sustain success over the long-term? Learn what attributes high-performing organizations have and how these attributes play a critical role in attracting, developing, guiding, and retaining high-performing employees.

#103 Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime

Kathleen D Weissberg, Select Rehabilitation



In this session, participants will learn how sensory stimulation impacts persons living with dementia. Participants will learn how to set up a multi-sensory stimulation room or a space in their community using best practice design principles. This session will offer a "design on a dime" approach to a sensory room, offer practical strategies, and demonstrate to providers how to set up a room or space of their own so they can further impact the quality of life of persons with dementia without relying on pharmacology. Through video presentation, photos of actual spaces, and, as feasible, group discussion, participants will take away practical strategies and design principles so they can immediately develop a space of their own.



RIDE THIS WAVE! How will you implement the
inspiration and learning from today?

Sessions & Speakers

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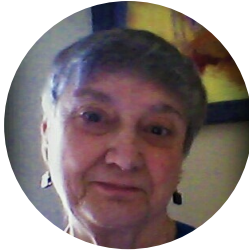
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Sessions & Speakers

Educational Sessions | Tuesday @ 9:00 am



**LIVE
Session**

#201 Rediscovering Vital Living in Resident-Directed Communities

Moriah Bernhardt, Christian Living Communities

Verna Cavey, Christian Living Communities - Clermont Park

This session offers a clear understanding of what "resident-directed community" really means as well as its benefits on a very human level to team members and residents, especially in the wake of the Covid-19 pandemic. Based on their own experiences as practitioner/administrator and independent resident/participant, Moriah and Verna offer a detailed case study of vital living in resident directed communities; and provide three simple tools on how to begin. It's time to demystify "resident-directed community," which is too often portrayed as complicated and, worse, something to be feared. Different from traditional senior living management styles which only fosters "customers," resident-directed communities develop attitudes and practices which enable residents to have a healthy balance of giving and receiving. Residents experience empowerment as active, valued and fulfilled citizens. As senior living communities, we can meet residents of all backgrounds and abilities coming in our front doors and say, "We welcome you and celebrate your gifts."

#202 Case Study: Getting Staffed with an Inclusive Caregiver Recruiting Pipeline

Chris Hedrick, NextStep



Today's most innovative long-term care organizations are finding ways to bridge the workforce gap while creating healthcare career opportunities for a diverse population - effectively solving two of today's most pressing challenges in one harmonious model. Join this session to learn about the latest recruitment pipeline strategies for getting a fully staffed organization, from the perspective of a peer and a leading expert tackling the care crisis.

Sessions & Speakers

Educational Sessions | Tuesday @ 9:00 am



#203 Covid-19 Sentiment Report: Leveraging Data to Adapt Operations, Enhance Experience, & Improve Marketing & Sales

Dana Wolschlager, Plante Moran Living Forward

Bobby Sumner, Retirement DYNAMICS

Shona Schmall, Ebenezer

Plante Moran Living Forward and Retirement DYNAMICS® surveyed more than 23,000 residents and staff at senior independent living communities across the country, along with prospective future residents to better understand what it was like to live and work in a senior living community during the pandemic and to identify whether prospects felt differently about moving to a senior living community due to the pandemic. The results of the survey demonstrate that residents overwhelmingly felt safe during COVID-19 and confident their communities had taken appropriate precautions to keep them safe. The study also identified there are opportunities for improvement. This session will focus on the results of the report and will include innovative ideas specific to sales and marketing to increase census coming out of the pandemic this year.



EXPAND YOUR NETWORK!

Who will you connect with after today?

Sessions & Speakers

Educational Sessions | Tuesday @ 10:30 am



#301 The Impact of Pandemics on Senior Living Design

Len Segel, KEPHART community :: planning :: architecture

Dan Swiatkiewicz, Cappella Living Solutions

Brian Mulnix, Catamount Constructors

Covid-19 has shaken the senior living world to its core. Rapid changes in operations and design have been necessary to save lives and to keep communities running. Join a panel of industry experts representing three different aspects of design and construction as they present an overview of practical solutions for issues related to the prevention of infectious diseases, and make expert predictions on which design changes implemented during the past year have staying power, and which ones will fade away.

