Welcome to our 66th Annual Conference at the beautiful Skamania Lodge in Stevenson, WA. We’re glad that you could step away from your busy lives to attend this year’s conference to reinvigorate yourselves through learning, networking and the Power of Purpose! As always, take some time during the conference to reflect on how you can grow, collaborate and ignite The Power of Purpose not only for yourself but for your “Team and your community”. Each day we are given the opportunity to make a difference!

This is the 66th Anniversary of our State Association and also the largest Association event of the year. We hope that you will truly benefit from the one-on-one conversations with fellow colleagues, outstanding keynote speakers, informational classes, the fun activities and the connections with our fabulous business partners.

Here is a sneak peek... **Monday** is set aside for fun and networking at the Golf Tournament and Wine tour. **Tuesday** will feature the Senior Star Award and EXPO. Great classes and for the second year, we will have our IGNITE Corner to hear “8” fresh ideas, see innovative products and/or learn about new features that our Exhibitors feel you’ll be excited about. We will close with our Fun Night – dinner and Dueling Piano’s as our entertainment. **Wednesday** we will celebrate the Awards of Excellence winners, our Silver Stars, Excellence in Sales & Marketing Awards, Group Retro, “Our Neighbor Phil” movie showing and more. Our day ends with **LeadingAge Washington's Annual Member & Business meeting** followed by our Board Chair reception on the lawn. The evening is open to spend time with your teams and business partners to explore Skamania’s walking trails, zip lines, see their new treehouses or go down to the Columbia River or tour the Columbia Gorge Interpretative Center, just down from the entrance to Skamania Lodge. **Thursday** we’ll close with our third and final keynote speaker and half/day sessions with time to travel back to our communities.

The Education & Planning Advisory Group is always challenged with how to best raise money for the Scholarship Fund so that we can help our members continue their education. Since the Desert Dash was so popular, we will be bringing it back again from local bakeries around the area. Your participation in these fundraising opportunities will truly make the difference in the lives of so many who will benefit from LeadingAge Washington’s Scholarship Fund.

On behalf of LeadingAge Washington and the Education & Planning Advisory Group, we thank you for the opportunity to serve you and for joining us in this wonderful time of learning and connecting together! As always, we look forward to your great comments and suggestions to make next year’s Conference at The Davenport Grand Hotel in Spokane, WA — an even better event.
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
- Human Resources Development
- Wellness & Life Enrichment
- Leadership & Strategy
- Management & Operations
- Marketing & Public Relations
- Partnership & Collaboration
- Technology

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
Up to 17.5 approved DSHS Education Credits are available. Forms are located in your conference packet. Please stop by the registration desk for the daily approved DSHS code. Be sure to drop off the yellow copy before you leave the conference.

PROGRAM, SESSION HANDOUTS & ANNUAL REPORT
We are green. When you check in you will receive a thumb drive that will include the majority of our Breakout Sessions, Presenter information, LeadingAge Washington’s 2016 Annual Report, and more. Handouts will also be posted online after the conference. Thumb drives generously donated by: Propel Insurance

OVERALL CONFERENCE EVALUATION
We are green. You will find in your packet a Monkey Survey link to our online conference evaluation. We encourage you to complete the “quick & easy” evaluation when you return to your office. Your feedback is very important to us! We will be drawing for a $100 Gift Card as a Thank You for your support!

CELL PHONE AND MESSAGES
Please be courteous and program your cell phone to vibrate during the conference.

BADGES
Name badges are required for entrance to all sessions and conference activities including the exhibit hall. If you have a spouse that will be attending, please be sure to stop by the registration desk and ask for a name badge.

DRESS CODE
Casual FUN attire is appropriate for all educational sessions and social activities. We advise against ties and suggest comfortable shoes. We want you to enjoy your conference experience. Meeting rooms will vary in temperature; keep a jacket or sweater with you.

