

2026 Fall Conference

Marketing & Sales | HR | Executives

OCTOBER 13, 2026

Conference Center @ SEA

Program



WELCOME TO SEA



THE CONFERENCE CENTER AT SEA

Seattle-Tacoma International Airport

The Conference Center is conveniently located inside the Seattle-Tacoma International Airport, pre-security and on the mezzanine level at the south end of the airport above Checkpoint #2. Boarding passes are not required to access the facility.

[Location & Directions](#)

[Take a Virtual Tour](#)

FREE & EASY PARKING

LeadingAge Washington has arranged for complimentary parking validation for Conference Center guests who park in General Parking (floors 3, 5-8) at the South end of the Airport Garage near the yellow or green elevators (rows N-U). **Your parking will not be validated if you choose to park in Reserved Parking (floor 4).**

From the South end of the garage, walk across skybridge #1, between the yellow and green elevator banks, to the Main Terminal. Take the escalator or elevator up to the Ticketing Level. Then, take the stairs or elevator to the Mezzanine Level, directly behind the International ticketing counters. Enter the reception area through the double glass doors on the left.

You may also choose to arrange parking at your nearby hotel and take a complimentary shuttle service to the Conference Center, located above international check-ins.



STAY THE NIGHT with NO COMMUTE

WHERE TO STAY

If you're arriving the night before the conference, you'll find a variety of comfortable, convenient hotel options just steps from the Seattle-Tacoma International Airport and Conference Center. Popular choices include Cedarbrook Lodge, the Radisson, Skybridge Seattle Airport Hotel, and the DoubleTree by Hilton, each offering free airport shuttle service, easy access, welcoming amenities, and a restful night's sleep before a full day of learning and connection.

CONFERENCE KICKOFF

Kick off the conference by joining fellow executives, administrators, and colleagues at Cedarbrook Lodge's Copperleaf Restaurant & Bar. Reconnect with friends, meet new colleagues, and enjoy an informal evening of conversation before the conference begins. The full dinner and bar menu will be available - enjoy time together!!



REGISTRATION NOW OPEN

Seats are limited. Register now to secure your spot.

DATE: Tuesday, October 13, 2026

VENUE: The Conference Center at Seattle-Tacoma International Airport, Seatac WA

	<u>Early Bird</u> <u>Aug 18-28</u>	<u>Standard</u> <u>Aug 29-Oct 13</u>
<u>Pricing</u>		
Provider Member	\$199	\$229
Business Member	\$319	\$349
Non-Member	\$369	\$399
LeadingAge Member resident, provider board member, Leader Emeritus, conference volunteer, student	\$169	\$199

[Click to Register Today!](#)



AGENDA AT-A-GLANCE

Tuesday, October 13, 2026

8:30a – 9:30a

Networking Breakfast & Registration

continental breakfast

9:30a – 10:00a

**Celebrating 75 Years of Collaboration &
Introduction of the 2027 Leadership Institute Cohort**

10:00a – 10:15a

Morning Reflection

10:15a – 10:30a

Coffee & Stretch Break

10:30a – 11:45p

KEYNOTE

Out of Sync: The Age and Age Perception Disconnect
Dr. Tracey Gendron, Author & Gerontologist

11:45p – 12:45p

Networking Lunch & Scholarship Recipient Recognition

1:00p – 3:30p

Workshop A – Room: International B

The Executive Exchange:

Strategy and Innovation for What's Next

see more detail on pages 9–10

Workshop B – Room: Amsterdam

The Sales & Marketing Exchange:

Fresh Perspectives for Today's Marketplace

see more detail on page 11

Workshop C – Room: Seoul

The Human Resources Exchange:

Learning from Leaders. Solving Real Challenges.

see more detail on page 12

Conference Sponsored by:



MORNING PROGRAM

Marketing & Sales | HR | Executives

Location:
International B



9:30a–10:00a

Celebrating 75 Years of Collaboration & Introduction to the 2027 Leadership Institute

Kick off the conference as we celebrate LeadingAge Washington's 75th anniversary, welcome attendees from across the state, and introduce the 2027 Leadership Institute Fellows as they begin their leadership journey.



10:00a–10:15a

Morning Reflection

Conference Sponsored By:

**Ballard
Spahr** LLP | **Lane
Powell**

 **CONSONUS** | AN AGERIGHT
COMPANY

Keynote

10:30a–11:45a

Out of Sync: The Age and Age Perception Disconnect

Dr. Tracey Gendron, Author

A thought-provoking exploration of the myths shaping how society thinks about aging and the impact of those beliefs on people of every age.

