



Ignite Your Potential at the 2024 Fall Conference

Join us on October 8th for a must-attend, one-day event for aging services professionals seeking to inspire themselves and their teams, elevate their careers and make a lasting impact. This captivating conference promises to be a catalyst for personal and professional growth, equipping you with the essential tools and insights to navigate the ever-evolving landscape of the aging services field.

At the heart of this conference lies a deep commitment to professional development, with a concentration on the critical areas of leadership, governance, human resources, and sales and marketing. Regardless of your role or career stage, you'll find a wealth of invaluable knowledge and practical strategies to help you excel in your field and drive meaningful change within your organization.

Immerse yourself in a dynamic program filled with an engaging general session, interactive workshops, and thought-provoking panel discussions featuring leaders in the field and subject matter experts. Prepare to be inspired as you delve into the latest trends, best practices, and innovative solutions that are shaping the future of aging services.

Beyond the top-notch educational opportunities, the 2024 Fall Conference provides an unparalleled networking platform. Forge connections with like-minded professionals, exchanging ideas and insights that will inspire you to push the boundaries of what's possible in aging services. Tap into the collective intelligence of this vibrant community, leveraging the power of collaboration to propel your organization to new heights of success.

Don't miss your chance to be a part of the 2024 Fall Conference – an energizing and inspiring event that will ignite your leadership potential and equip you and your team to pursue your mission with renewed passion and purpose. Register now and get ready to embark on a journey of professional and personal fulfillment.



Agenda

9:00-9:30 a.m.	Registration and Networking
9:30-10:45 a.m.	<p>Welcome Glen Melin, President & CEO, LeadingAge Washington</p> <p>Opening Remarks Robyn Stone, Senior Vice President, Research and Co-Director, LeadingAge LTSS Center @UMass Boston</p> <p>Elevating Accountability: Unlocking the Hidden Treasure to Experiencing Team Greatness Steve Hopkins, Head Coach, Jordan River Group Amanda Lynch, Coach, Jordan River Group</p> <p>Join Jordan River Group for an engaging and interactive presentation on the Personal Accountability Model, tailored specifically for professionals in the senior living industry. This session will delve into the core areas of the model: Situation, Intention, and Choice, and explore how they interplay to foster accountability in senior living environments.</p> <p>Accountability for the team enables them to perform at their highest level so you can perform at your highest level: they get their work done so you can get your work done. Personal accountability enhances ownership which leads to us solving our own problem. Upon exit participants will have taken away not only tools to bring back to their team, but maybe more importantly for them personally to fast-track success in their careers.</p>
10:45 – 11:00 a.m.	Break



11:00 a.m. – 11:30 a.m.	Elevating Accountability: Unlocking the Hidden Treasure to Experiencing Team Greatness (Continued)
11:30 a.m. – 12:30 p.m.	Lunch and Networking

Strategy & Governance Track

12:30 – 1:30 p.m.	<p>Growth Strategies: Scaling for Impact and Efficiency Daren Bell, Director, Ziegler</p> <p>The private sector remains bullish on the future of senior living and care and innovating with new models and services. They are ready to grow and serve the increasing demand of the aging population. But what about the not-for-profit providers? Will they let their market share shrink, or can they keep up with the increasing demand and changing needs and preferences of the seniors of tomorrow? The pandemic has shown us that many not-for-profit providers can adapt and survive. The future of senior living and care will look different than in generations past; And so does the way not-for-profit providers will grow; both in terms of speed and strategy.</p> <p>This session will uncover insights and experiences on various growth initiatives, such as expanding existing communities and services, developing new communities, creating satellite campuses, divesting underperforming assets and engaging in mergers/affiliations/acquisitions. Our panelist will also discuss how to support growth through partnerships, organizational structure and strategic growth funds.</p>
1:30 – 1:45 p.m.	Break
1:45 – 2:45 p.m.	<p>Mission-Driven Governance: Aligning Advisory Boards with Organizational Values Steve Hopkins, Head Coach, Jordan River Group Amanda Lynch, Coach, Jordan River Group</p>



	<p>Discover the power of aligning advisory board governance with your core mission and values. Explore proven strategies to build a specialized, expert-driven advisory board that provides strategic guidance aligned with your organization's purpose. This compelling session equips aging services leaders and board members with the insights to strengthen governance and drive lasting impact.</p>
2:45 – 3:00 p.m.	Break
3:00 – 4:00 p.m.	<p>Panel Discussion Facilitator: Daren Bell, Director, Ziegler Panelists: R Kevin McFeely, President & CEO, Futura Age Jim Maxwell, President & CEO, Rockwood Retirement Communities Erica Thrash-Sall, CEO, Horizon House</p> <p>Delve into the nuances of effective governance with our esteemed panel of aging services experts. Gain invaluable insights on navigating growth, leveraging best practices, and strengthening your organization's strategic vision. This must-attend session for senior leaders and board members promises to be both informative and thought-provoking.</p>

Human Resources Track

12:30 – 1:30 p.m.	<p>Confronting Nurse and Care Staff Retention by Rethinking Onboarding Mike Seamon, VP, Commercial Strategy, Viventium</p> <p>Retention in the facility and community-based care industry is at a crossroads, with staffing shortages and high employee turnover posing significant challenges for managers and administrators. However, amidst these difficulties, there is hope. Viventium's groundbreaking 2024 Caregiver Onboarding Experience Report has captured the attention of industry leaders, owners, and operators alike, offering valuable insights and actionable strategies to engage, motivate, and retain caregiving staff— and it all starts on day one. Nurse and care staff retention has reached crisis proportions,</p>
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	<p>especially when compared to the US turnover average across all industries. Our research shows by optimizing the onboarding process, organizations can enhance the nurse and care staff experience, reduce turnover, and foster a more positive employer perception.</p>
<p>1:30 – 1:45 p.m.</p>	<p>Break</p>
<p>1:45 – 2:45 p.m.</p>	<p>Managing Performance in Legally Risky Situations Christine Thelen, Shareholder, Lane Powell</p> <p>Addressing employee performance issues is challenging enough. When performance issues arise amidst legally risky circumstances, many managers prefer to run to the hills. This session will provide recommended practices for identifying circumstances that create legal risk when managing performance. This session will also discuss proven ways to address performance amidst legally risky situations, such as when an employee is on leave or receiving an accommodation, or has made a complaint.</p>
<p>2:45 – 3:00 p.m.</p>	<p>Break</p>
<p>3:00 – 4:00 p.m.</p>	<p>Panel Discussion Moderator: Christine Thelen, Shareholder, Lane Powell Jason Druffel, Human Resources Director, Rockwood Retirement Communities Neal Martino, Vice President of Human Resources, Wesley Shelly Ryan, Chief of Human Resources, Kline Galland</p> <p>Hear from your LeadingAge Washington colleagues on how they are handling the most pressing human resources challenges in their organizations.</p>



Sales & Marketing Track

<p>12:30 – 1:30 p.m.</p>	<p>Senior Living Marketing: Educate Them and They Will Come Derek Dunham, President, Varsity John Rivera, Director of Sales & Marketing, Cascade Village/Josephine Caring Community</p> <p>Josephine Caring Community serves Snohomish County and the surrounding region with Assisted Living and Skilled Nursing, among other services. The leadership saw an opportunity to expand with Cascade Village, an active independent living community in neighboring Marysville to create a full continuum Life Plan Community. Through a brand definition and a strategic communications program to educate the marketplace, the community has created momentum for success.</p>
<p>1:30 – 1:45 p.m.</p>	<p>Break</p>
<p>1:45 – 2:45 p.m.</p>	<p>Great Minds</p> <p>Engage in roundtable discussions with other sales & marketing professionals. Table topics will include how to connect with your local community, leveraging milestones, helping residents navigate the transition to your community, and more!</p>
<p>2:45 – 3:00 p.m.</p>	<p>Break</p>
<p>3:00 – 4:00 p.m.</p>	<p>Harnessing AI for Success in Senior Living Marketing Moderator: Sandra Cook, VP Marketing and PR, Emerald Communities Andrew Cederlind, President and COO, ConversionLogix Jennifer Hall, Associate Director Agency Marketing, Vision Media Samatha Rushovich, Founder, Unshakable</p> <p>Join us for an enlightening session on the transformative role of AI in senior living marketing. Discover how Google is reshaping lead generation and explore innovative tools designed to enhance customer experience and streamline team workflows. This will be an interactive opportunity to consider how these rapidly evolving technologies will impact your sales and marketing team.</p>



LeadingAge
Washington

2024 FALL CONFERENCE

OCT 08

9:30AM - 4:00PM

SEATTLE AIRPORT MARRIOTT

REGISTRATION OPENS AT 9 AM