### LeadingAge<sup>®</sup> Washington

# Choose your Role!

Director of Visionary Thinking? Chief Collaboration Officer? Join us as we imagine the new landscape of serving older adults.

> 2021 70TH ANNUAL VIRTUAL CONFERENCE & EXPO

**REGISTRATION PACKET** 

JUNE 15 - 17, 2021



### 70TH ANNUAL VIRTUAL CONFERENCE & EXPO



To move Forward, doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. Our future may look different than today. Our teams will need to evolve to meet the challenges ahead. Our organizations will succeed by bridging where we've been with new skills and knowledge.

Areas of focus for our Virtual Conference will be transforming the continuum of care to better meet consumer needs, demands and expectations; developing and retaining a skilled workforce; best practices in resident care models (including, but not limited to, culture change); quality improvement and accountability; and new technologies for older adult service delivery. Please join us, June 15-17th, where we will move **Forward Together!** 



### **KEYNOTE SPEAKERS**





#### Jonathan Fanning, Speaker & Author

#### Passion and Purpose – Rediscovered!

A year from now, you'll be living with a deeper sense of passion and purpose... or not! You've experienced moments of clarity, moments filled with passion, moments with tremendous energy and conviction. You've also experienced the lack of these gifts. In this unique [virtual] keynote, you will rediscover secrets that change everything. Reimagine and magnify your ability to be an agent of change...Reawaken "who we are, what we do, and why we do it" for 2021 and beyond. This program applies to you, whether you lead a company, non-profit, team, family, or just yourself.

M Ziegler

#### John H Cochrane III, President & CEO, HumanGood

#### The Changing Landscape of Senior Living



2020 was an unprecedented year which brought new challenges and opportunities. The pandemic, climate change and important social issues are continuously changing the marketplace and how we serve our customers and team members. Customer expectations are shifting and it is critical to stay ahead of these important transitions within, and outside of, our industry. HumanGood President and CEO John Cochrane will discuss the impact of these changes on our core business model and what we must do to meet changing consumer demands in 2021 and beyond.



#### Carol Silver Elliott, Board Chair, LeadingAge, President & CEO, Jewish Home Family

#### In Forward Motion

To move forward doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. In Forward Motion is a keynote presentation focused on both building on the lessons from the COVID era to help inform change and progress for elder care providers. A blend of messages to motivate and ideas to implement, In Forward Motion is for anyone who works in the field of elder care.



#### Dr. Randy Ross, CEO, Remarkable, Author

#### Hope Rises - Let Your Life & Leadership Soar

Regardless of what challenges and obstacles you are facing today, build a better life and a brighter future when you choose to embrace hope over fear. Hope can lead to a happier, healthier and more productive lifestyle. Join us for this closing session where you'll take away practical tips on how you can soar to new heights, enhance relationships and become a more inspirational leader.

Vorrison



### 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.



DR. RANDY ROSS CEO of Remarkable, Author Hope Rises: Make Your Life & Leadership Soar



**CAROL SILVER ELLIOTT** Board Chair, LeadingAge; President & CEO, Jewish Home Family *In Forward Motion* 



JOHN H. COCHRANE III

President & CEO, HumanGood *The Changing Landscape of Senior Living* 



#### DENISE BOUDREAU-SCOTT President, DRIVE The No-Win Situation



STEVE MORAN Founder, Senior Living Foresight Telling Stories That Change The World



DR. KELLY TREMBLAY, PHD Audiologist, Neuroscientist and Author Rethinking Care for Older Adults: WHO Guidelines on Community Level Interventions



JONATHAN FANNING

Speaker and Author
Passion and Purpose - Rediscovered!



MARY K. MUÑOZ Senior Managing Director Ziegler | Senior Living Moving on From COVID: What's Next for Senior Living

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LeadingAge Washington's Education Programs are made possible by the generous support of our 2021 Business Partner Gems and Annual Conference Sponsors. Through collective power we bring opportunities for increasing our members' Value, Growth, and Success!

