

## Registration Brochure



### Welcome to the 2023 LeadingAge Colorado Annual Conference and Exhibition

Join us for three days of education, connections, and special events at the 2023 Annual Conference and Exhibition, May 15-17 in Vail.

The LeadingAge Conference is the place to be!

- Informational and thought-provoking educational sessions for senior living and aging services leaders.
- Connections with your professional network.
- Business intelligence and solutions in the exhibit hall.

Register today. We can't wait to see you in Vail!

### What's New for 2023?

- The conference will kick off on Monday with a special half-day dedicated to senior living and aging services leaders beginning with a Leadership Keynote with Business Strategy Speaker and Author: Kaihan Krippendorff followed by Leadership Power Sessions.
- Tuesday will begin with our 'Brief but Spectacular' Opening General Session featuring the brightest senior living and aging services professionals giving passionate takes on topics that inspire them along with exhibitors giving highlights on what you can see and learn in the exhibit hall.
- Tuesday will include three special education tracks focused on Workforce Development, Technology/Innovation, and Strategy/Leadership.
- Tuesday afternoon's lunch will be a networking lunch giving you ample opportunity to connect with other conference attendees.
- Tuesday's exhibit hall will now be held in the afternoon over a networking reception and will feature a collaboration café.
- Wednesday will begin with a Wake-Up Call Session: Fostering Leadership with Black, Indigenous and People of Color (BIPOC) Employees.
- The Conference will conclude on Wednesday with a Closing General Session: Embracing and Leading Change.

## Schedule of Events

### Monday, May 15

2:00 – 3:15 p.m.	Leadership Keynote: Driving Innovation from Within
3:45 – 5:00 p.m.	Leadership Power Sessions
5:00 – 6:00 p.m.	Welcome Reception

### Tuesday, May 16

8:00 – 9:30 a.m.	'Brief but Spectacular' Opening General Session featuring exhibitor highlights
10:00 a.m. – 12:00 p.m.	Education Sessions
12:00 – 1:30 p.m.	Networking Lunch
1:30 – 3:30 p.m.	Education Sessions
3:30 – 6:00 p.m.	Exhibit Hall with Reception and Collaboration Cafe

### Wednesday, May 17

8:30 – 10:00 a.m.	Wake-Up Call Session: Fostering Leadership with Black, Indigenous and People of Color (BIPOC) Employees
10:15 – 11:45 a.m.	The Ultimate Not-To-Be Missed Making It Happen: Lessons in Change Leadership Closing Session'

## 2023 Annual Sponsors

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**Monday, May 15<sup>th</sup>**

**Leadership Keynote**

**2:00 – 3:15 p.m.**

**Driving Innovation from Within: Harness the Power of The Entrepreneurial Mindset, Drive Growth, Jumpstart Transformation, And Become the Organization of The Future**

Dr. Kaihan Krippendorff - Strategy, Growth, And Transformation Expert, Keynote Speaker, Author, And Futurist

“Innovation” brings to our mind the maverick entrepreneur who quits their job, at unimaginable odds, to build a business on their own. But this entrepreneurial story is a myth. As a successful entrepreneur, author, consultant and CEO, Kaihan Krippendorff argues that intrapreneurs – employees who incubate new businesses within organizations – have had a far greater impact on the world. Nearly all the most transformative innovations over the past three decades, from e-mail and the Internet to DNA sequencing and MRI scans, were introduced by employees who did not quit their jobs but instead took the challenge of innovating from within.

Drawing on five years of in-depth research of hundreds of successful innovators, as well as insights from thought leaders, C-suite leaders, and front-line employees, Kaihan shares exclusive insights from his next book, *The Employee Innovator: Driving Innovation from Within*. Kaihan unveils the most common innovation barriers and shares specific tools, frameworks and techniques used by successful innovators to manage and unlock the value of employees’ ideas to drive corporate innovation levels and deliver bottom-line results. Audience members will leave feeling inspired and empowered with the actionable next steps for testing and scaling ideas that generate value and growth.



**Dr. Kaihan Krippendorff**

Strategy, Growth, And Transformation Expert, Keynote Speaker, Author, And Futurist

Kaihan Krippendorff has made a commitment to helping organizations and individuals thrive in today’s era of fast-paced disruptive technological change. Kaihan is known for his ability to turn difficult concepts into easy-to-understand ideas that drive meaningful outcomes and actions. He is an internationally recognized thought-leader, battle-tested consultant, and sought-after keynote speaker (in-person and virtual) on the topics of strategy, growth, and transformation.