This panel of experts will elaborate on design elements that operators, developers, designers, and builders will likely include in the renovation of existing and the construction of new senior living communities.

Sponsored By: KEPHART community : planning : architecture

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**Online Assisted Living
Administrator Course**

Sessions & Speakers

Educational Sessions | Tuesday @ 10:30 am



#302 Start with Why and End with How

Bruce Berlin, Prioriteams

**LIVE
Session**

Leaders often spend a good deal of their time "putting out fires" by reacting to resident, employee or operational challenges. Unfortunately, many times the resolutions to these challenges are short-lived due to taking common reactionary approaches to problem solving. In this session, leaders will learn how to maintain a long-term vision, the importance of having effective systems & processes, and the process for collaboratively uncovering the root causes of their challenges and engaging in a problem-solving process with employees, residents, and/or family members that result lasting solutions. Effective problem solving requires understanding the root causes of the problems followed by an intentionally collaborative effort with impacted stakeholders in the development and implementation of lasting solutions. This session will provide the roadmap for following this problem-solving formula and show leaders how to use this formula in proactive strategic planning. Attendees will learn how to engage in effective root cause analysis processes, learn how to engage in collaborative problem-solving processes with employees, residents and resident family members, and learn how to utilize the problem-solving process in proactive strategic planning.

#303 Selling During a Pandemic and Beyond!

Michael Marlow, LCS



Selling always has been somewhat of a dirty word in our industry. We much prefer the term marketing. Yet our stagnant growth, even before the pandemic, has not served us, or more importantly, our customers, well. In this highly interactive presentation, we will discuss how to break our addiction to a "Marketing to the Collective" mindset and replace it with a "Selling to the Individual" culture. Research has proven that understanding the uniqueness of each customer and then developing a customized experience for each is THE MOST effective means to increasing your occupancy and revenue... and it is also the right thing to do. There are eight critical behaviors that must be consistently executed, and each will be discussed and practiced during this session. And know that these selling behaviors will work - whether employed virtually or in-person. Come and hear the proof!

Sessions & Speakers

Educational Sessions | Wednesday @ 9:00 am



#401 On The Road: Reducing Social Isolation Through Collaboration and Community

Michael Klein, Kavod Senior Life
Christie Ziegler, Kavod Senior Life

**LIVE
Session**

Most of us know how social isolation can lead to mental, physical and emotional decline, especially among our older community members, but what can be done about it, especially during a pandemic? This presentation will discuss how Kavod Senior Life created a way of addressing this issue through a partnership model that bring older individuals together in safe spaces – either in person and remotely - for connection and mental stimulation.

This program, called Kavod on the Road, has received national recognition and has been partially replicated in two other states. The presentation will discuss the community needs that launched the idea, the stages of development, the budget, outcomes and feedback from participants, as well as future expansion plans and how the program stayed nimble during COVID-19 constraints.



EYE-OPENING MOMENT? Tell a coworker

Sessions & Speakers

Educational Sessions | Wednesday @ 9:00 am

#402 Crisis Management for Health Care Executives

Bruce Hennes, Hennes Communications



Traditional media and social media leap on stories like these: sexual misconduct...hidden cameras...board-administration clashes... OSHA & discrimination complaints...treatment errors...strikes... accusations of fiscal mismanagement...employee fraud...billing errors...star-rating changes...management transitions...mergers & acquisitions...COVID-19 mismanagement. Meanwhile, the local newspaper is on Line 1 seeking comment and there's a TV crew in the parking lot.

