



**DATE**

Tuesday, February 23rd

**TIME**

10:00 a.m. to 4:00 p.m.  
(Check-in begins 9:00 a.m.)

**LOCATION**

Crowne Plaza Seattle Airport  
17338 International Blvd.  
Seattle, WA 98188  
[www.CPSeattleAirport.com](http://www.CPSeattleAirport.com)  
Parking \$7.00  
(Please consider...The Crowne Plaza is directly connected to the "Light Rail Station". Easy access to and from downtown, Seattle. Only \$6.00 roundtrip)

**CEs**

5 DSHS Credits

**WHO SHOULD ATTEND**

CEOs, Administrators, Directors, Leaders in all disciplines are encouraged to attend. "Bring your CareTeam".

**CANCELLATION POLICY**

Cancellations must be received by Feb. 17th to be refunded (less a \$25 service charge). No refunds are possible after that date - *replacements welcome.*

**FEES**

1st Attendee \$159.00  
Addl. Attendees 109.00

**Need Change? Customer Service—Growing From Good to Great**

**We** all talk a lot about customer service, and we know it is the most important element of creating a successful, thriving community. However, do we pay enough attention to who our clients really are and what they really want? In long-term care, you are serving both the resident and their family... and often times they may have different needs or expectations. Ultimately, your clients don't care what you know, until they know you care.

**Need Change? Plan to attend our  
Customer Service Academy  
"Growing from Good to Great"**

**Consider** your internal customer service... Do your employees work together as a team and are they respectful of one other? This aspect of customer service is often not considered or addressed. Learn how resident and family satisfaction can be improved upon and how employee retention goals can be achieved by strengthening the customer service amongst your team.

**Join** Jean as she shares with each of you, customer service solutions on how to **"be the difference"** in the eyes of your residents, their family/friends and fellow team members.

**As part of a fun-filled day, your team will leave with tools to help your organization grow from good to GREAT!**

- Nonverbal Communication
- Customer Logic
- First Impressions
- Employee Engagement
- Listening Skills & Obstacles
- Reputation Management
- Online Image
- Customer Chain of Experience

**Testimonials**

- "We had Jean speak to our employees and they came away from her talks reenergized and ready to implement her suggestions on how to work more effectively with people. Jean has a special way of connecting with her audience that engages you into the talk. Her knack of story-telling and bringing in everyday situations allows people to relate to what she is trying to teach you."
- "Jean is an excellent speaker. Great materials, examples and stories. Can't wait to take the information back to my community. I am soooo GRATEFUL!"
- "Phenomenal - Inspirational, thought provoking."
- "Fabulous! Awesome! Fun! Interactive! Laughing lots (my face hurts in the best way ever!!) Heartwarming, touching! Fantastic conference. I have received incredible information for my personal and professional life. Thank you, Jean!"
- "A wonderful, engaging speaker with valuable information. Loved the humor and stories!"
- "She was amazing and inspirational!"

*Past LeadingAge Washington Conference attendees*

**About our Speaker:**



**Jean Steel—President  
Happy People Win**

**A Return Engagement!**

Well-travelled, well-educated, well-rehearsed ... Jean is ALSO the warmest, most spontaneously funny speaker you may ever hear. Born in L.A. and raised in Africa, she has developed the confidence, strength, and resilience many of us work a lifetime to achieve. A born communicator, Jean has known since college what she wanted to do with her life, and has been sharing her considerable gifts with classrooms and audiences around the nation for more than twenty years. *In the past year Jean has spoke at LeadingAge New York, LeadingAge Georgia and LeadingAge Tennessee.*

Jean imparts her beliefs in every talk she gives, liberally laced with empathy, laughter, and love.

If you want clear, effective, useful lessons for the real world in your real life to **be the difference** —

**Register your "Team" TODAY!**



**Full registration includes:** Materials, 5 DSHS Credits, Lunch and Break. **\*\*Consider taking the "Light Rail" - Seattle round trip \$6.00.**

Name/Title: \_\_\_\_\_  
 Addl. attendee/Title \_\_\_\_\_  
 Addl. attendee/Title \_\_\_\_\_  
 Addl. attendee/Title \_\_\_\_\_  
 Community/Business: \_\_\_\_\_ Address: \_\_\_\_\_  
 Email for Confirmation: \_\_\_\_\_ Special meal requests: \_\_\_\_\_

**Total fees** \$ \_\_\_\_\_  Please Invoice  Credit Card  Check Enclosed  
 Card# \_\_\_\_\_ Name on card: \_\_\_\_\_  
 Expiration date: \_\_\_\_\_ CVV# \_\_\_\_\_ Cardholder signature: \_\_\_\_\_