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#### \$2,500 EMERALD MEMBERS



### AGENDA AT A GLANCE

#### Virtual Conference includes:

\* Mystery Box \* Community Tours \* Ted Talks

\* Wellness Breaks

#### \* Networking & more...

P.S. Sessions available for 90 days beginning July 1st

#### **MONDAY, JUNE 14**

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10:00 am - Noon

7:30 am	Virtual Conference Doors Open
8:15 am	Welcome & Introductions: Glen Melin, Board Chair
8:30 am - 9:30am	<b>General Sessions 1:</b> Jonathan Fanning, Author and Speaker - <i>Passion and Purpose - Rediscovered</i> !
9:40 - 10:40am	Breakout Session 1
10:45 am - 1:00 pm	<b>EXPO Showcase</b> Business leaders sharing <i>"Best Practices" - Pre</i> & Post COVID
1:15 - 2:15 pm	Breakout Sessions 2
2:30 - 3:30 pm	Breakout Sessions 3

Virtual Annual Membership &

**Board Meeting** 

#### WEDNESDAY, JUNE 16

8:15 am	Welcome & Introductions: Glen Melin, Board Chair
8:30 - 9:30 am	<b>General Session 2:</b> John H. Cochrane, President & CEO, HumanGood - <i>The Changing Landscape of Senior Living</i>
9:30 - 11:30 am	EXPO Showcase Business leaders sharing <i>"Best Practices" -</i> Pre & Post COVID
11:45 am - 12:45 pm	Breakout Sessions 4
1:00 - 2:00 pm	Breakout Sessions 5
2:15- 3:15 pm	Breakout Session 6
3:30 - 4:00 pm	<b>Residents' Recogniton</b> Sharing Your COVID Stories #Seniors Better Together

#### **THURSDAY, JUNE 17**

8:15 am	Welcome & Messages: Glen Melin, Board Chair
8:30 - 9:30 am	<b>General Session 3:</b> Randy Ross, Author & Speaker - <i>Hope Rises: Let Your Life and Leadership Soar</i>
9:45 - 10:45 am	Breakout Session 7
11:00 am - Noon	Breakout Session 8
12:15 - 1:15 pm	<b>General Session 4:</b> Carol Silver Elliott, Board Chair, LeadingAge, and President & CEO, Jewish Home Family - <i>In Forward Motion</i>
1:30 - 2:30 pm	Breakout Session 9
2:45 - 3:45 pm	Breakout Session 10

#### approx. 16 education credits/SHRM

### CARE & SERVICES; WELLNESS & LIFE ENRICHMENT

#### Rethinking Care for Older Adults: WHO Guidelines on Community Level Interventions

Dr. Kelly Tremblay, PhD, Audiologist, Neuroscientist, Author, Founder, Lend an Ear Consulting

#### ▶ The Future of Wellness Programs & How Nature Plays a Role

Orla Concannon, Founder, CEO; Sarah Wells-Ikeda, Program Administrator, Eldergrow

#### ESL (English as Second Language) Champion

Todd Engle, Executive Director, and Yazmin Uribe, ELL Champion, Friendsview; and Melody Abarca-Millan, Academic Development Faculty, Chemeketa Community College

#### What Older Adults Have Taught Me About Resilience During a Global Pandemic

Paul Iarrobino, Founding Director, Our Bold Voices

#### Robotic Companion Pets: Combatting Social Isolation During COVID-19 & Beyond

Tom Canterino, Co-Founder and Vice President, Ageless Innovation

#### Gracenotes: The Forward-Facing, Actionable Tool to Boost Meaning, Mattering & Legacy

Andrea Driessen, Founder, Gracenotes

#### Music as Medicine to Address Immunity, Isolation and Other COVID Challenges

Andy Tubman, Co-Founder and Chief Clinical Officer, Musical Health Technologies aka SingFit

#### > Tips and Strategies on Vision Loss: Helping Seniors to Feel at Home

Jeffrey Gerhardstein, Resident Service Coordinator, SHAG Community Life Foundation and Jane Elliott, Orientation and Mobility/Vision Rehabilitation Specialist, The Lighthouse for the Blind, Inc.