"The media have – and continue to – blast nursing homes and assisted living facilities and perpetuate negative and damaging stereotypes...We need to stand up for ourselves, for our elders, and for all of the providers who are doing a great job and transforming lives."
– Carol Silver Elliott

The fulfillment of Carol Silver Elliott's call-to-action requires a skill set different from the one that put senior living and care CEOs and executive directors into the C-Suite. And while the PR and marketing professionals employed by these organizations are great at putting heads in beds and retaining market share, crisis communications and issues management demand different strategies, best practices and resources.



#403 Mitigating COVID in Senior Living Communities - A Case Study

Mandy Hampton, The Ridge at Pinehurst

Gary Prager, Hord Copland Mach

Jeff Miller, Lohmiller & Co. / Carrier West

Jared Smith, Pinkard Construction Co

This session will look into the Ridge at Pinehurst's cutting edge and multifaceted approach to providing employees, residents and guests the safest indoor environment possible. The panel of multidisciplinary professionals will present research along with technological and process innovations implemented to create a 99.4% COVID free environment.

Connect with Exhibitors

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Sessions & Speakers

Educational Sessions | Wednesday @ 10:45 am

#501 Independent Living Lite - Attracting a New Breed of Residents

David Fik, Lantz-Boggio Architects
Bill Foster, Lantz-Boggio Architects



In this session you will learn about the huge need for a lower priced solution for a new type of senior and capitalize on the opportunity that the coming demographic represents. Learn the key ingredients needed to produce an Independent Lite community that provides only the services that this kind of resident needs while giving them a community that their current solution cannot provide. Explore with a national award winning design team how other communities on a national level are having success by learning how to implement these solutions in their communities.

Sponsored By: ResortInternet

#502 Labor Trends: The Latest in Recruitment & Retention

Maggie Keen, myCNAjobs



The labor market continues to quickly evolve, delivering new challenges and opportunities to senior care companies. Join myCNAjobs, the largest caregiver network in the nation connecting over 3.9 million people to jobs last year, for the latest look at what's trending in caregiver and nurse aide recruitment, what's most important in job search and staying onboard at a company, and how the front-line labor pool is thinking about work. We'll explore new thinking and strategies to recruit and retain care workers to build a sustainable workforce to help improve the continuity of care.

**LIVE
Session**

Sessions & Speakers

Educational Sessions | Wednesday @ 10:45 am

#503 Have Your Healthcare Services Evolved Enough Post-pandemic?

Melanie Plaksin, DispatchHealth



In this session, we will explore an alternate turn-key solution to provide high-acuity medical care to the people you care for in the comfort of their home, and in turn, protect them from unnecessary ambulance transports, emergency room visits, hospital-acquired infections, stress, and anxiety that can worsen their health.

During the pandemic, Covid-19 laid bare the risk of in-facility care as a conduit for the spread of infection, but it also paved the way for innovative thinking around how we care for and protect the vulnerable aging population. This session will help you advance the level of care you are able to provide your residents without them ever leaving their homes.

Closing General Session | Wednesday @ 12:15pm

What's Next: Top Conference Takeaways

Member Panel

Join your colleagues for a discussion about the 2021 LeadingAge Colorado Virtual Conference experience. A panel of members will share their top takeaways from the conference and how they plan to put them into action right away. Session attendees will also have a chance to share their own take-aways and action plans.



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Action Items

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This week, I will _____.

I will follow up with _____ by _____.

People and exhibitors to connect with:

.....
.....
.....

Thank you!

2021 CONFERENCE COMMITTEE

JOHN BINDER, KEPHART

MAGGIE BOLDEN, PALACE CONSTRUCTION

JAMIE CLAYTON, NEXTSTEP

DR. AMY DORE, METROPOLITAN STATE UNIVERSITY OF DENVER

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For more information and to help your organization stay compliant, connected, and relevant, **visit LeadingAgeColorado.org or contact Sarah McVeigh at Sarah@LeadingAgeColorado.org**