QUESTIONS?
We are here for you! Staff and committee are available to assist you with questions, directions and other needs. Look out for our Planning Committee and Staff who will be wearing BLUE VESTS.
There are two solutions for today’s workforce challenges: finding the right people, opening the front door, and keeping the right people, closing the back door. People don’t leave their job because of the company they work in but the manager they work for. In this keynote address, you’ll discover three secrets the best leaders use to build deep, long term loyalty. You’ll learn the one surprising practice most managers rarely follow that slams the back door shut, and you’ll experience the real emotional connection all employees are looking for at work.

The Power of Purpose - It Started with A Goat
The Power of Purpose can be overwhelming to comprehend, but it doesn’t always have to be that grandiose! The message of this session is to trust the instincts of running with the opportunities presented in front of you and recognize the difference one or two individuals can make in the lives of many. We will talk about two distinct journeys, one in the US and one in Africa that ultimately came together through a chance meeting in Australia at the IAHSA conference in 2015. And that coming together has led to hundreds and hundreds of African elders living a better life. You will walk away inspired, and ready to do something when you walk out the door, ready to find your own purpose. We guarantee it.

The Power of Purpose - Changing Your Life and Others
People ask me all the time, “How do you know, really know if what you are doing is what you are truly here on this earth to do?” Today, I will share my life changing story of how “Purpose” chose me. You will hear how, looking back, it all makes perfect sense and how my past made my future. I’ll explain the good, the bad and the ugly of living with purpose and how it feels. Find out how little steps are true leaps of faith forward and where it can take you if you believe.
**AGENDA AT A GLANCE**