# ► Help Your Residents Stay Connected and Engaged! King County Library System and Silver Kite Community Arts

Jennifer Kulik, Ph.D. President and Founder, Silver Kite Community Arts; Wendy Pender, Older Adults Program Coordinator, King County Library System (KCLS)

### CARE & SERVICES; WELLNESS & LIFE ENRICHMENT (CONTINUED)

#### ▶ Through My Eyes: A Patient's Perspective on Person-Centered Care

Karen Welsh, Director of Clinical Outcomes; Colleen Oakley, OTR, Clinical Reimbursement Specialist; and Verona Bair, RN, Clinical Reimbursement Specialist, Functional Pathways

#### Grief and Loss

Bonnie Blachly, Consultant, BLB Nurse Consulting Services

# ► Adapting Through Adversity: Implementing "Lessons Learned" as Standards for Better and Safer Communities Tomorrow

Russ Kallwick, Regional Safety Coordinator/District Manager; Mi-En Thoeng, Regional Nutrition Manager; and Kerwin Higashi, Vice President of Operations, Sodexo

### CLINICAL; LEADERSHIP & OPERATIONS

# ► Rethinking Care for Older Adults: WHO Guidelines on Community Level Interventions

Kelly Tremblay, PHD Audiologist, Neuroscientist and Author

#### ► The Touching Journey of Infection Control

Patti Garibaldi, Director of Clinical Consulting, Consonus Healthcare Services

#### COVID and Infection Control

Kris Mastrangelo, President and CEO, Harmony Healthcare International (HHI)

#### Fall Champions: Conducting Fall Huddles to Reduce Falls and ER Visits

Shirley Nickels, COO; Laura Hastings, Director of Care Services; and Adrienne Lameray, Customer Success Manager, SafelyYou

# ► The Role Antibiotic Surveillance Plays in Increased Oversight of Infection Prevention and Control Programs

Cheryl Scalzo, Clinical Account Manager, Real Time Medical Systems

### CLINICAL; LEADERSHIP & OPERATIONS (CONTINUED)

What is the "New" Normal for Infection Prevention? Mark Stibich, Chief Epidemiologist, Forefront Healthcare

Infection Control Lessons Learned From COVID Surface Testing Shula Jaron, CEO, Enviral Tech

Requirements of Participation (RoP) Phase III Kris Mastrangelo, President and CEO, Harmony Healthcare International (HHI)

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### DESIGN & PROJECT MANAGEMENT; LEADERSHIP & STRATEGY; MANAGEMENT & OPERATIONS

# ▶ Resident's Safety in a Changing World: Create a Resilient Community, Reduce Costs and Be an Agent for Environmental Change

Alexis Denton, Associate Principal, Perkins Eastman Architects

# Not Your Parents' Senior Living: Learning from the Latest Trends in Multi-Family Living

Wolf Saar, Managing Principal, VIA Architecture

#### Creating Smart Senior Living Facilities

Steve Wagman, National Healthcare Business Leader and Jerry Folsom, Smart Healthcare Solutions Director, Siemens Smart Infrastructure

#### Construction During COVID-19: Guidance for Long-Term Care Facilities

Stephen Bacchetti, Director, Moss Adams

#### Looking Ahead to the Post-Covid Development Landscape

Jeremy Southerland, Senior Associate - Senior Planner; Alissa Brandt, Managing Principal - Interior Designer; and Chris Ebert, Principal - Architect, Ankrom Moisan Architects

#### Maximizing Outdoor Spaces – A Win-Win for Senior Communities

Dean Kelly, Associate Principal, Architect AIA, Rice Fergus Miller, Architects, Interiors, & Master Planning; Moghan Lyon, Partner, PLA, Lyon Landscape Architects; and Matt Murry, President/COO, Panorama



### LEADERSHIP & STRATEGY; MANAGEMENT & OPERATIONS AND FINANCIAL MANAGEMENT

#### Navigating to a Safer Skilled Nursing Model:

#### What We Learned Post-COVID

Leslie Moldow, Principal, Perkins Eastman Architects; Susan Ryan, Senior Director, The Green House Project; and Charlene Harrington, Professor Emerita of Sociology and Nursing, Department of Social and Behavioral Sciences, School of Nursing at the University of California, San Francisco

#### COVID-19 in Senior Care: Lessons Learned

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

#### Navigating the PDPM & COVID Roller Coaster

Jonalyn Brown, Vice President of Operations and Emily Steedman, Area Director, Consonus Healthcare Services