Drawing on decades of research, this presentation distills how age-based assumptions show up in our everyday lives, workplaces, communities, and systems. Participants will examine commonly accepted myths and misconceptions about aging, from beliefs about ability and productivity to assumptions about identity, purpose, and potential across the life span. With real-world examples, Tracey reveals how ageism—the messages we absorb about aging—shapes how we view others, how we see ourselves, and the opportunities we create for people at every stage of life. Participants will leave with practical steps to challenge ageism in ourselves, our communities, our policies, and our culture.



Dr. Tracey Gendron is a nationally recognized gerontologist, researcher, and author of *Ageism Unmasked: Exploring Age Bias and How to End It*.

Her work exposes how age bias influences our organizations, policies, and daily interactions—and offers practical pathways for building cultures where people of all ages can thrive.

Networking Lunch

11:45p – 12:45p
International B

SCHOLARSHIP AWARD RECIPIENTS

Celebrating Growth and Promise

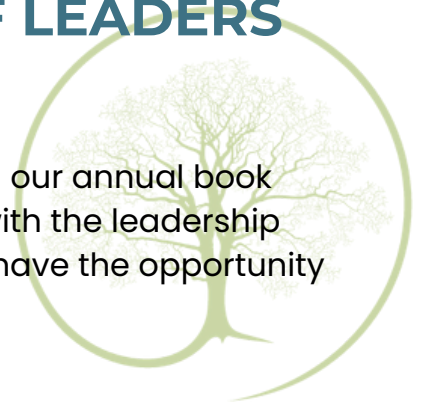
Join us in celebrating this important milestone as these recipients embark on an exciting journey to complete their studies, enhance their skills, and continue making a meaningful difference in the aging services field—with the support and encouragement of our community behind them.



SUPPORT THE NEXT GENERATION OF LEADERS

Launch a Leadership Journey

Help welcome the 2027 Leadership Institute Fellows by supporting our annual book campaign during our lunch hour. Your gift provides each Fellow with the leadership books they'll use throughout their nine-month journey, and you'll have the opportunity to sign the books with a personal note of encouragement.



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McKESSON
Empowering Healthcare

Executive Exchange

1:00p – 3:30p
International B



Dr. Tracey Gendron

1:00p–2:00p

Leading Beyond Assumptions: How Better Decisions Create Stronger Organizations

Today's senior living leaders face complexity: persistent workforce shortages, financial pressures, changing consumer expectations, and the need to innovate while maintaining exceptional resident experiences.

This facilitated discussion explores how the assumptions we carry about age and aging influence decisions across leadership, workforce, organizational culture, innovation, resident engagement, and organizational strategy. Rather than positioning ageism as the destination, this session uses it as a leadership lens for examining how **challenging long-held assumptions can lead to stronger organizational outcomes.**

You will engage in a candid conversation about how organizations can prepare for the next generation of residents, families, and employees while avoiding simplistic generational labels and ageist stereotypes. Together, we'll explore how leaders can use research and demographic trends to prepare for the future while resisting the temptation to reduce people to generational assumptions.

You will leave with new perspectives and actionable ideas for making more intentional leadership decisions that strengthen organizational culture, encourage innovation, and better prepare their organizations for the future.

Conference Sponsored By:



Opening doors to a better life



CAPITAL :: INVESTMENTS :: ADVICE

Executive Exchange

1:00p – 3:30p
International B



2:00p–3:30p **Executive Leadership Forum**

Continue the conversation with executive-focused sessions designed for CEOs and senior leaders. Explore emerging issues, exchange ideas, and examine strategies for strengthening organizations in an increasingly complex environment. Expect candid conversation, practical insights, and opportunities to learn from peers and industry thought leaders as you prepare your organization for the future.

Coffee & Cookie Break sponsored by  **newdays**

Conference Sponsored By:

The Compliance Store
Because Getting It Right Matters.



Sales & Marketing Exchange

1:00p – 3:30p
Amsterdam

Fresh Perspectives for Today's Marketplace

This dynamic session is designed for sales and marketing professionals in senior living to reconnect, share fresh ideas, and leave with practical tools you can put into action right away. Together, we'll build community, swap inspiration, and dive into strategies that strengthen our individual organizations and the reputation of our field.

