

Location: Hotel Murano, Tacoma [More](#)

Date: October 9, 2019 **Time:** 9:00 – 4:30 p.m.

Cost: **LeadingAge Washington Member:** \$125.
(team rate of \$100. ea. ~ 4 or more)

Summit Attendee: \$200.
(team rate of \$175. ea. ~ 4 or more)

Leadership Institute 2019-2020

Fellows: Complimentary

Booth Participant: \$250. (includes registration, booth and meals for 2 representatives)



Program: The expectation of seniors is evolving — retirement communities should be vibrant, interesting places that offer interesting social activities, restaurant-quality food, and outstanding amenities and services. If these have become the new standards, how does a senior living community emerge as a leader in the industry? One answer is to have a robust and enduring hospitality program. LifeSpire of Virginia has created such a program for our communities: Leave Them Smiling! **Leave Them Smiling!** is a hospitality training program developed by LifeSpire of Virginia for staff at all levels of the organization. **It is a hospitality initiative developed by a senior living community for senior living communities.**

Objectives: Instilling hospitality into the culture of our communities involves weekly huddles that focus on a specific hospitality principle, staff recognition, and ongoing training for new staff and train-the-trainers. We place special emphasis on concierge, facilities, dining, and health services. We measure our progress by including questions related to hospitality on our resident satisfaction surveys.

Ann and Peter's goal for this Summit is to help your community begin to define your own culture of hospitality and take the steps to implement it TODAY!

Guest Keynote: Gea Sikpkas, CEO, Humanitas Deventer, Netherlands



Gea holds a Master's degrees in both Health Science and Business Administration, an RN and a Board Member of the National Association of Nursing Homes in the Netherlands (Actiz). Humanitas Deventer, is a LTC and Social Service organization that brings seniors and students under one roof. The in-house students-model for senior care provides residents with the vital connection with the outside world and it helps students make ends meet. In exchange for free housing Dutch students in the town of Deventer are good neighbors for the Humanitas seniors. On top of that Humanitas Deventer is breaking down walls, creating a more inclusive society. *Gea presented their story at our Annual Conference in 2018 and was so well received we have invited her to share more of their story!*



A Smile A Day, Keeps The Doctor Away! The moment we stopped viewing Humanitas Deventer as a medical facility and started viewing it as a community of human beings, we discovered a wealth of benefits. That begins with happier & healthier residents. Today it is an inclusive model that offers a new value proposition in the face of the challenges of the ageing population and neglected members of our society.

What if



Ann Lovell, Corporate Director of Communications ~ as LifeSpire of Virginia's corporate storyteller, Ann leads LifeSpire's communication and public relations efforts, sharing the good work that LifeSpire does to benefit residents, staff and the greater communities in which LifeSpire communities are located. Ann grew up in East Tennessee and moved to Richmond, Virginia, in 2012 after serving 13 years in media roles in the Philippines, South Korea and Thailand with the Southern Baptist International Mission Board. She joined LifeSpire of Virginia in 2016. Ann holds a Bachelor of Science degree from Middle Tennessee State University and accreditation in public relations (APR) through the Public Relations Society of America.

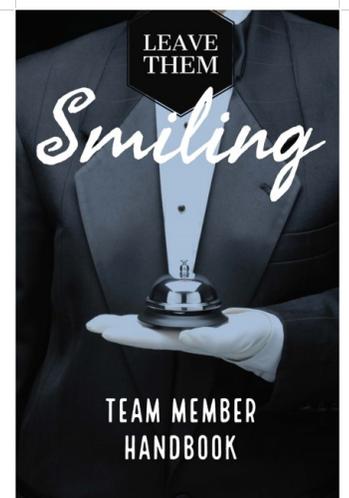


Peter Robinson, Vice President of Marketing & Public Relations joined LifeSpire of Virginia in January 2009. Before coming to LifeSpire of Virginia, he worked with Sunrise Senior Living where he served in a variety of roles, including regional manager for an assisted living portfolio, managing a portfolio of six continuing care retirement communities and directing the marketing and sales for a new development. Prior to working for Sunrise Senior Living, Peter worked for Sunnyside Retirement Community in Harrisonburg, Virginia. Peter is a graduate of James Madison University with a B.A. in History and a graduate of George Mason University with an M.S. in Health Systems Management.

Are you a 5 Star Hospitality community? Are your staff smiling, pleasant and cordial? Missing people skills? Do you enforce staff dress codes & personal appearances? Communities around the country are incorporating these basic hospitality principles into their work, with the goal of improving the resident, family and guest experience. All departments should be involved by having staff sign off on all expected standards implemented ~ with a special emphasis on, but not limited to, the Facilities, Concierge, Dining and Health Services departments.

Below are links to two short clips from the **Leave Them Smiling!** 45-minute training video for trainers and staff. Please note that the people featured in the clips are actual employees of our community, rather than professional actors.

Asking directions: <https://youtu.be/qbqo2sDnn0M> Maintenance visit: <https://youtu.be/Dk7BLC0q0fU> ~ **Registration includes:** 5 hours of hands on Leave Them Smiling training, the student manual, presentation materials, lite breakfast, lunch and 6 CE's / SHRM Credits



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