Kaihan began his career with McKinsey & Company before building two successful companies that he leads today. Outthinker — a think tank specialized in conducting research on business strategy, innovation, and technology and building corporate communities — and the Outthinker Strategy Network, a global peer network of senior strategy executives focused on helping them solve their most pressing challenges and staying ahead of the pace of change.

## **Leadership Power Sessions**

**3:45 – 5:00 p.m.**

### **Outthinker Strategy Power Session - Invite Only**

Dr. Kaihan Krippendorff - Strategy, Growth, And Transformation Expert, Keynote Speaker, Author, And Futurist

The Outthinker Strategy Power Session is a unique opportunity for senior executives to take part in an intimate, candid, and forward-looking conversation with a curated network of peer professionals and our keynote speaker, Kaihan Krippendorff, one of the top innovation thought leaders in the world. This networking session offers first-hand experience-based insights and perspectives (from peers grappling with remarkably similar challenges to the ones you are up against) will help solve your most complex organizational challenges. Ultimately you will walk away with concepts and ideas that have the potential to accelerate the success and impact of your function and organization.

*Outthinker Strategy Power Session is by invitation only and restricted to SVP, EVP, President, and C-level strategy executives.*

### **Leadership Development Café**

The Leadership Development Café will feature provider and business members (perhaps you!) for informal, roundtable discussions on leadership development.

Based on the World Café model, this forum will feature innovative ideas your peers have successfully launched in their organizations. The forum will feature five rounds and you will select the idea you want to explore in each round. Each discussion leader will spend 10 minutes discussing what the idea/program is, how it works, and what the outcome is. Attendees will have five minutes to ask questions of the discussion leader. Every 15 minutes the attendees will move to another table to explore another new idea.

Attend this power session and walk away with new ideas you can launch in your own organization.

### **Welcome Reception**

**5:00 – 6:00 p.m.**

We hope you join us at our Welcome Reception! Catch up with friends, sample hors d'oeuvres, network, and have fun!

**Tuesday, May 16**

## **Opening General Session**

**8:00 – 9:30 a.m.**

### **Brief but Spectacular**

Brief But Spectacular is an Emmy-nominated interview series that airs weekly on PBS NewsHour. These short-form interviews present an in-depth look at a variety of compelling guests and ideas while putting personal faces on complex issues, providing a window into the human condition. The intention of the interviews is to elicit empathy from the viewer by presenting original voices on universal subjects and inviting the audience to walk in someone else's shoes.

As we kick-off our 2023 conference, please join us for LeadingAge Colorado's take on Brief but Spectacular as the brightest Colorado senior living and aging services professionals give passionate takes on topics that inspire them.

The opening general session will also include exhibitor commercials giving you a glimpse of the innovative products and services you can learn about later in the day at the exhibit hall showcase reception.

## **Education Sessions**

**10:00 – 11:00 a.m.**

### **101 – A Critical Conversation – Is it really burnout?**

**Bette McNee and Scott Robey, Graham Company**

In this session, attendees will review up-to-date research on the psychological impact of the pandemic beyond burnout. This research gives leaders insight into how to best combat a disengaged culture. By considering the in-depth causes of job fatigue, senior living and aging services providers can work to better support employees and, by extension, create better care for residents and clients. This informative session directly addresses how to approach the real crisis behind burnout in our field. Attendees will learn about real-life solutions that can help your staff heal and cope, which in turn will directly impact the quality of resident and client care.

### **102 – Pioneering Smart Assistant Technology in Senior Living and Care**

**Melissa Santistevan, The Gardens at St Elizabeth; Katherine Wells, Serenity**

A common myth when a loved one moves into senior living is that everything is handled. The best communities help educate and prepare prospective residents and their families about additional services available that they may want or need as their journey unfolds, creating convenience and true connected care across all providers. Learn how The Gardens at St Elizabeth and Serenity are revolutionizing what it means to communicate across the senior care ecosystem, as well as with families, using simple secure communication and smart display, voice-enabled technology.

### **103 – Unique Employment Issues in Senior Living and Care: Connecting with Regulators, Innovating to Meet Staffing Minimums, Leading the Industry**

**Peggy Kozal and Margaret Boehmer, Gordon & Rees**

This session will cover employment issues unique to senior living and care beginning with a brief overview of changes in the long-term care industry, including the impact of the Covid-19 pandemic and the impact of an aging workforce.

The program will focus on five key areas of employment issues: (1) minimum staffing levels, (2) CAPS checks for agency staffing, (3) employment issues in surveys and citations, (4) current trends in employment litigation, and (5) terminating staff effectively.