**MONDAY, JUNE 12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon - 5:00 pm</td>
<td><strong>Golf with BBQ</strong> - Skamania Golf Club (10:30 am check-in. Noon Shot Gun Start)</td>
</tr>
<tr>
<td>Noon - 5:00 pm</td>
<td><strong>Wine Tour/Visit (Ticket Required)</strong> - Pick-up at Lobby. Bus begins loading at 11:30 am</td>
</tr>
<tr>
<td>5:00 - 6:30 pm</td>
<td><strong>Early Bird Check-in &amp; Welcome Reception</strong> - Garden Patio</td>
</tr>
<tr>
<td>6:30 - 8:00 pm</td>
<td><strong>Leadership Institute Reception</strong> - Boulder Terrace (check-in at the registration desk)</td>
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**TUESDAY, JUNE 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td><strong>Check-in, Breakfast &amp; Networking</strong> - Cascade Ballroom</td>
</tr>
<tr>
<td>7:00 - 8:00 am</td>
<td><strong>Breakfast Session</strong>: Update on the Development of a Senior Care Network in Washington - Summit 6 Room</td>
</tr>
<tr>
<td>8:00 - 9:00 am</td>
<td><strong>Breakout Sessions 1</strong></td>
</tr>
<tr>
<td>9:15 am</td>
<td><strong>Welcome &amp; Introduction</strong>: Senior Star Award; <strong>General Session 1</strong> - Keynote: Bill Zipp, Close the Door - Becoming a Leader People Love and Never Want to Leave - Cascade Ballroom</td>
</tr>
<tr>
<td>11:00 am - 12:30 pm</td>
<td><strong>Breakout Sessions 2</strong></td>
</tr>
<tr>
<td>12:45 pm</td>
<td><strong>Lunch</strong> - Attendees and Business Partners Invited! - Cascade Ballroom</td>
</tr>
<tr>
<td>1:30 - 4:30 pm</td>
<td><strong>Visit our Expo Showcase and Ignite Presentations</strong> - Stevenson Ballroom</td>
</tr>
<tr>
<td>5:30 - 9:00 pm</td>
<td><strong>Dinner and Fun Night</strong>: Dueling Pianos Show with Jeff &amp; Rhiannon - Cascade Ballroom</td>
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**WEDNESDAY, JUNE 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td><strong>Check-in, Breakfast &amp; Networking</strong> - Cascade Ballroom</td>
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<tr>
<td>7:00 am</td>
<td><strong>Breakfast Session</strong>: Workforce Solutions Council Breakfast - What did the Workforce Survey Data Tell Us, and What are we Going to do About it? - Baker Room</td>
</tr>
<tr>
<td>7:00 am</td>
<td><strong>Breakfast Session</strong>: Powerful Tools for Purposeful Management of your L&amp;I Claims - Rainier Room</td>
</tr>
<tr>
<td>8:20 am</td>
<td>Excellence in Sales &amp; Marketing Awards; <strong>General Session 2</strong> - Keynote: Jack York, The Power of Purpose - It Started with a Goat - Cascade Ballroom</td>
</tr>
<tr>
<td>10:15 - 11:45 am</td>
<td><strong>Breakout Sessions 3</strong></td>
</tr>
<tr>
<td>11:45 am - 1:30 pm</td>
<td><strong>Luncheon &amp; Awards Ceremony</strong> - Celebrating our Awards of Excellence, Silver Stars “25-45+” Years of Service, Board/Committees &amp; Group Retro Recognition, Chair Award, Luncheon includes dessert Raffle - Cascade Ballroom</td>
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<tr>
<td>1:45 - 2:45 pm</td>
<td><strong>Breakout Sessions 4</strong></td>
</tr>
<tr>
<td>3:00 - 4:30 pm</td>
<td><strong>Breakout Sessions 5</strong></td>
</tr>
<tr>
<td>4:45 - 6:00 pm</td>
<td><strong>Annual Member Business Meeting</strong> - All Members Invited! - Stevenson Ballroom</td>
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<tr>
<td>6:00 - 7:30 pm</td>
<td><strong>Board Chair Reception</strong> - On the Lawn</td>
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<tr>
<td>6:00 - 7:30 pm</td>
<td><strong>Special Screening</strong>: &quot;His Neighbor Phil&quot; - Adams Room</td>
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**THURSDAY, JUNE 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td><strong>Breakfast &amp; Networking</strong> - Cascade Ballroom</td>
</tr>
<tr>
<td>8:15 am</td>
<td><strong>General Session 3</strong> - Keynote: Lori LaBey, The Power of Purpose - Changing Your Life and Others - Cascade Ballroom</td>
</tr>
<tr>
<td>9:45 - 10:45 am</td>
<td><strong>Breakout Session 6</strong></td>
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<tr>
<td>11:00 am - 12:00 pm</td>
<td><strong>Breakout Session 7</strong></td>
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<tr>
<td>11:00 am</td>
<td><strong>Lunch Bag to go! Have a safe trip home!</strong> - Mezzanine Area</td>
</tr>
</tbody>
</table>
CHECK-IN & RECEPTION

MONDAY, JUNE 12TH, 5:00 - 6:30 PM

EARLY BIRD CHECK-IN & WELCOME RECEPTION
LOCATION: GARDEN PATIO
Co-Hosted by:

CEU360
RehabCare

MON, JUNE 12TH (& WED, JUNE 14TH), 6:30 - 8:30 PM

SMORE'S BY THE FIRE
LOCATION: LAWN BY THE FIRE PIT
Co-Hosted by:

HPSI
Sysco

EXPERIENCE
Our Most Valuable Asset

At Gabbert Architects Planners we understand that communities and neighborhoods change over time, and we feel this change is an opportunity for you to reach more people and we can help! Through communication and collaboration we adapt our services to meet your needs while keeping in mind your plans for the future. Let us show you what architectural planning can do for you!

20011 Ballinger Way NE #211, Shoreline, WA 98155 • 206.367.3600 • gabbertarchitects.com
TUESDAY BREAKFAST SESSION, JUNE 13TH, 7:00 - 8:00 AM

UPDATE ON THE DEVELOPMENT OF A SENIOR CARE NETWORK IN WASHINGTON
Michael Peer, Principal and Nellie Johnson, Consultant/Managed Care Advisor, CliftonLarsonAllen
LOCATION: SUMMIT 6 ROOM

We would like to invite you to attend an informational breakfast regarding the development of a senior care network in Washington. Beginning in July 2016, LeadingAge Washington began working with Michael Peer and Nellie Johnson of CliftonLarsonAllen, to guide us through an exploration of our health care environment, opportunities/need to form a network and its operational viability. A Network Formation Steering Committee was appointed by the Board and it has been meeting regularly with Michael, Nellie and attorneys to continue this exploration and ensure we are positioned to move forward effectively and legally. Topics of discussion will include:

- Update on the overall status of the initiative, including key milestones for launching the network
- Describe the legal / governance structure and resulting legal documents
- Explain member categories and benefits
- Identify the costs of joining the network
- Describe how to join the network

This breakfast is open to all LeadingAge Washington CEOs and will include time for questions.

TUES, JUNE 13TH & WED, JUNE 14TH, 8:00 AM - 2:00 PM

CONNECTION CENTER
LOCATION: NEAR REGISTRATION DESK

Our goal is to provide you with the best conference experience possible. New this year we are providing a service making your connection with your fellow attendees a breeze. Is there a member or business partner that you would like to meet? Don’t know how to find him or her? We can help you make that contact! Our new Connection Center is the answer. Our staff will be on hand at the Center located near the Registration Desk to help you. We contact the person and ask them to get in touch with you. If you meet, they will be eligible for a prize and you have won a “new connection.”
SESSION 1: TUESDAY, JUNE 13TH. 8:00 - 9:00 AM

Housing and Health – Developing Strategies To Keep Residents Aging In Place
Josh Akers, Pharmacy Manager, Residency Director; Anna Shields, Resident Pharmacist; and Alen Chen, LTC Pharmacy Manager, Kelley-Ross Pharmacy Group

Older adults are more focused on aging in place than ever. Housing providers are being asked to develop strategies and services to coordinate and deliver improved health outcomes for their residents. Developing these services can be overwhelming! What should be offered? Who do we partner with? Where do we deliver these services? Healthcare is evolving at a rapid rate. We can now engage with and monitor patients in ways never before possible. This paradigm shift is creating opportunities for healthcare and housing providers to work together to improve the lives of our aging population.

FOCUS: Care and Services, Partnership & Collaboration, Tech & Innovation

How 1 Piece of Awesome Content Can Elevate Your Brand Globally
Jill Chang, Director of Creative Communications, Bayview

With the advent of social media and the fact that we are now a mobile-first world, marketers within the senior industry need to work extra hard to capture attention. Retirement communities have the amazing ability to create content that helps convey our humanity. Two specific examples of content will be shared at this session – from content ideation to creation and execution – and how they helped garner local, national and global attention through Twitter and Facebook. Ultimately, this is THE session you want to attend if you want to learn practical/innovative ways to amplify your brand with social media.

FOCUS: Marketing, Philanthropy & PR

The Compelling Benefits of Integrated Resident Engagement Technology
Kian Saneii, Founder & CEO, Independa, Inc.

In addition to your care programs, adding the right integrated technology platform can deliver both social and family engagement, plus improve operational efficiencies - all while reducing costs. Such technologies are changing how assisted living organizations provide services as well as differentiate themselves in a crowded, competitive marketplace. This talk takes a practical look at the compelling benefits of integrated resident engagement technologies and how to best evaluate your best options from a wide range of similar sounding offerings.

FOCUS: Tech & Innovation
Emergency Power - What Happens When The Lights Go Out?
Phil Peterson, Manager, Legacy Power Systems

So, what happens when your lights go out? Do your standby systems take over and it’s business as usual? Let’s take a look at best practices for maintaining your EPSS Emergency Power Supply System. What are the state WAC laws governing your EPSS and NFPA code requirements that determine your class, type and level? When the inspector shows up, do you have the documentation required by the state and voluntary certifications? Let’s explore your options.

FOCUS: Management & Operations
RAINIER ROOM

Purposeful Project Execution: Vision To Reality
Paul Aigner, VP of Development, Transforming Age and David Knight, Managing Director, GSI Research and Consulting

Is there a construction project in your future? From renovations and expansions to repurposing, this session details key steps to turn your vision into reality. David Knight Managing Director of GSI Research and Consulting unveils critical metrics involved in feasibility and master planning. Paul Aigner, VP of Development at Transforming Age, dives into the tools needed to complete your project on time and within budget. Paul’s proven development strategy creates success using a three-point system: SCOPE + SCHEDULE + BUDGET. Paul will tackle key obstacles like zoning, managing entitlements, minimizing resident disruptions, resident involvement, the project executive role, contracts, deferred maintenance, and operational impact.

FOCUS: Design & Project Management
JEFFERSON ROOM

New SNF Quality Measures: Strategies To Boost Your Facility Performance
Kathleen Weissberg, Education Director, Select Rehabilitation

This session provides a detailed overview of the six new quality measures with specific attention given to those measures related to successful discharge to the community, short-stay improvements in function, and long-stay ability to move independently. This session offers practical strategies for facilities to enhance performance, prevent hospital re-admissions, and prepare for new metrics. Participants are offered information related to facility protocols for successful discharge planning, discharge metrics including home assessment and medication management, post-acute partner engagement for successful transitions, facility-wide mobility programs, the impact of maintenance on functional mobility, and the role of the facility in post-discharge follow-up programs.

FOCUS: Care and Services, Management & Operations, Partnership & Collaboration
ADAMS ROOM
CONNECT WITH US

ARE YOU SOCIAL? WE ARE! LET’S CONNECT!

/facebook/LeadingAgeWashington
/twitter/LeadingAgeWA
/linkedin/company/LeadingAge-Washington
/www.LeadingAgeWA.org
Noted as one of the most popular resorts in the region, Skamania Lodge is nestled in a year-round recreational area, the Columbia River Gorge National Scenic Area. The Gorge stretches about 90 miles in length across the many Cascade Range Volcanoes. It is encompassed by such famous volcanoes as Mt. Adams, towering at 12,276', Mt. St. Helens at 8,364' and Oregon’s tallest volcano at 11,250’, Mt. Hood. Here are just a few of the things you can do near Portland:

1. Golf
2. Waterleaf Spa
3. Zip Line Tour
4. Scenic Drives & Tours
5. Museums
6. Hiking
7. Guided Fishing
8. Brewery & Winery
9. White Water Rafting
10. and so much more!
WELCOME & INTRODUCTION, TUES, JUNE 13TH, 9:15 AM

SENIOR STAR AWARD
LOCATION: CASCADE BALLROOM

Celebrating Senior Stars 13th year - a program representing the commitment of LeadingAge Washington’s member organizations in promoting quality of life and resident-centered care and services, along with a desire to recognize their residents’ contributions to their community and state. Join us, as we celebrate Barbara Lundquist from The Hearthstone in Seattle.

Co-Sponsored by:
CLOSE THE DOOR – BECOMING A LEADER PEOPLE LOVE AND NEVER WANT TO LEAVE
LOCATION: CASCADE BALLROOM

There are two solutions for today’s workforce challenges: finding the right people, opening the front door, and keeping the right people, closing the back door. People don’t leave their job because of the company they work in, but the manager they work for.

In this keynote address you’ll discover three secrets the best leaders use to build deep, long term loyalty. You’ll learn the one surprising practice most managers rarely follow that slams the back door shut, and you’ll experience the real emotional connection all employees are looking for at work.

Co-Sponsored by:
SCHOLARSHIP RAFFLE

Take a Vacation

Sponsored by MOSS ADAMS LLP
Certified Public Accountants | Business Consultants

2 Round Trip Tickets (valued $1,000)

$5 for 1 Raffle Ticket
$20 for 5 Raffle Tickets
$50 for 15 Raffle Tickets
Take a Cruise

Sponsored by
Lancaster Pollard

2 Tickets (valued up to $3,400)
$5 for 1 Raffle Ticket
$20 for 5 Raffle Tickets
$50 for 15 Raffle Tickets

The Cruise Certificate is valid for a Holland America Line cruise for two (2) people sharing one stateroom. Choice of sailing dates will be accommodated on a space available basis and will be confirmed at time of booking. The Cruise Certificate may be used for the sailing and number of nights indicated. The certificate may be applied to other cabin categories or cruise ships at an additional cost. The certificate holder may cancel World Cruise Reservations for more details: 1-800-522-3399. Guests are responsible for taxes and onboard charges. Taxes can average up to $151 per person.
Managing Future Resident Retention During Construction
James Antonucci, PhD MBA LNHA, Executive Director and Sarah Friesen, BBA, Move-In Coordinator, Heron’s Key at Gig Harbor

Your future resident list filled up fast at groundbreaking, but how do you retain those early depositors during construction? Discover how Heron’s Key designed a unique move-in program to attract, engage, empower, and retain future residents during construction. Using customized data fields, their proprietary scoring system measured depositor engagement as a predictor of move-in, thereby positioning itself to surpass targeted occupancy rates and achieve high resident satisfaction scores within three months of opening. Learn how to leverage your sales and marketing efforts by positioning your move-in program as a valuable service that integrates with your mission and strengthens your brand.

FOCUS: Marketing, Philanthropy & PR

Are You Getting the Most Out Of Your Section 8 Contract?
Gates Dunaway, Founder and Principal, Gates Dunaway Group and Tammy Fotinos, Director of Contracts, Blueprint Housing Solutions

The Section 8 Renewal Guide was updated and went into effect on November 5, 2015, and we have now had over a year to figure out how it works and how best to maximize the changes. This workshop will educate participants on the critical changes in the new Guide, as well as illustrate how their Section 8 contract can be protected, and how rents can be increased in new ways. We will also discuss how the Section 8 contract can be used to promote preservation of your HUD-funded affordable housing property.

FOCUS: Financial Management

The Power Of Purposeful Engagement Of Home Care Partners
Susan “Sam” Miller, CEO, RN, MN, CareForce; Carolyn Bonner, Director of Home Health, Safe Connections at Highline Home Health, Gretchen Anderson, Administrator/Physical Therapy, Sunshine Home Health

Purposeful engagement of your community home health partners can have a very positive effect to reduce hospitalizations, ER visits, and readmissions. A panel of home health providers will discuss the evidence-based programs being delivered around Washington State and how you can strategically engage your community home health partners to improve your resident health outcomes and your customer satisfaction scores.

FOCUS: Care and Services, Well & Life Enrichment, Partnership & Collaboration
Driving Success With Alternative Payment Models
Laurie Thomas, VP of Strategic Development and Guy Cowart, VP of Operations, Consonus Health-care Services

In the ever-changing world of healthcare reimbursement, understanding alternative payment models will ensure successful results. There will be winners and losers. In order to win, you must demonstrate key pay-for-performance capabilities such as reducing readmissions and delivering functional improvements efficiently. Learn about new strategies a chain of facilities implemented and the results they experienced compared to a traditional Medicare payment model. Review case studies of patients in both traditional and alternative payment models and best practices in testing and leveraging results. Review critical tools and participate in the discovery process with examples of how to achieve results in your market.

FOCUS: Financial Management

Bayview, a Repositioning Case Study Panel Discussion: Finding The Right Path, With The Right Team At The Right Budget
Suzanne Pontecorvo, Project Manager, Rice Fergus Miller, Architecture Interiors Planning; Mary Cordts, CEO, