

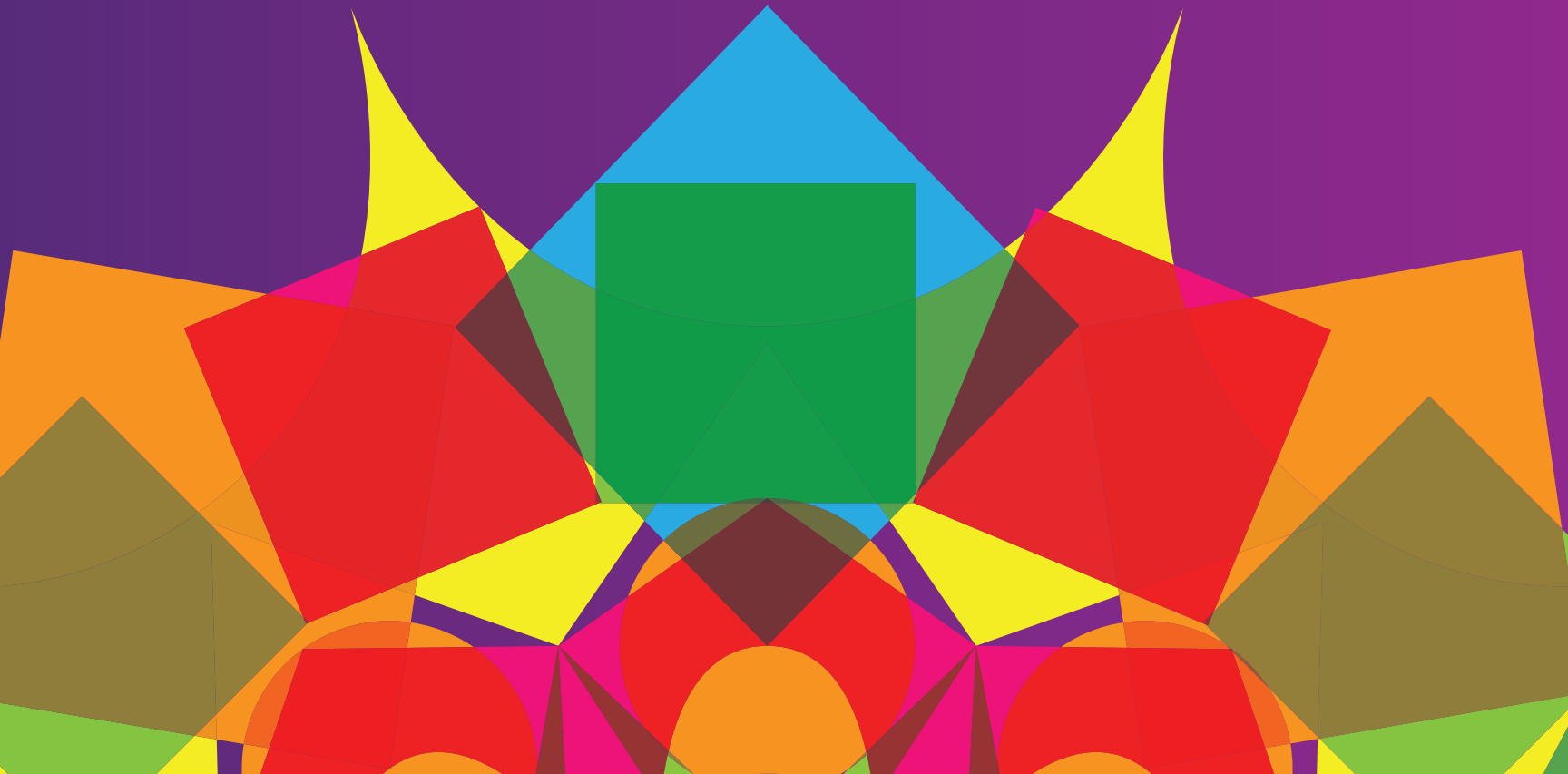
68TH  
ANNUAL  
CONFERENCE

# What if



## 2019 Annual Conference

Semiahmoo Resort, Blaine, Washington  
June (9) 10-12, 2019



*LeadingAge*<sup>™</sup>  
Washington

**68TH ANNUAL CONFERENCE & EXPO  
SEMAIHMUO RESORT, BLAINE,  
WASHINGTON  
JUNE (9) 10-12, 2019**



**WE WOULD LIKE TO RECOGNIZE THE GENEROUS SUPPORT OF  
OUR DIAMOND MEMBERS**



# WELCOME

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## Welcome to LeadingAge Washington's 68th Annual Conference at Semiahmoo Resort in Blaine, Washington

**This is our largest Association event of the year** and we are so glad that you could make it to this year's conference. Our theme this year is **"What if,"** and this thought-provoking theme has been incorporated in all aspects of our planning. What if you were challenged, rejuvenated and more knowledgeable after this year's conference? Our wish is that you return to your communities with take-a-ways and inspiration to make better decisions, and the vision and courage to make those needed changes which will better the lives of your residents and strengthen the missions of your communities. We hope that you feel inspired through learning, networking and engagement. We trust that you will truly benefit from the one-on-one conversations with fellow colleagues, outstanding keynote speakers, informational classes, the fun activities and the connections with our amazing business partners.

Here is a sneak peek.... **Sunday** is set aside for fun networking at the Loomis Golf Tournament or try your talents at the Paint, Music and Laughter event at Semiahmoo Resort followed by a Welcome Reception as you check in. **Monday highlights include** our Town Hall meeting during breakfast, Deep Dive sessions and our EXPO Show centered on Emergency Preparedness "What if?" **Monday** will come to a close with our Fun Night - dinner and music by the Woodie & the Longboards playing music by the Beatles, Beach Boys and Eagles. **Tuesday** starts with our keynote guest speaker Dan Hutson, followed throughout the day with outstanding sessions and Awards Luncheon, celebrating our Board Members, Group Retro winners and our 2019 Senior Star recipient, including our very successful Dessert Dash! For our dinner, we are going to try something different this year with an Oscars theme! It's our Academy Awards Night! Lights, camera, action ~ Dress up and wear your bling while we acknowledge our Awards of Excellence, Sales and Marketing Award winners and 2019 Leadership Institute Graduates. **Wednesday** we have a great lineup of sessions and promise to have you on the road by noon with a lunch to go.

The Education and Planning Advisory Group is always challenged with how to best raise money for the LeadingAge Washington's Scholarship Fund so that we can help our members continue their education. Your participation in our fundraising opportunities, such as golf, raffles, wine wall, and our very successful dessert dash will truly make the difference in the lives of so many who will benefit from LeadingAge Washington's Scholarship Fund. Last year we raised \$10,950.85 to support 12 staff from our member community's to continue their education.

On behalf of LeadingAge Washington and the Education and Planning Advisory Group, we thank you for the opportunity to serve you and for joining us in this wonderful time of learning and connecting together! As always, we look forward to your great comments and suggestions to make next year's conference even better. See you next year at the Davenport Grand Hotel, Spokane, WA, June (15) 16-18, 2020.

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LeadingAge Washington 2018-2019 Education & Planning Advisory Group Conveners: Michelle Olafson  
- Franke Tobey Jones, Admissions and Resident Relations Director and Naniofa Poulivaati-Mounga  
- Wesley Des Moines, Director of Resident Engagement; and..Amy Johnson, formerly Tacoma Lutheran Retirement Community, Kathy Knutzen, Transportation Coordinator - Christian Health Care Center; Terry Peterson, Comprehensive Risk Management; Debbie Gillaspie, Assisted Living Director - Covenant Shores; Lillian Hayashi, Board - Kawabe Memorial House; Lisa Waisath, Director - Keiro Northwest Nikkei Manor; Kristina Walker, Mercury Pharmacy; Eric Hansen, Schryver/TridentUSA; Julia Straatman, Skilled Nursing Lifestyle Coordinator, Skyline; Robbie Waitt, Environmental Services Assistant Director, Wesley Des Moines





## **WELCOME TO OUR 2019 ANNUAL CONFERENCE & EXHIBITION**

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*LeadingAge™*  
*Washington*

**What if? Why Not?**

**What if we embraced new ideas without reservation?**

**What if we focused more on our mission vs our tasks?**

**What if we freely considered different perspectives?**

**What if we empowered our teams to take more strategic risks?**

What if we made life better for our residents, our staff, our communities and our great State of Washington? At this year's conference, you will hear us asking the question "What If" in a lot of different and thought provoking ways. On behalf of LeadingAge Washington we invite you to take advantage of our full schedule of learning opportunities, take time to connect with colleagues and be prepared to find answers to the "What ifs". Welcome to Semiahmoo!



## EDUCATION FOCUS

Participants may attend any education session. The sessions have been designed for areas of interest in:

- ✓ Care & Services
- ✓ Design & Project Management
- ✓ Financial Management
- ✓ Fund Development
- ✓ Human Resources Development
- ✓ Wellness & Life Enrichment
- ✓ Leadership & Strategy
- ✓ Management & Operations
- ✓ Marketing & Public Relations
- ✓ Partnership & Collaboration
- ✓ Technology

## SESSIONS ARE DESIGNED TO...

- ✓ Identify emerging trends in the field of aging;
- ✓ Explore ways to provide services in the future;
- ✓ Identify new partners and opportunities;
- ✓ Retool your community with the latest information;
- ✓ Understand healthcare reform and your next steps;
- ✓ And more...

## EDUCATION CREDITS

Up to 18.5 approved DSHS Education Credits are available. Forms are located in your conference packet. Please stop by the registration desk for the daily approved DSHS code. Be sure to drop off the yellow copy before you leave the conference.

## QUESTIONS?

**We are here for you!** Staff and committee are available to assist you with questions, directions and other needs. Look out for our Planning Committee and Staff who will be wearing **BLACK VESTS**.

## PROGRAM, SESSION HANDOUTS & ANNUAL REPORT

**We are green.** When you check in you will receive a thumb drive that will include the majority of our Breakout Sessions, Presenter information, LeadingAge Washington's 2018 Annual Report, and more. Handouts will also be posted online after the conference.

Thumb drives generously donated by: **Propel Insurance**

## OVERALL CONFERENCE EVALUATION

**We are green.** You will find in your packet a Monkey Survey link to our online conference evaluation. We encourage you to complete the "quick & easy" evaluation when you return to your office. Your feedback is very important to us! We will be drawing for a \$100 Gift Card as a Thank You for your support!

## CELL PHONE AND MESSAGES

Please be courteous and program your cell phone to vibrate during the conference.

## BADGES

Name badges are required for entrance to all sessions and conference activities including the exhibit hall. If you have a spouse that will be attending, please be sure to stop by the registration desk and ask for a name badge.

## DRESS CODE

Casual FUN attire is appropriate for all educational sessions and social activities. We advise against ties and suggest comfortable shoes. We want you to enjoy your conference experience. Meeting rooms will vary in temperature; keep a jacket or sweater with you. Evenings will be cool!



# SPONSOR **SPOTLIGHT**

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**LEADINGAGE WASHINGTON**

## **ZIEGLER SENIOR LIVING FINANCE**

*Together we are making a continued commitment to senior living excellence through education and comprehensive, innovative financial services*

- Investment Banking
- Financial Risk Management
- Seed Capital
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- Capital & Strategic Planning
- Research, Education & Thought Leadership

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## We're There at Every Phase of Your Residents' Lives.

**Independent Living • Skilled Nursing • Rehab  
Assisted Living and Memory Care**

Morrison Community Living is the only company in the U.S. dedicated to creating a vibrant lifestyle through food, nutrition and hospitality services for senior communities.

For more info, please contact Angus Brown  
at: [Angus.Brown@Compass-USA.com](mailto:Angus.Brown@Compass-USA.com),  
or 971.804.0995.

**morrison**  
Community Living

We Enrich the Lives of Seniors Every Day  
[morrisoncommunityliving.com](http://morrisoncommunityliving.com)



# FUN THINGS TO DO AT SEMIAHMOO

What makes a region a destination? Everyone has their own opinion. But when a place like the Spokane Region has it all, it's tough not to sing its praises. Blessed with a unique combination of outrageous outdoors and amazing attractions, incredible arts and delectable dining, and a historic past living seamlessly with a vibrant future. From thrilling whitewater or downhill adventures, to inspiring art and powerful Broadway performances, the Spokane Region offers enough activities to pack any vacation calendar.



**Golf**



**Brewery & Winery**



**Museums & Theaters**



**Rafting & Tubing**



**Trails**



**and so much more!**



# OUR **SPECIAL GUESTS**

## **KEYNOTE SPEAKERS & HEADLINERS**

Join us as we delve into the big ideas that are shaping the future of our organizations and the people they serve.



**Ruben  
Rivera-Jackman**

**Bullying Among Seniors:  
Out of the Playground  
and Into the Senior Living  
Communities**

Rubén Rivera-Jackman, Resident  
Services Director, SHAG



**Katie  
Smith-Sloan**

**Priorities and Insights**  
Katie Smith Sloan, President &  
CEO LeadingAge



**Mary  
Munoz**

**Today's Influential Trends  
and Their Impact on Senior  
Living Offerings**

Mary Muñoz, Senior Managing  
Director, Ziegler



**Seth Anthony**

**The Role of a Leader in  
Creating a Culture of  
Engagement**

Seth Anthony, Sales, Marketing  
& Business Development  
Director, Holleran Research and  
Consulting



**David Chen**

**Designing a Compliance  
and Quality Metrics  
Dashboard**

David Chen, General Counsel,  
CRISTA Senior Living



**Christopher  
Ridenhour**

**What If We What Ifed  
Every Day?**

Christopher W. Ridenhour, CEO,  
Creative Engagement Officer,  
Consultant



**Dan Hutson**

**Senior Living: Facing the  
Innovation Imperative**

Dan Hutson, Former Chief  
Strategy Officer, HumanGood



**Dr. Steven  
Fuller**

**7 Challenges Assisted Living  
MUST Get Right**

Dr. Steven Fuller, Founder &  
President, Illumination Analytics



# AGENDA AT A GLANCE

## SUNDAY, JUNE 9

<b>Noon</b>	<b>Golf with BBQ</b> - Loomis Trail Golf Course, registration opens at 10:30 a.m.
<b>1:00 pm</b>	<b>Wine &amp; Canvas</b> - Semiahmoo Resort, Victoria Ballroom; <b>Ticket Required</b>
<b>2:00 - 5:00 pm</b>	<b>Early Bird Check-in (2:00 p.m.) &amp; Welcome Reception (5:00 p.m.)</b> - Seaview Lobby

## MONDAY, JUNE 10

<b>7:00 am</b>	<b>Registration Desk Opens</b> - Ballroom Foyer
<b>7:15 - 9:00 am</b>	<b>Public Policy Town Hall Breakfast Session:</b> Convener: R. Kevin McFeely, CEO, Tacoma Lutheran - <i>All attendees invited</i> - The Tent
<b>9:15 - 10:15 am</b>	<b>Breakout Sessions 1</b>
<b>10:30 am</b>	<b>Deep Dive Sessions</b>
<b>12:30 pm</b>	<b>Lunch - Keynote Guest:</b> Katie Smith-Sloan, President, LeadingAge - The Tent
<b>1:30 - 4:00 pm</b> <b>5:00 pm</b>	<b>Visit our Expo Showcase</b> - Ballroom <b>Dinner and Entertainment</b> by Woodie and the Longboards. An evening by the water with a tribute to Vintage Surf Tunes.

## TUESDAY, JUNE 11

<b>7:00 am</b>	<b>Breakfast &amp; Networking</b> - Ballroom
<b>9:15 am</b>	<b>Welcome &amp; Keynote Guest:</b> Dan Hutson, Former Chief Strategy Officer, Human Good ~ Senior Living: Facing The Innovation Imperative - Ballroom
<b>10:30 am</b>	<b>Breakout Sessions 2</b>
<b>11:45 am</b>	<b>Luncheon &amp; Awards Ceremony</b> - Celebrating our Senior Star, Silver Stars with "25-45+" Years of Service, Board/Committees & Group Retro winners. Includes our Scholarship Fundraiser Dessert Raffle - Ballroom
<b>1:00 pm - 2:00 pm</b>	<b>Breakout Sessions 3</b>
<b>2:15 pm</b>	<b>Deep Dive Sessions</b>
<b>4:30 pm</b>	<b>Annual Member Business Meeting</b> - All Members Invited! - The Tent
<b>5:45 pm - 8:30 pm</b>	<b>Board Chair Reception &amp; Academy Awards Dinner</b> - Celebrating our Chair Award, Awards of Excellence, Sales & Marketing nominees and our 2019 Leadership Institute Graduates - Ballroom

## WEDNESDAY, JUNE 12

<b>7:30 am</b>	<b>Breakfast &amp; Networking</b> - Ballroom
<b>8:30 am</b>	<b>Breakout Sessions 4</b>
<b>9:45 am</b>	<b>Breakout Sessions 5</b>
<b>11:00 am</b>	<b>Breakout Sessions 6</b>
<b>Noon</b>	<b>Lunch Bag to go! Have a safe trip home!</b> Hotel lobby

## BREAKFAST, MONDAY, JUNE 10TH 7:15 - 9:00 A.M.

### PUBLIC POLICY TOWN HALL SESSION

### THE TENT

The LeadingAge Washington State Town Hall Conversation is your opportunity to provide input to LeadingAge, our national partner, and us about ways national and state public policy is affecting you, the older adults you serve, and how policy could be changed for the better. Joining us for this important conversation from LeadingAge are Katie Smith-Sloan, President and Ruth Katz, Sr. VP. Public Policy Advocacy. R. Kevin McFeely CEO, Tacoma Lutheran will serve as our Convener. The results of these conversations, and those of you we heard from over the past year, will be used to set public policy priorities to better represent your interests and the interests of older adults across the country and here in Washington.

All LeadingAge members, including staff, and Board members are invited to participate.

Co-Hosted by:

**CAIN BROTHERS**  
A division of  
**KeyBanc** Capital Markets 



**MONDAY, JUNE 10TH 9:00 A.M. – 4:00 P.M.**

**Silverado Memory Care Community invites you to  
The Virtual Dementia Tour**



**Rosalee Ronquillo, Community Ambassador, Silverado Bellingham |  
Memory Care**

**Changing the perception of aging with Alzheimer's**

Alzheimer's is an emotional journey. It is difficult to fully comprehend the challenges that your loved one faces every day. Discover the realities of living with dementia while experiencing the overwhelming effects a person living with memory impairment feels when trying to perform everyday tasks.

The Virtual Dementia Tour will take you from beginning to late stages of the disease process. Unlike other virtual dementia tours, this comprehensive session encompasses tasks and exercises that are essential for professionals and caregivers to experience.

**Demonstrations available throughout the day.**

**ROOM LIBRARY**

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## SESSION 1, MONDAY, JUNE 10TH 9:15 - 10:15 A.M.

### **Driving Success with Data:**

#### **A Consonus + Transforming Age PDPM Case Study**

**Jonalyn Brown**, Vice President of Operations and **Anthony Laflen**, Consulting & Data Analytics Director, Consonus Healthcare; **Ryan Miller**, Assistant Executive Director, Skyline; **Jonathan Free**, Regional Clinical Nurse, Transforming Age

With the most significant change in skilled nursing reimbursement approaching, providers must understand the driving forces and how to position themselves for success. This session will cover strategies to face various alternative payment models the results real organizations are experiencing compared to a more traditional Medicare payment model. They will share case study examples of patients in both traditional and alternative payment models, best practices in laying the groundwork, testing and leveraging data in preparation for PDPM. Review critical tools needed for this more efficient model and discover tangible examples of how to achieve similar results in your market. **Focus: Financial Management**

**ROOM STARS**

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### **Technology Planning and Strategies for Senior Communities**

**Mary Burris**, CEO, SisAdmin, LLC

How to invest in technology the right way, resulting in increased productivity and measurable results!

**Focus: Design & Project Management, Financial Management, Leadership**

**ROOM LOPEZ**

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### **What if Marijuana Was Completely Legal?**

**Pamela Kaufmann**, Partner, **Hanson Bridgett LLP**; **Gabriela Sanchez**, Shareholder, **Lane Powell PC**

What if there were no legal barrier to allowing marijuana on your campus? Marijuana dispensaries abound in "legal" states. The stigma associated with marijuana is dissolving. The FDA has approved cannabinoids for medical use, and the "farm bill" has legalized hemp production. Relief from conditions ranging from arthritis to glaucoma has been cited. Cannabis is available in gummies, pretzels and teas. And residents are demanding the right to use marijuana on-campus. Two attorneys who are veterans on this topic will explore how to protect resident safety and employ sensible risk management strategies if you opt to become a marijuana-friendly campus. **Focus: Public Policy & Legal Issues**

**ROOM DISCOVERY THEATER**

## SESSION 1, MONDAY, JUNE 10TH 9:15 - 10:15 A.M.

### **Promoting Play: Using the Arts and Intergenerational Connections to Encourage Creativity, Connections, and Socializing**

**Jen Kulik, Founder & CEO, Silver Kite Community Arts**

Let's play! During this session we'll learn about the positive benefits of engaging in play throughout the lifespan, engage in playful activities, and explore how the arts and intergenerational programs can foster and encourage residents to play - every day!

**Focus: Wellness & Life Enrichment, Partnership & Collaboration**

**ROOM PENDER**

### **Behind The Curtain: A No-Holds-Barred Conversation with Residents and Prospects About How They Receive Your Advertising**

**Cynthia Thurlow Cruver, Principal, 3rdThird Marketing; Nancy Weinbeck, CEO, Bayview; Ralph Novak, Research Director, Brooks Adams**

What do age qualified seniors really think about what communities are selling and marketing? This session will help senior living providers understand what today's consumers really want and how to better communicate your offerings to appeal to this audience and achieve greater lead generation and conversions. This includes a 60-Minutes-style anonymous panel interview and data from the Generations study, a nine-year study that reveals consumer sentiments about aging products and services. You'll see visual examples of how to market something people WANT versus marketing something people have to buy. **Focus: Leadership & Strategy, Management & Operations, Marketing, Philanthropy & PR**

**ROOM SALTSRING**

### **What If Your BUILDING Was WELL?**

**Lisa Warnock, Associate, Chuck Archer, Associate and Lisa Sneddon, Interior Designer, LRS Architects**

What if your building could make everyone who lived and worked there HEALTHIER? Through air, water, nourishment, light, fitness, comfort and mind, it can. These are the tenants of the WELL Building Standard and it is revolutionizing the way people think about buildings. It marries best practices in design and construction with evidence-based medical and scientific research - the result being improved nutrition, fitness, mood, sleep patterns and performance of its occupants. The presenters will discuss how to create a built environment that improves nutrition, fitness, mood and sleep patterns as well as increase employee productivity, engagement and retention.

**Focus: Design & Project Management, Wellness & Life Enrichment**

**ROOM SATURNA**

**MONDAY, DEEP DIVES \* 10:30 A.M. - 12:30 P.M.**

**Today's Influential Trends and Their Impact on Senior Living Offerings**

**Mary Muñoz, Senior Managing Director, Ziegler; Leslie Moldow, FAIA, LEED AP - Principal, Perkins Eastman**

Ziegler will present hot trends in the industry – the current healthcare sea change and its impact on skilled nursing environments; technology integration; construction and redevelopment; consumer preferences/change; demographics; and finance. Perkins Eastman will share new research on how senior living models may change in the future as a result of current “disruptors”.

**ROOM STARS**

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**What If We What If'ed Every Day?**

**Christopher W. Ridenhour, CEO, Creative Engagement Officer, Consultant**

What if we “What If-ed” every day? What if the energy, teamwork and engagement portrayed on the website, truly defined the relationships across all shifts and departments? Imagine the levels of success our stakeholders would experience if every team member “embraced changed,” “owned problems,” and took “personal accountability” for their part in creating an extraordinary and inclusive community. Here's the rub: Increased responsibilities, tighter regulations, and a workforce crisis saps the energy, enthusiasm and optimism from the strongest of us. Low morale, dispirited attitudes, and negative behaviors flavor many of our cultures.

Finally, a session that serves as the antidote to “burn out” and is designed to rejuvenate all professionals who have ever considered trading in their credentials for an airline ticket and butterfly net. Your well-being is calling, and it misses you! It's time to recapture your passion and sanity through research-based best practices and real belly laughs. This highly interactive experience will challenge you like an honest friend and support your growth as a workplace champion with increased influence, courage and confidence.

**ROOM DISCOVERY THEATER**



**MONDAY, DEEP DIVES \* 10:30 A.M. – 12:30 P.M.**

**Bullying Among Seniors: Out of the Playground and Into the Senior Living Communities**

**Rubén Rivera-Jackman, Resident Services Director, Sustainable Housing for Ageless Generations (SHAG)**

Often when we hear the word bully, we immediately think of children and adolescents, but it is a very real problem in the older adult population. Bullying is the human phenomenon of the strongest picking on the weakest. It is estimated that 10-20% of older-adults experience some type of senior-to-senior aggression, usually verbal abuse. The actual numbers of older adults targeted are difficult to gather, because these acts often go unreported. This session is designed to increase and/or enhance your knowledge regarding the phenomenon of older-adult bullying, and outline strategies housing providers can adopt to create a safe environment for all residents while addressing the concerns of targeted individuals, as well as, holding the perpetrators accountable for their behavior. This session will include a didactic presentation, as well as, an interactive panel of leading housing experts who will facilitate a comprehensive dialogue on preventing and addressing bullying behaviors in older-adult continuum of care communities.

**ROOM LOPEZ/PENDER**



**CONSONUS**  
HEALTHCARE

**Rehab  
Pharmacy  
Data Analytics  
and Consulting**

**CONSONUSHEALTH.COM**



LUNCH 12:30 P.M.

Sponsored by:



Ziegler

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## KATIE SMITH-SLOAN

President and CEO, LeadingAge

### LEADINGAGE - PRIORITIES AND INSIGHTS

#### THE TENT

Katie is President and CEO of LeadingAge. She also serves as the executive director of the Global Ageing Network, an organization with a presence in over 50 countries committed to improving the quality of life for people as they age throughout the world.

She joined LeadingAge in April 2002, after having served in a number of key leadership positions at AARP. As a member of AARP's senior leadership team, Katie was responsible for major social marketing initiatives to carry out the association's strategic priorities in health and wellness, economic security, and consumer protection.

Katie serves on the Board of Directors of the Canadian Centre for Aging and Brain Health Innovation, HelpAge USA, the Long Term Quality Alliance (LTQA) and ValueFirst, a group purchasing company serving the aging services field. She is also co-chair of Dementia Friendly America, a multi-sector collaborative with a mission to foster dementia friendly communities. She has a strong commitment to the consumer movement, and serves as secretary-treasurer of the Consumer Federation of America.



# LUNCH WITH BUSINESS PARTNERS \* MONDAY JUNE 10TH, 12:30 P.M.

THE TENT

**EXPO HOURS 1:30 - 4:00 P.M.**



## SEMIAHMOO BALLROOM

### 68TH ANNUAL CONFERENCE EXHIBITORS

3rdThird Marketing  
A/R SNF Solutions  
Accrete Construction  
Aegis Therapies  
Ankrom Moisan Architects  
Basic American Medical Products  
BKD CPAs & Advisors  
Cain Brothers  
CliftonLarsonAllen  
The Compliance Store  
Comprehensive Risk Management  
Consonus Healthcare Services  
Deacon Construction  
Dietitian Consulting Services  
Eldergrow  
Encore Rehabilitation Services  
Forbo Flooring  
Gabbert Architects Planners  
Geneva Woods Health Supplies  
HPSI Purchasing Services

HUB International Northwest  
Infinity Rehab  
Innovatix  
Interactive Medical Systems  
It's Never 2 Late  
Java Group Programs  
Legacy Power Systems  
LRS Architects  
McKesson Medical-Surgical  
Mercury Pharmacy Services  
Morrison Community Living  
Omnicare, a CVS Health Co  
Patcraft  
PayNorthwest  
PharMerica  
Pioneering Technology  
PointClickCare  
PropacPayLess Pharmacy  
Propel Insurance  
RehabCare

Rice Fergus Miller  
Schetky NW Bus and Van Sales  
Schryver/TridentCare  
Select Rehabilitation  
Serrano Medical Solutions  
Shaw Contract  
SisAdmin  
Sodexo Senior Living  
Time Equipment Company  
TwinMed  
Unidine Corporation  
USI Insurance Services  
Varsity  
Walsh Construction  
Washington Relay  
WA State DOH - Construction  
Review Services  
WA State Housing Finance  
Commission (WSHFC)  
Wattenbarger Architects  
Ziegler

# Woodie and the Longboards

*Vintage Surf Tunes*

WOODIE & THE  
LONGBOARDS  
MONDAY, JUNE 10TH

SEAVEIW TERRACE  
DINNER AND MUSIC, 5:00 P.M.

*Top Rated Beach Boys and Surf Tribute*



Co-Sponsored by:





## PROGRAM SESSIONS

**BREAKFAST, TUESDAY, JUNE 11TH 7:00 - 9:00 A.M.**

Co-Hosted by:

SEMIAHMOO BALLROOM



**CEO's FORUM & BREAKFAST, 7:00 - 9:00 AM**

**Join the roundtable discussion. Breakfast will be served in the room.**

Facilitated by: Torsten Hirche, President, CEO, Transforming Age and Deb Murphy, CEO, LeadingAge Washington

ROOM STARS



The Optum care model is available to participating skilled nursing facilities and assisted living communities in Washington.



**Impact**  
in  
**a skilled nursing facility**

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**Elevates quality**

while reducing costs

**Improves**

census stability

**Financial benefits**

include quality incentives



**Impact**  
in  
**an assisted living community**

---

**Elevates quality**

while reducing costs

**Improves**

census stability

**Supports**

aging in place

Optum® works with skilled nursing facilities and assisted living communities to provide an added layer of care for residents in participating health plans. Optum's advanced practice clinicians provide these residents and their families with more effective care on-site reducing avoidable trips to the emergency room or hospital.



Let's talk about a partnership in care.  
Call us at **1-877-800-1665**.



Or view our video at **[optum.com/longtermcare](https://optum.com/longtermcare)**.



**TUESDAY, JUNE 11TH \* KEYNOTE GUEST 9:15 A.M.**

## **SENIOR LIVING: FACING THE INNOVATION IMPERATIVE**

Our understanding of the impact of older adults is shifting, from “burden on society” to “fast-growing contingent of active, productive people who are working longer and taking the American economy in new directions” (The Longevity Economy, Oxford Economics/AARP). By 2032, the Longevity Economy—representing the sum of all economic activity serving the needs of Americans over 50—is projected to generate more than half of the U.S. GDP, employ nearly 100 million people and make up two-thirds of wages and salaries.

This opens up all kinds of exciting new opportunities for the senior living industry ... but only if we're prepared. Taking advantage of the Longevity Economy requires more than simply business as usual. Entire industries that have previously not seen people over 50 as their market will shift their attention to those we serve. Change is imperative. And innovation is the key.

In this keynote address, Dan Hutson will look at the current senior living market, the forces that are changing it, and how we might harness innovation to stay relevant and win in an exciting but increasingly more challenging environment.

**SEMIAMMOO BALLROOM**

**Co-Sponsored by:**



## GENERAL **SESSION 2**

# **DAN HUTSON**

FORMER CHIEF STRATEGY OFFICER, HUMAN GOOD



## SESSION 2, TUESDAY, JUNE 11TH 10:30 - 11:30 A.M.

### What is an Integrated Design Team and How Can Your Community Benefit During Master Planning

**Suzanne Pontecorvo, Principal, RiceFergusMiller Architects; Gregg Sloan, Founder and Chief Creative Officer, Amplified**

What if we could achieve more with new partners? How connecting to collaborate with new partners has created the next evolution of Master Planning. This partnership of teams who bring User Experience (UX) design and technology innovation, Architectural/ Interior Designers and Building Systems Solutions together. We will describe how working together early in this process will provide more thorough solutions and optimize the outcomes to be more strategic rather than reactionary. This innovative panel of experts from Amplified, McKinstry and RiceFergusMiller Architects presents our new process that creates a road map your Community can use to make Future Connections possible. **Focus: Design & Project Management, Management & Operations, Tech & Innovation**

**ROOM** PENDER

### How to Integrate Technology Solutions as a Response to Industry Trends

**Scott Collins, President & CEO, Link-age; Sarkis Garabedian, Director and Daren Bell, Senior Vice President, Ziegler**

This session is solely focused on the role that technology can play in providing solutions for today's senior living organization. This topic overview will include information on the latest senior living technology research, expert opinion, and provide examples of technology adoption.

**Focus: Tech & Innovation**

**ROOM** SALTSPRING

### Diverse HighNetWorth Donors: Assessing the Emerging Philanthropic Landscape: What if the Diversity of our Sector Matched the Diversity of America?

**Karen Rotko-Wynn, Executive Vice President, The Alford Group**

The demographics of our nation are becoming more diverse – and yet the demographics of philanthropy in our nation remains largely unchanged. As a sector, we must crack the code to diversifying the philanthropic donor base. The Alford Group has partnered with the IUPUI Lilly Family School of Philanthropy to release a report that examines the giving patterns, priorities, and attitudes of America's diverse high net worth donors, in particular, among African Americans, Asian Americans, Hispanic/Latinos and the LGBT community. This new information will supply you with valuable knowledge about donor attitudes and practices for the 21st Century philanthropic landscape. **Focus: Leadership & Strategy**

**ROOM** SATURNA

## SESSION 2, TUESDAY, JUNE 11TH 10:30 - 11:30 A.M.

### 2019 Data Trends - What You Need to Know to Survive & Thrive

**Craig Bettles, Project Manager, Consonus Healthcare**

Understanding your data is essential for SNF operations in 2019. In October 2019, the entire SNF landscape will shift with the rollout of PDPM. Payment categories will move from 66 different unique combinations of classifications to roughly 28,800 different combinations. CMS will be consolidating the number of MDS assessments and expanding the number and length of their quality measures. Additionally, payers and hospital systems are narrowing their networks and are looking for partners who can understand, and manage, their data. Explore data trends that will drive SNF management and gain knowledge to start a dialogue with their healthcare partners.

**Focus: Management & Operation**

**ROOM STARS**

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### Hiring for Keeps: Strategies to Retain Staff

**Peter Corless, Executive Vice President, OnShift**

When properly engaged, employees do their best work, inspiring others and improving resident care and satisfaction. Organizations need to build a nurturing and rewarding culture to improve employee engagement and reduce turnover, which means evolving recruiting, engagement, and retention tactics to attract and develop talent. **Focus: HR/Workforce**

**ROOM LOPEZ**

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### What a Deeper Understanding of Your Engagement Data Can Do For You

**Alex Bitoun, President & CEO, Sagely, Inc**

Learn about the importance of engagement data when providing wellness to your residents. Detailed strategies to measure engagement initiatives will be shared, a step required to truly understand the effectiveness and operational impact of engagement efforts. We'll talk about collecting data to improve operational efficiency and resident engagement. Together we'll interpret the data and make it actionable without requiring wellness engagement directors to become data scientists. A real-life example of a community will demonstrate how engagement technology was used to gain a deeper understanding of their residents and improve engagement and operational efficiency. **Focus: Wellness & Life Enrichment**

**ROOM DISCOVERY THEATER**



# PROGRAM **LUNCHEON**

**TUESDAY, JUNE 11TH, 11:30 A.M. - 1:00 P.M.**

## **Luncheon, Ceremony & Dessert Dash**

Join us as we celebrate the recipients of our:

- 2019 Senior Star Award
- Silver Stars with "25, 35, 40 + Years of Service
- Group Retro Awards
- LeadingAge Washington's 2018-19 Board Leadership/Committee Chairs and Conveners



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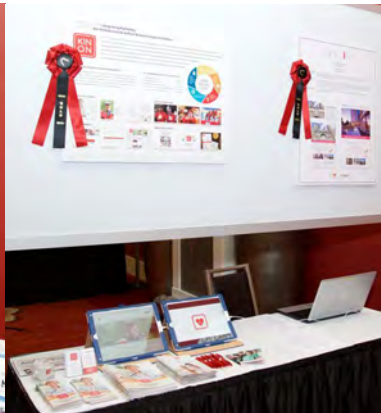
## **LeadingAge Washington's Silver Star Awards**

LeadingAge Washington's Silver Star Award recognizes employees who have demonstrated their dedication to serving our seniors by their long-term employment of 25 years of continued service. We also recognize those "Celebrating" 30, 35, 45+ years. Join us as we recognize and celebrate their commitment. Thanks to you "our members" for your continued support of this outstanding program.

Awards Sponsored by:



# PROGRAM **SPECIAL EVENTS**



## SESSION 3, TUESDAY, JUNE 11TH 1:00 - 2:00 P.M.

### **Backstage Pass: A Behind The Scenes Look at Events That Distinguish Your Community and Attract Qualified Prospects**

**DeAnne Clune, Principal & Consultant and Angela Johnston, Senior Living Consultant, Zola Consulting**

What if... your marketing events could be more creative, more organized, easy to implement and achieve better results? In this session, participants will learn how to take their marketing events to the next level and maximize their effectiveness. Attendees will also be inspired to try new approaches that help separate them from the competition. If you're involved in event planning at your community or organization, you won't want to miss this session!

**Focus: Marketing, Philanthropy & PR**

**ROOM STARS**

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### **Coaching for Success**

**Alex Candalla, Executive Director; Colleen Wojciechowski, HR Director; Naniofa Pouливааti-Mounga, Director of Resident Engagement, Wesley Des Moines**

Coaching for Success offers unique strategies for building alignment with team members who are underperforming. This program will help team members take personal responsibility for their behavior, and as leaders we help problem employees become productive players. This program offers a complete program for mentoring, building superior team member performance and coaching employees that is proven successful in handling performance issues such as absenteeism, bad attitudes and poor performance.

**Focus: Leadership & Workforce**

**ROOM LOPEZ**

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### **Cyber Attack - Are You Ready? An Organizational Ransomware Tabletop Exercise**

**John DiMaggio, Co-Founder & CEO, Blue Orange Compliance**

Cyber attacks can happen to any organization. These attacks can affect residents, employees, management teams and Board of Directors. Prevention is important, however preparing an organization for a potential event is equally important. This session will cover how an attack can affect your organization by simulating a Ransomware attack, and by using a tabletop exercise to demonstrate the need for an effective incident response plan. **Focus: HR/Workforce, Management & Operations, Tech & Innovation**

**ROOM DISCOVERY THEATER**

## SESSION 3, TUESDAY, JUNE 11TH 1:00 - 2:00 P.M.

### **Board Governance - How to Manage an Effective Board**

**Jeanette Kurtz, Not-for-Profit Director & Partner, Mueller Prost CPAs + Business Advisors**

In this 60 minute presentation, attendees will learn the most effective way to build and manage a board. Strategies and tactics provided will ensure the organization continues to grow while keeping board members and volunteers engaged.

**Focus: Leadership & Strategy**

**ROOM PENDER**

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### **What if We Started a Social Revolution?**

**Kristine Theurer, PhD, President, Java Group Programs Inc**

What if we overturned social calendars filled with entertainment and distraction and replaced them with endless opportunities to connect and help others? We examined an innovative peer support-mentoring intervention in which volunteers and residents formed a team, received training, and paired up to visit lonely residents. We found significant reductions in loneliness and depression among participants, and a 60% increase in participation. What if this approach starts a social revolution? Come experience the mentoring program and find out if it helped residents build meaningful relationships, find purpose and make life better for themselves and others. (It did and it does.) **Focus: Wellness & Life Enrichment**

**ROOM SALTSPRING**

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### **Legislating Senior Living: National Trends, Impacts and Advocacy**

**Nataša Honrine, Sr. Compliance Analyst, Life Care Services**

Legislation affecting our industry is happening fast and furious. Many providers are just managing to keep up with new laws in their own state. This session takes the audience outside of their in-state perspective and further on the horizon with a summary of legislative topics trending in other state legislatures affecting senior living. This session focuses on issues with high impact on provider operations being debated and passed in other states. Examples of cases discussed will include Granny Cam laws, emergency preparedness bills, union backed proposals to raise staffing ratios, and proposed laws related to life plan communities. **Focus: Leadership & Strategy, Management & Operations, Public Policy & Legal Issues**

**ROOM SATURNA**





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**ARE YOU SOCIAL?  
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## PROGRAM **ANNOUNCEMENT**



**Is our Membership Directory App downloaded on your mobile devices? In 2016 we launched our mobile app. The feedback has been outstanding.**

- **The Directory goes where you go** – Whether you are in your office on your desktop, or on the road using your mobile phone, our Member Directory App is just a click away. You can access it from any device that has a browser, and even download it to your device for times when you don't have an internet connection.
- **The Directory is always up-to-date** – Because the Member Directory App is digital, we update and post daily.
- **The Directory is easy to navigate** – With the touch of a finger you will be able to cruise through the App and view member communities, top leaders, providers by county and business members by service categories.
- **The Directory connects members to each other** – Want to connect with a leader in the association? Meet up with a former colleague or reconnect with an old acquaintance? Just check the directory! You can download member info as a vCard, print the directory, or save .csv files.
- **The Directory showcases our sponsors and business partners** – We are fortunate to have a network of associate business members that cater to the needs of our community members and support our mission. You can search partners by category – from accountants, architects to medical supplies and staffing – find their key people, and learn more on their websites. Whatever your project or need, be sure to check the directory for an Association partner first!

The Member Directory App is a password-protected member benefit. The link is [www.lawadirectory.org](http://www.lawadirectory.org). Once you have logged on – refer to “Getting Started” located in the lower corner of the first page for download instructions to your phone, tablets or desk tops! For Member only [access code](mailto:CMeritt@LeadingAgeWA.org) email Cassi at [CMeritt@LeadingAgeWA.org](mailto:CMeritt@LeadingAgeWA.org) or ASK at the registration desk!

**TUESDAY \* JUNE 11TH, 2:15 - 4:15 P.M.**

### **7 Challenges Assisted Living MUST Get Right**

**Dr. Steven Fuller, Founder & President, Illumination Analytics**

The first assisted living community was opened in Portland, Oregon in 1981 as a social model alternative to nursing homes. The underpinning of the social model is that care is predicated on maintaining a homelike environment and the nurturing of social relationships. Although the goal is to provide an independent experience that emphasizes quality of life above everything else, assisted living residents are inherently fragile and require robust support of a plethora of healthcare needs. The success of the social model emphasized in assisted living is challenged by a resident population of increasing frailty, disability, cognitive impairment, and medical complexity. This has created a greater demand for healthcare expertise and the call for a blending of the social and medical models – i.e. Integrated Care – to accommodate these demands.

“7 Challenges Assisted Living MUST Get Right” discusses 7 fundamental elements that must be managed successfully if assisted living is to continue to be a viable alternative to nursing homes. The speaker will introduce each challenge with a brief presentation, following which the audience is encouraged to share opinions and experiences and propose actionable solutions that can be implemented by their colleagues.

**ROOM STARS**

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### **The Role of a Leader in Creating a Culture of Engagement**

**Seth Anthony, Sales, Marketing & Business Development Director,  
Holleran Research and Consulting**

The presentation will be broken down into four half hour blocks – Seth will bring to the audience:

- Understanding employee engagement and the trends that we see;
- Understanding resident engagement and the trends that we see;
- What synergies exist between resident and employee engagement;
- Strategies and best practices that leaders can implement to boost engagement.

**ROOM DISCOVERY THEATER**

**TUESDAY \* JUNE 11TH, 2:15 - 4:15 P.M.**

**Designing a Compliance and Quality Metrics Dashboard**

**David Chen, General Counsel, Chief Compliance Officer, Rebecca Muld, Attorney and Corporate Compliance Manager, Law & Corporate Affairs; Brandi Smith, Quality Compliance Manager, CRISTA Senior Living**

By now, many facilities have drafted a QAPI Plan in compliance with 42 CFR § 483.75. However, QAPI Plans without specifications on performance expectations, when corrective action is required, and reporting accountability are of little use to operations. With the growing number of externally reported measures, leaders can be overwhelmed and lose focus on what to prioritize. Join compliance and quality leaders from CRISTA Ministries in a discussion about developing visual tools, including dashboards, to engage and communicate to all levels of staff and leadership regarding the QAPI program.

**ROOM LOPEZ/PENDER**



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## TUESDAY **ACTIVITIES**

**TUESDAY, JUNE 11TH, 4:30 P.M.**

### **Annual Member Business Meeting**

All members are welcome!

**THE TENT**

**TUESDAY, 5:45 - 6:30 P.M.**

### **LeadingAge Washington's Board Chair Reception**

Glen Melin, V.P. of Senior Living, CRISTA Senior Living, 2018-19 Board Chair

Hosted by:



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**TUESDAY, 6:30 - 8:30 P.M.**

**ACADEMY AWARDS DINNER** Dress: Semi-Formal \* Boas & Bow Ties available on site!

**Join us as we recognize the recipients of our:**

- Awards of Excellence
- Chair Award
- Excellence in Sales and Marketing
- Leadership Institute 2019 Graduates



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## BREAKFAST, WED. JUNE 12TH 7:30 - 8:30 A.M.

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## SESSIONS 4 WED. JUNE 12TH 8:30 - 9:30 A.M.

### My Plan Is Better Than Your Plan: A Lively Discussion on Memory Care Design Options

**Dr. Margaret Calkins, President, IDEAS Inc.; Lisa Warnock, Associate and Charles Archer, Associate, LRS Architects**

What is the BEST way to design a supportive Memory Care environment? What are the MOST important considerations? Not everyone agrees and there are pros and cons to the multiple community styles to be considered. The presenters each bring a different level of experience and perspective to an informative and lively debate and overview of the Open Plan, Household, Neighborhood and Corridor Plan options. Additionally, various interior apartment types and styles, and supportive interior finish and furnishing considerations will be discussed. Attendees will learn when and why to choose one design concept over the other for their community. **Focus:**

**Design & Project Management**

ROOM LOPEZ/PENDER

### Going Beyond Age and Income: Understanding Your Community's Psychographic Profile

**Derek Dunham, Vice President Client Service, Varsity; Roberta Voloshin, Marketing Corporate Director, United Methodist Communities of New Jersey; Martin Pacino, Sr Director of Research Insights, The MSR Group**

Inherently each community in the marketplace strives to provide a welcoming and caring environment. However, going beyond the demographics (e.g., age, income, geography) to understanding the psychographic profiles (personal values and interests) can provide opportunities for deeper connections and more efficient sales processes. A better understanding of WHO is attracted to WHAT you offer will create a fulfilling experience for your team and prospects alike. **Focus: Marketing, Philanthropy & PR**

ROOM STARS

## SESSIONS 4 WED. JUNE 12TH 8:30 - 9:30 A.M.

### **The REAL Cost of Turnover - Leveraging Retention to Improve Margin**

**Bob Lane, Director, BKD CPAs & Advisors**

Turnover of staff, particularly front-line caregivers, is one of the largest issues facing providers today, both from a clinical and a financial perspective. This session will utilize evidence-based data, along with user-friendly tools to arm participants with needed information, and will give leaders specific direction and proven strategies to enable them to return to their organization ready to make positive changes. **Focus: HR/Workforce, Leadership & Strategy, Management & Operations**

**ROOM** SALTSPRING/SATURNA

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### **Capital Reserve Budget Planning for Maintaining Existing Facilities and Its Role in Acquisition of New Facilities**

**Doug McMillan, President, zumBrunnen Inc.; Dayle Krahn, Vice President of Property Maintenance & Development, Baptist Housing**

Senior living communities with aging facilities face special challenges in budgeting for the future. As buildings age, expenses can compound rapidly, and Owners can find themselves without adequate funds to fix problems. Capital Reserve budgeting and planning is a significant tool in keeping communities up to par, but is also useful for Owners who are in the process of acquiring existing facilities. This session focuses on how Baptist Housing successfully utilizes capital budget planning to keep their facilities adequately funded, as well as how they approach the acquisition of facilities as it relates to the physical assessment of the facility. **Focus: Financial Management, Leadership & Strategy, Management & Operations**

**ROOM** DISCOVERY THEATER



## SESSIONS 5, WED. JUNE 12TH 9:45 - 10:45 A.M.

### **Getting The Most From Your Rehab Team: Impacting Five Star Quality Reporting**

**Diane Dismukes, Regional Clinical Director, O.T. and; Ravinder Hunjan, Regional Clinical Director, O.T., Genesis Rehab Services**

As consumers and other stakeholders search for high quality and value-based care, Five Star Ratings are one measure utilized to compare facilities. Physical, Occupational and Speech therapy services are integral interprofessional team members in establishing clinical programs that positively impact health outcomes and patient satisfaction (Gilbert, Yan & Hoffman, 2010). Learn how to optimize rehab from admission through discharge in decreasing complications and efficiently achieving quality outcomes. **Focus: Care and Services**

**ROOM LOPEZ/PENDER**

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### **Marketing & Culinary: Fully Baked – There’s No Other Way To Do It!**

**Shawn Boling, Executive Chef, Culinary Coach; Nancy Weinbeck, CEO, Bayview; Cynthia Thurlow Cruver, Principal, 3rdThird Marketing**

CFO's will love this session because it takes your biggest budgetary department, culinary, and creates synergy with your money-maker, marketing. This session will walk you through line-by-line steps you can begin taking right away to create unity with your culinary, (residential services too) and marketing departments to positively impact the bottom line.

**Focus: Financial Management, HR/Workforce, Dining, Wellness & Life Enrichment, Leadership & Strategy, Management & Operations, Partnership & Collaboration**

**ROOM STARS**

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### **Strategic Planning: Pie in the Sky to Grounded Application**

**John Harned, Director, BKD CPAs & Advisors**

With today's chaotic operating environment and strained payment systems, it's time to get clear about your identity, mission and lifecycle progression over the next five years. A focus on mission during this recommitment, and possibly reinvention, will achieve the best outcomes for your residents and employees. Strategy, namely including cost reduction and revenue creation, makes the mission. Whether a student, emerging leader or experienced professional behind the technologically advancing learning curve, this session will bring clarity for vision. **Focus: Financial Management, Leadership & Strategy, Management & Operations**

**ROOM SALTSPRING/SATURNA**

## SESSIONS 6, WED. JUNE 12TH 11:00 A.M. - NOON

### Take Care of Your Staff -- The Rest Will Follow

**Lisa Waisath, Director, Keiro Northwest Nikkei Manor**

Most managers think their job is to take care of their residents when really it is to take care of their staff so they can take care of the residents. What if we focused on supporting staff in a holistic way so they could do their jobs in the most excellent way possible? In this session, you'll learn how focusing your energy on your employees can boost employee morale, reduce turn-over, enhance teamwork, build resilience, improve resident care, and lead to increased resident & family satisfaction.

**Focus: HR/Workforce, Leadership & Strategy, Management & Operations**

ROOM STARS

### Maximizing Your Waitlist For Today's Vacancies and Tomorrow's Masterplan

**Kristen Crawford, Marketing Director, Transforming Age; Don Warfield, Sales and Marketing Director, Skyline**

Not only a tool for filling vacancies, a deep waitlist can help you plan and innovate to meet the needs of tomorrow's residents. Don Warfield, Sales and Marketing Director at Skyline will partner with Kristen Crawford, from Transforming Age to share the story of the SkyClub, Skyline's priority reservation waitlist which totals over 250 members. Together they will share proven strategies to build and nurture your waitlist: focus groups, market research, segmentation, digital tactics, exclusive events, and priority access. Learn how the SkyClub grew into a goldmine that is now delivering record-setting presales for Skyline's expansion, The Olympic Tower.

**Focus: Marketing, Philanthropy & PR**

ROOM LOPEZ/PENDER

### Fraud: A Risky Business

**Victoria Kitts, Audit Senior Manager, Clark Nuber PS**

What if you could prevent fraud in your organization? Learn the who, what and how of internal fraud, with data-driven strategies to implement prevention controls and reduce your organization's risk of fraud.

**Focus: Financial Management**

ROOM SALTSPRING/SATURNA

**LUNCH, 11:30 A.M.**



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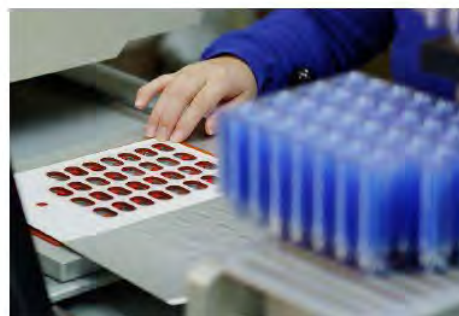
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[illegible]

Aging is an extraordinary process where you become the person you always should have been - **David Bowie**

[illegible]

We make a living by what we get, but we make a life by what we give. - **Sir. Winston Churchill**

[illegible]

Aging is not lost youth but a new stage of opportunity and strength. - **Betty Friedan**





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