Attend this session to learn how to minimize the impacts of these issues; learn how improve survey results and prevent citations related to staffing issues; and learn how to limit the impact of these issues pre-litigation and during litigation, and how to effectively terminate staff in a manner that decreases the likelihood of subsequent whistleblower or other employment claims.

**11:15 a.m. – 12:00 p.m.**

### **201 – Building the Future of Healthcare: Beyond the Shift**

**Ted Jeanloz, ConnectRN**

Learn about the ever-present challenges riddling the healthcare system and the importance of improving the holistic wellbeing of healthcare's most vital resource, the nurse. This session will explore tactics for providing radical flexibility, including offering nurses opportunities in diverse clinical areas and work settings, offering flexibility in scheduling so they can achieve balance with their education and family responsibilities, and incentivizing experienced clinicians who left the bedside recently to re-enter the workforce on their own terms.

### **202 – How to Create a Strategic and Innovative Technology Roadmap for Your Community**

**Amber Bardon, Parasol Alliance**

As senior living and aging services continues to evolve, so does the technology needed to support and enhance the client and employee experience. These gaps in technology have escalated the awareness for providers to have a proactive technology roadmap and budget. But where do we start? Now, more than ever, it is important to have a holistic strategic technology plan in place for senior living and aging services providers to succeed. In this session, learn how to build a customized technology assessment and roadmap for your organization based on decades of experience and real-life learnings from senior living and aging services technology experts and communities like you. In addition, learn how to evaluate, plan, budget, and execute baseline and innovative technology needs at your communities. We will discuss what communities should be considering as they develop their technology strategy for the future. This strategy is inclusive of baseline technology infrastructure needs, innovations in technology you should be considering, and how to develop a tactical roadmap and budget using an internal steering committee to optimize community-wide buy-in, efficiency, and effectiveness. There is no shortage of new and innovative technologies to consider in the ever-changing world of senior living. Ensuring your team has the right resources and strategy to achieve your business goals is crucial.

### **203 – Navigating the Assisted Living Survey Process: Avoiding Costly Pitfalls**

**Sara Wright, Assisted Living Consultants of Denver**

In this session, attendees will learn about the components of an assisted living community's survey results, including the timeframe and process of results posted by CDPHE. Attendees will be familiarized with the grounds for common onsite surveys along with their purposes and trending pitfalls. Learn how and why promptly addressing the corrective measures after a survey can mitigate the possibility of CDPHE imposing costly intermediate conditions on your community. Assisted living communities are seeing more immediate conditions than ever before, some at the operator's expense. For anyone who has recently had a survey with a poor outcome, we will discuss how to write an acceptable Plan of Correction (POC). If you haven't been surveyed recently, this session will offer an opportunity to maximize your level of preparedness. By reviewing recent survey trends and addressing industry developments, this session can aid in prioritizing opportunities for improvement. We will also discuss how to analyze your community's Quality Management Program (QMP) and will review the expectations of the QMP process.

#### **Networking Lunch**

**12:00 – 1:30 p.m.**

Mingle and network with other attendees during lunch.

#### **Education Sessions**

**1:30 – 2:30 p.m.**

### **301 – Growing the Workforce Pipeline Through Student Opportunities**

**Dr Amy Dore, DHA, MHS, Jackie Schwartz, and Jessica Flores-Faisal, Metropolitan State University Denver - Department of Health Professions; Jackie Schwartz**

The pandemic not only changed how the senior living and aging services industry provides services, but it has also been hit the hardest with staffing shortages, wage challenges, increased regulations, and supply chain shortfalls. All causing a complete overhaul in how senior living and aging services organizations recruit and retain employees. Staffing shortages are not a new phenomenon. However, the COVID-19 pandemic fundamentally changed the traditional landscape of direct care workers and those providing administrative and management support. The workforce pool is rapidly changing. As stated by data and policy analyst, Stephen McCall (2021), the recent Bureau of Labor Statistics employment projections sends a clear message to the senior living and aging services field that millions of direct care jobs will need to be filled in the years ahead, and stronger recruitment pipelines, improved job quality, and a range of workforce interventions are critically needed. To say we are at a critical juncture in preparing employees to enter the senior living and aging services profession is an understatement. We will look at these issues directly and with focused intentions. The goal? To address workforce shortages through the improvement of community connections and creative ways to increase interest in promoting the senior living and aging services profession. How do we do this? Through collaboration with students interested and ready to join the field! Bringing in new talent directly from schools with aging services and gerontology programs helps keep companies and organizations ahead of the curve. This session will bring together current students, faculty, and community leaders (audience attendees) for a collaborative session to learn how to leverage students as incoming talent.

### **302 – Transitioning into the Next Generative Active Adult & Independent Living Paradigm**

**Christian Fussy, Hord Coplan Macht; Camille Burke, GSI (A Transforming Age Company); Kay Ugwuoke, Hord Coplan Macht**

Active adult communities, introduced to the industry over 50 years ago, are now poised for a paradigm shift. Today's active adults are demanding more unique, service-rich and wellness-centered experiences. Communities are highly diverse both in the people they serve and the staff who care for them. Residents are from different religions, cultures, nationalities, and lifestyles. The languages spoken, the backgrounds, traditions, and cultural norms are a melting pot within the walls. This session will illustrate how to become a leader in active living design and operation. We will draw knowledge from case studies and best practices of existing active living communities and augment them with the introduction of NEXT GEN programming approaches for integration into design and operations. Our multi-disciplinary panelist team includes representation from architects, interior designers, and operational experts that are passionately evolving their own business models to lead the industry and introduce strategies to meet and exceed boomer generation expectations.

### **303 – Disclosure: Having the Difficult Conversation Following an Adverse Event**

**Rhonda DeMeno, WTW; Mandy Hampton, The Ridge Senior Living; Joan Porcaro, WTW**

Medical mishaps and errors, preventable or otherwise, are a reality of everyday care and services provided to our residents and clients. Disclosing information about a problematic event has benefits to both the resident, the organization, and the care team. While the open approach may feel counterintuitive to executive directors, nurses and other associates, studies have shown that residents and their families want to understand what happened and why it happened and communication must be timely. Studies have also shown that when a good flow of communication follows an adverse event the resident and family may be less likely to pursue litigation. The disclosure process will be outlined in this presentation highlighting best practice for such a discussion.

**2:45 – 3:30 p.m.**

### **401 – Culture and Ethics Collide – Creating an Ethical Company Culture**

**Joyce Lamilla, Ben E. Keith Company**

What kind of culture is needed at your organization to be sure employees feel empowered to speak up if they see problems? We will examine companies making headlines to see what went wrong and learn how creating and sustaining a strong ethical culture is fundamental to creating an organization that supports people making good ethical decisions. We will also discuss how ethical company culture influences behavior and business performance while delving into how creating an ethical company culture increases employee job satisfaction, reduces employee burnout, decreases illegal activity, improves organizational performance, value, and innovativeness.



#### **402 – Case Studies in Cybersecurity Breaches and Lessons Learned the Hard Way**

**Randy Romes, CLA (CliftonLarsonAllen, LLP)**

The last two years have provided significant learning opportunities in incident response, disaster recovery and business continuity. This session will analyze case studies of cybersecurity breaches or business continuity situations that had significant impact on businesses. We will explore lessons learned as a result of supply chain software vulnerabilities and examples of Ransomware attacks that occurred that had significant impact on IT/cyber operations. Attendees will gain an up to date understanding of the current threat landscape through the analysis of the case studies and examples from our penetration testing, incident response, and forensic practice. Through examination of the case studies, we will explore strategies to mitigate the risks related to these types of situations and attacks, and discuss the elements and structure of Incident Response plans.

#### **403 – Make it Matter! How to Infuse Purpose into Activities**

**Tia Saucedo, Seniors' Resource Center - Adult Day Program**

It is time to move beyond jargon and instead create meaningful, purpose driven activities that matter. Older adults and those living with Dementia crave the opportunity to engage in activities that they can take pride in. When given purpose, activities can bring back feelings and emotions lost, specifically confidence, pride, value, and self-worth. This presentation will focus on real life examples and specific things you can do to infuse meaning and purpose into anything.

#### **Exhibit Hall Networking Reception**

**3:30 – 6:00 p.m.**

Join your colleagues for drinks and hors d'oeuvres in the exhibit hall. During this time, you can engage with exhibitors and learn about exciting products and solutions for your organization.

Remember to drop your business card at the exhibitors' tables for the chance to win one of three door prizes. Winners will be notified on Wednesday.

#### **Wednesday**

#### **Wake-Up Call Session: Fostering Leadership with Black, Indigenous and People of Color (BIPOC) Employees**

**Marisol Solarte-Erlacher, MA, LPC, [Marisol Solarte-Erlacher.com](http://MarisolSolarte-Erlacher.com) and Vennita Jenkins, MA, Senior Housing Options**

**8:30 – 10:00 a.m.**

As we continue to struggle with staffing issues across the spectrum of care, our industry can gain an advantage when we become more inclusive and diverse in leadership. Diversity and inclusion in the workplace are good for business. It leads to increased revenue; reduced costs; greater innovation; and improved employee engagement, productivity, and commitment. This power session will delve into the unique challenges and barriers faced by BIPOC employees and explore practical solutions for promoting them into leadership positions. Don't miss this opportunity to gain valuable knowledge and tools to promote BIPOC employees into leadership positions in senior living and aging services.