1:00p–1:15p – Opening Conversation: A Fresh Perspective

Cynthia Thurlow, President, and Elliott Moore, Director of Strategy, 3rd3rd

Every sales professional has encountered a prospect or family who challenged their assumptions. We'll kick off the afternoon with a thought-provoking conversation designed to help participants reflect on those experiences, exchange perspectives, and begin rethinking the way we communicate, market, and connect with today's consumers.

1:15p–2:15p – Rethinking Marketing: Challenging Assumptions, Changing Perspectives

Cynthia Thurlow, President, and Elliott Moore, Director of Strategy, 3rd3rd

How do our assumptions about aging influence the way we market, communicate, and sell senior living? This interactive session explores how messaging, imagery, language, and consumer experiences shape perceptions of aging and influence decision-making. Through facilitated discussion and practical examples, participants will examine evolving consumer expectations, challenge long-held assumptions, and discover new approaches to creating more authentic, compelling marketing and sales experiences.

2:15p–2:30p – Coffee & Cookie Break sponsored by newdays

2:30p–3:30p – Marketing Challenge Lab

Hosted by Karmen Hudson, Vice President of Sales, Human Good

No two senior living organizations are exactly alike, but many are wrestling with the same questions. How do we attract qualified prospects—not just more inquiries? How do we stand out when consumers struggle to distinguish one provider from another? How do we know what's actually influencing move-ins? And how do we prepare for tomorrow's consumer while avoiding assumptions about what the next generation wants? Through a facilitated peer exchange, participants will share practical strategies, lessons learned, and real-world solutions they can immediately apply within their own organizations.

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Human Resources Exchange

1:00p – 3:30p
Seoul

Learning from Leaders. Solving Real Challenges.

Today's HR leaders do far more than manage policies and compliance—they shape workplace culture, develop future leaders, and influence the employee experience every day. This interactive afternoon combines meaningful peer conversations, collaborative problem-solving, and practical leadership insights to help you navigate today's workforce challenges with greater confidence and intention.

1:00p–1:15p – Reflecting on the Keynote: From Awareness to Action

We'll kick off the afternoon with a series of guided conversations designed to help participants reflect on the morning's keynote, exchange perspectives with peers, and begin considering how those ideas apply to their own leadership, workplace culture, and organizations.

1:15p–2:15p – HR Leadership Lab: Leading Beyond Assumptions

Many of the decisions we make as HR leaders are shaped by assumptions we don't even realize we're making. Through real-world scenarios and collaborative discussion, participants will explore topics such as hiring, onboarding, employee relations, leadership development, succession planning, and retention. Together, we'll challenge conventional thinking, learn from one another's experiences, and uncover practical strategies for leading with greater intention and impact.

2:15p–2:30p – Coffee & Cookie Break sponsored by newdays

2:30p–3:30p – What Music Can Teach Us About Leadership

Presented by *Elena Roppel, Chief Operating Officer, Senior Services of America*

What can music teach us about leadership? More than you might think. Through interactive activities, musical analogies, and real-world examples, participants will explore how rhythm, tone, harmony, and emotional resonance shape communication, trust, collaboration, and workplace culture.

HR leaders will leave with fresh perspectives and practical strategies for leading difficult conversations, strengthening relationships, and creating workplaces where people can thrive.

Conference Sponsored By:



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AN ALERA GROUP COMPANY

Let's Stay ENGAGED

Member-Only Professional Networks & Updates

All members are invited; for a Zoom invitation please reach out to Laura Hofmann lhofmann@leadingagewa.org.

- AL Management Update Calls
1st Friday, 11 am via Zoom
- Executive Directors & Administrators
- Facilities
- HR Workforce Solutions Council
3rd Tuesday, 1:30 pm via Zoom
- Infection Prevention
- Policy & Advocacy Update Calls
Every other Monday, 11:30 am via Zoom
(during Legislative Session)
- SNF Activities & Social Services
3rd Thursday, 3 pm via Zoom
- SNF Clinical & Regulatory Update Calls
Every other Friday, 1:30 pm via Zoom



- ✓ Survey Readiness & Mock Surveys
- ✓ Operational Support
- ✓ Policy & Procedure Development
- ✓ Fire / Life Safety Survey Preparedness
- ✓ Responsive Support for New Regulatory Compliance Requirements.

Is Your Organization Survey Ready?

Ask us how we can help.



Learn more at
leadingagewa.org/leadingcare-consulting



LeadingAge
Washington

THE POWER
OF **NOW**

**Tuesday, June 15 -
Thursday, June 17, 2027**
Spokane, Washington