#### ▶ Growth Strategies: The Not-for-Profit Senior Living Imperative

Sarkis Garabedian, Managing Director and Daren Bell, Director, Ziegler; and Paul Aigner, Vice President of Real Estate Development, Transforming Age

#### Strategic Capital Planning: Forward Thinking vs. Crisis Management

Doug McMillan, President, zumBrunnen

#### ▶ The Vital Role Interim Payment Assessments (IPAs) Have on PDPM Success

Jim Shearon, VP Clinical Solutions, Real Time Medical Systems

#### Advancing Your Group Group Retro Program

Terry Peterson, Senior Staff Attorney, Comprehensive Risk Management & Team

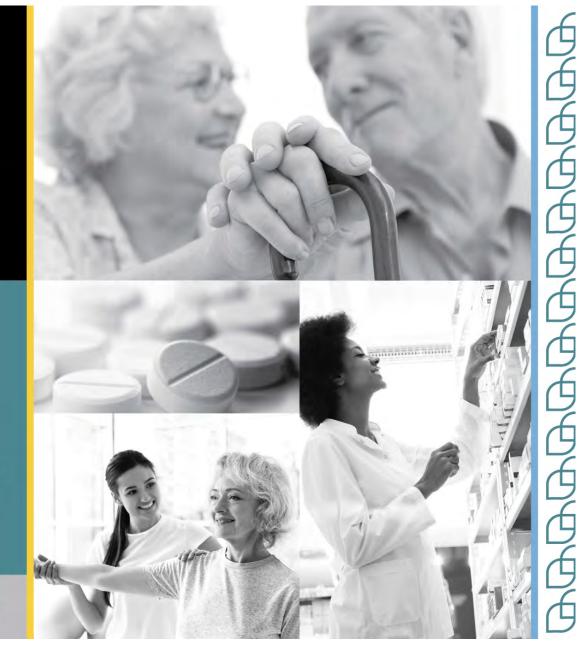
#### A Guide To Successful Blue Sky Selling & Repositioning:

#### **Case Studies & Stats**

Don Warfield, Community Coach / VP Marketing; Cynthia Thurlow Cruver, Principal; and Derek Dujardin, Creative Director, 3rdThird Marketing

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### LEADERSHIP & STRATEGY; MANAGEMENT & OPERATIONS AND FINANCIAL MANAGEMENT (CONTINUED)

#### The Future of Financing Senior Living Facilities

Christi Jacobsen, Attorney; Brandon Pond, Partner; and Joel Bodansky, Partner, Hillis Clark Martin & Peterson

#### ▶ Are You Getting the Most Out Of Your Section 8 and PRAC Subsidy?

Gates Dunaway, Principal, The Gates Dunaway Group

#### Moving on From COVID; What's Next for Senior Living

Mary Munoz, Senior Managing Director, Ziegler

#### Dining for Health & Dollars: Presenting the Latest Research and Tastes of the Modern Elder

Shawn Boling, Principal/Executive Chef, Culinary Coach; Don Warfield, Vice President Sales and Marketing Community Coach, 3rdThird Marketing; and Dr. Kelly Tremblay, Chief Scientific and Learning Officer, Culinary Coach

# WORKFORCE; LEADERSHIP & STRATEGY; MANAGEMENT & OPERATIONS

#### The No-Win Situation

Denise Boudreau-Scott, President, Drive

#### Managing The New Workforce

Martha Bryan, Owner, Bryan & Bryan Associates

#### Deconditioning and Reconditioning: Rebounding Post-Pandemic

Teresa Fair-Field, Education Specialist, Select Rehabilitation

#### How Virtual Reality is Changing the Way We Train

Erin Washington, Director of Education and Training, Embodied Labs



### WORKFORCE; LEADERSHIP & STRATEGY; MANAGEMENT & OPERATIONS (CONTINUED)

► One Voice: The Effect of Inter-team Communication on Quality Teresa Fair-Field, Education Specialist, Select Rehabilitation

► Improve Quality Care and Employee Satisfaction Through Lean Tools Dahlia Mak, Managing Director and Shirl Diaz, Director, Moss Adams

Succession, Leadership, and Workforce Challenges During and Post COVID James Munn, Principal, CliftonLarsonAllen

People Are Your Greatest Asset: Keys to Recruiting, Retaining, and Cultivating Your Workforce Mark Steranka, Partner, Moss Adams

Building Communities through Inclusion and Belonging: Understanding and Accepting Differences. *We All Win* 

Jodi Davidson, VP, Global Diversity and Inclusion, Sodexo





# MARKETING, PHILANTHROPY & PR; PARTNERSHIP & COLLABORATION

# Benefits of Local Food Sourcing for Seniors: Buy Local, Support Local, Improve Your Residents' Health

Mi-En Thoeng, Regional Nutrition Manager and Gloria Chabot, Account Management Director, Sodexo

#### ▶ Put the People Back into Marketing: How to Truly Connect Person-to-Person, Lower Marketing Expenses, Increase Returns and Heighten Joy

Wendy O'Donovan Phillips, CEO, BIG BUZZ

#### Managing Planned Giving Risk During Uncertain Times to Optimize Benefits

William McMorran, Sr. Partner, Green Oak Consulting

#### Lessons Learned During the COVID Crisis From Senior Living Executives and Sales/Marketing Professionals

Derek Dunham, Vice President Client Services, Varsity; and Lana Pack, Senior Principal, National Investment Centers for Seniors Housing & Care

# MARKETING, PHILANTHROPY & PR; PARTNERSHIP & COLLABORATION (CONTINUED)

► Aligning Sales and Marketing to Build Higher Occupancy Lola Rain, Growth Strategist, Senior Living Foresight

► The 10 Keys to Lead Generation: How to Drive Digital Demand and Fill the Funnel Andy Crestodina, Co-Founder, CMO, Orbit Media

#### ► Virtual, In-Person, Over the Phone, By Smoke Signal: Why Human Connection Survives Global Pandemics, Natural Disasters, You Name It and Why What's Important will Never Change

Deborah Potter, Vice President of Consulting, SageAge Strategies

► Reputation Management: How You Look Online Can Help or Hurt Your Sales Process Connie Parsons, President & COO, Illuminage

► The Gold Standard in Customer Service Lorrel Filliater, HCC, Senior National Account Manager, The Compliance Store

#### Capital Projects: Planning From Beginning to End

Karen Rotko-Wynn, CFRE, Chief Business Enterprise Officer, The Alford Group



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### MARKETING, PHILANTHROPY & PR; PARTNERSHIP & COLLABORATION (CONTINUED)

#### **Forging Ahead: Bayview's Repositioning and Rebranding**

Jennifer Fleming, Principal, Rice Fergus Miller, Architects, Interiors, & Master Planning; Nancy Weinbeck, CEO, Bayview; and Cynthia Thurlow Cruver, Principal, 3rdThird Marketing

#### Uncopyable Mastermind: Ideas to Move Forward

Kay Miller, Marketing Director, The Adventure LLC

#### ► The Longevity Lifestyle - What Residents Will Demand and How To Answer Their Call

Kelly O'Connor, Founder, SeniorCareKelly.com

#### ▶ Telling Stories That Change The World

Steve Moran, Founder, Senior Living Foresight

#### Why Wait on the World? Boost Census Now

Wendy O'Donovan Phillips, CEO, BIG BUZZ

# TECHNOLOGY & INNOVATION; MANAGEMENT & OPERATIONS

#### Bridging the Loneliness Gap: Engagement Strategies for Keeping Elders Connected

Karen O'Hern, VP of Product Management, iN2L

# ► Hello Healthcare, Your Prescription is Ready! The Value of Pharmacist-Led Medication Management in the Senior Living Community

Karmen Stephens, Vice President of Clinical, Consana; and Mark Anderson, Chief Administrative Officer, Eldermark

#### Information Technology Security

Martin Yanushev, Manager and Dan Frein, Managing Principal, CliftonLarsonAllen

# How to Develop a Modern Approach to Your Community's Communication Plan

Joey Carney, Territory Manager, LifeLoop

#### ▶ The Digital/Human Intersection: How to Maximize Your Technology Investment

Shirley Nickels, COO; Laura Hastings, Director of Care Services; and Adrienne Lameray, Customer Success Manager, SafelyYou

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### TECHNOLOGY & INNOVATION; MANAGEMENT & OPERATIONS (continued)

#### ► How a Pandemic Redefined Telehealth: Planning for and Implementing Telehealth in Senior Communities

Joshua Hofmeyer, Senior Care Officer; David Darr, National Director of Sales and Client Relations, Avera eCARE

#### Planning Out Of Crisis - New Opportunities for Technology, Service Expansion and Diversification

Cheryl Goodwin, Chief Strategy Officer; Rebecca Neth Townsend, Projects and Strategy; and Scott Motyka, Director Business Development /Technology, Covenant Health Network

### LATEST FROM OUR LEADINGAGE EXPERTS

#### Updates

• Federal Tax Update: What Non-Profit Providers Need to Know



- The Future of Medicare Post-Acute Care Payment
- Decision Making Around Closing the Nursing Home
- LTSS Financing Reform Workshop for [State]
- Assisted Living: A Convergence of Change Forces
- COVID Takes its Toll on the Mental Well-Being of Staff and Residents: Recognize It When You See it and Know What You Can Do
- Fair Housing and ADA Update
- Survey Process for Skilled Nursing Facilities Beginning, Middle and End: How to be Ready, Steady and Calm
- + Social Isolation and Loneliness: It's Time for Policies to Address the Challenge
- Nursing Home Regulatory Update

### SPECIAL EVENT



Nursing Practice in Community
 Based Care-Assisted Living Training
 (3-days – 12 hours)
 Demi Haffenreffer, Consultant

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# **Opening Doors for Seniors since 1983**



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- Housing by nonprofit & for-profit developers
- Nonprofit facilities and equipment
- Energy-efficiency upgrades



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#### **JUNE 15TH & 16TH**

IMPORTANT! Our Virtual Conferencewill be available for 90 days from July 1, 2021

### **70TH ANNUAL CONFERENCE EXHIBITORS**

#### TUESDAY: 10:45 A.M.- 1:00 P.M.; WEDNESDAY: 9:30- 11:30 A.M.

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SELECT REHABILITATION www.selectrehab.com

SHAW CONTRACT www.shawcontract.com

SODEXO SENIOR LIVING https://us.sodexo.com/industry/seniors.html

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Beginning June 15th our EXPO Hall will be available 24/7 for your convenience.

### SPONSOR SPOTLIGHT

# SENIOR LIVING ISN'T ABOUT AGING, IT'S ABOUT LIVING.

Morrison Living is proud to provide inspired dining, wellness, environmental, and hospitality services to over 350 senior living communities across the country. Our clients – and their valued residents – depend on us for a consistent service experience that makes everyday living the best it can be.

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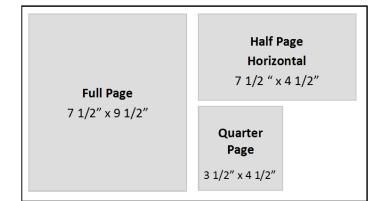
#### 2021 Virtual Annual Meeting & EXPO June 15-17, 2021

### **ADVERTISE IN THE CONFERENCE PROGRAM**

Ads must be high resolution, with no bleeds. Artwork accepted via email to CMeritt@LeadingAgeWa.org. Files may be eps, jpg or pdf. No web graphics (swf, png). Make sure artwork is at least 300 dpi. Deadline for ads - May 18th.

**Conference Program Advertising** 

Full Page	\$250
Half Page	\$150
QTR Page	\$100



### "COUNT US IN" FOR LEADINGAGE WASHINGTON'S BIGGEST EVENT OF THE YEAR!

#### **3 OPTIONS AVAILABLE:**

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### SPONSORSHIP OPPORTUNITIES



### Enhancing partnerships...today, tomorrow and for the future

Event Sponsorship is currently available for LeadingAge Washington's Virtual Conference & EXPO, June 15-17, 2020.

Sponsorship presents an ideal opportunity to boost your company's profile amongst an influential decision making audience comprising of CEO's, CFO's, Trustees, Administrators, Managers and other long-term care professionals.

The opportunities are diverse and vary in price and style, to appeal to those who wish to raise their profile at LeadingAge Washington events.

### **Sponsorships Will:**

- Create a high profile opportunity to strengthen market awareness of your products and service;
- Position your company as a true industry leader and strategic partner for the future;
- Place your company's solutions, products and services at the forefront of attendees' attention and consideration;
- Build brand loyalty and company recognition;
- Support the core values and mission of the association to advance housing and services for older adults.

### SELECT YOUR LEVEL, FILL OUT THE FORM AND ENJOY THE BENEFITS!

If you don't see the sponsorship you are looking for, please contact us directly.

#### \$3000 Complimentary Registration for Unlimited Representatives

Diamond, Ruby, Sapphire & Emerald Levels - Member Benefit! Please select any option from the TOP 2 levels below. Consider your schedule!

• C-Suite Networking Sponsor; • General Session: Opportunity to welcome attendees & introduce keynote speaker, and provide a Learning Window commercial; • Keynote Deep Dive: Opportunity to welcome attendees & introduce keynote speaker, and clickable signage; • Breakout Session: Opportunity to welcome attendees & introduce speaker and clickable signage; • One broadcast message of choice sent during the event; • Recognized on "Virtual Lobby" with clickable signage; • Recognized at the Annual Business Meeting with clickable signage; • Clickable logo on footer throughout Virtual Event; • Recognized on Conference marketing site; • Recognition on select conference marketing

#### \$2500 Complimentary Registration for Unlimited Representatives

One broadcast message of choice sent during the event; Recognition in daily event welcome emails; Breakout Session: Opportunity to welcome attendees & introduce speaker and clickable signage Recognized on "Virtual Lobby" with clickable signage Recognized at the Annual Business Meeting with clickable signage Clickable logo on footer throughout Virtual Event Recognized on Conference marketing site Recognition at General Sessions Recognition on select conference marketing

#### \$1500 - Complimentary Registration for Unlimited Representatives

• Breakout Session: Opportunity to welcome attendees & introduce speaker and clickable signage; • Clickable logo on footer throughout Virtual Event; • Recognized on Conference marketing site; • Recognition at General Sessions; • Recognition on select conference marketing





Full Registration:	Member	Non Member
Community, 1st-3rd Attendees	\$299/ea	\$399/ea
Community, Forward Package*	\$1,196	\$1596
(4+ attendees)		
Community, Together Package*	Comp	Comp
(add'l attendees over 3)		
Business, 1st attendee Business,	\$775	\$1275
add'l attendee Student	Comp	Comp
	Comp	Comp

\*\* Forward Package is for communities with at least 4 staff members attending. Please have 1 staff member register at the \$1196 rate and all others at the Comp rate)

### For individual registrations, cancellations received on/before June 1st - Full Refund. If received after June 1st: Refund less \$50.00 processing fee. For group registrations over 3: Replacements welcome, No Refund.

Consent to Use of Photographic Images—Registration and attendance at, or participation in, LeadingAge WA meetings and other activities constitutes an agreement by the registrant for LeadingAge to use and distribution (both now & in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.



### SPECIAL ANNOUNCEMENTS

### **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
- Leadership & Strategy
- · Management & Operations
- · Marketing & Public Relations
- Partnership & Collaboration
- Technology
- Wellness & Life Enrichment
- Workforce Development

#### SESSIONS ARE DESIGNED TO IDENTIFY EMERGING TRENDS IN THE FIELD OF AGING;

- Explore innovative 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**

4 Keynotes, 10 Breakouts with over 60 sessions to choose from. Est 16 CEs; SHRM credits

#### **SPECIAL NEEDS**

Do you have special needs that we can address to make your participation more enjoyable? Please note when you register online/or email Cassi at <u>cmeritt@LeadingAgeWA.org</u>

#### CONFIRMATION

Confirmations are emailed following each completed online registration. If you do not receive a confirmation, email Cassi at <u>cmeritt@LeadingAgeWA.org</u>



#### **CANCELLATION POLICY**

\* For individual registrations, cancellations received on/before June 1st Full Refund.
\* If received after June 1st: Refund less \$50.00 processing fee. For group registrations over 3: Replacements welcome, No Refund.

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#### VISIT OUR ONLINE PORTAL TO REGISTER TODAY!



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