**Making it Happen: Lessons in Change Leadership Closing Session**  
**Jill Vitale-Aussem, Christian Living Communities**

**10:15 – 11:45 a.m.**

In this post-pandemic era, we know that that we must continue to evolve and transform our organizations. But change is hard! So hard, in fact, that 70% of change efforts fail. When transforming our organizations, it's critical that we understand the challenges that we'll face. This session explores the dynamics of effective change leadership and provides participants with tools and the self-awareness necessary to successfully navigate change. Participants will explore topics such as: technical vs. adaptive challenges, the phases of competence, the theory of diffusion of innovation and being our best in times of stress.

**Registration Rates**

*Registration submitted by April 23 will receive the early registration rate.*

Register online at <https://www.leadingagecolorado.org/2023-annual-conference>

	Early Rate	Standard Rate
<b>Provider Member Individual Full Conference Rate</b>		
Per person for Mon, Tues, Wed	\$525	\$575
<b>Group Pricing Structure</b>		
Save one full registration fee when you send 5 staff members from the same organization	\$2095	\$2300
<b>Only attending one day? Provider Member Individual Daily Rates are available.</b>		
Mon, Tues, or Wed	\$365	\$399
<b>Non-Member Rates (Non-vendor)</b>		
Individual Full Conference Rate	\$629	\$679
<b>Individual Daily Rate Non-member (Non-vendor)</b>		
Mon, Tues, or Wed	\$469	\$499
<b>Exhibiting Business Member (Vendor)</b>		
Monday, May 15	\$179	\$199
Tuesday, May 17	\$179	\$199
<b>Non-Exhibiting Business Member (Vendor)</b>		
Individual Full Conference Rate	\$525	\$575
<b>Individual Daily Rate Business Member (Vendor)</b>		
Mon, Tues, or Wed	\$365	\$399
<b>Exhibiting Non-Member (Vendor)</b>		
Monday, May 15	\$499	\$525
Wednesday, May 17	\$499	\$525
<b>Non-Exhibiting Non-Member (Vendor)</b>		
Individual Full Conference Rate	\$1300	\$1365
<b>Non-Exhibiting Non-Member (Vendor)</b>		
Mon, Tues, or Wed	\$825	\$849

### **Splitting/Sharing Badge Policy**

Splitting or sharing a registration is not permitted.

### **Cancellation/Refund Policy**

Cancellations must be received no later than Friday, April 28 in writing or email to be refunded (less a \$25 service charge). No refunds are possible after that date, but you are welcome to send someone in your place. Exception: If you are sick, please contact Sarah McVeigh at [sarah@leadingagecolorado.org](mailto:sarah@leadingagecolorado.org) or 303-837-8834.

### **Reservations for the Grand Hyatt Vail**

**Hotel Address:** 1300 Westhaven Dr., Vail, Colorado, 81657

**Number to Call for Reservations:** 800-831-3306

**Link to Book Online:** <https://www.hyatt.com/en-US/group-booking/EGEGH/G-ENJP>

**Group Code:** G-ENJP

**Room Rate:** \$169 + tax per night for single or double occupancy

**Daily Resort Fee:** Waived

**Nightly Valet Parking:** \$25 per night.

A credit card is required to guarantee your reservation. A 1 night's room & tax will be due at the time of booking. You have 7 days prior to your arrival to cancel and receive a full refund.

The hotel reservation cut-off date is **April 23**. Reservations made beyond that date are subject to availability and may not be open at the special group rate.

### **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](mailto:sarah@leadingagecolorado.org).

### **Health and Safety**

The health and safety of our participants and the people who they serve is our top priority. We encourage all attendees to not attend if they are feeling unwell. We also encourage all attendees to test for COVID-19 prior to attending our conference and to not attend if they test positive.

### **Anti-Trust Statement**

LeadingAge Colorado wants to remind all conference attendees that it has adopted an Anti-Trust Compliance Policy Statement. Attendees can find a copy at the registration desk and it is also on the conference app. This provides our members, conference attendees, directors, officers, employees and staff with basic guidelines surrounding the anti-trust laws, including but not limited to the following: do not discuss any prices, including salaries, with other attendees; do not discuss any competitive business information with competitors; and do not discuss any exclusive dealings or other similar arrangements with your competitors.

### **Photography**

Photographs will be taken at the LeadingAge Colorado 2023 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.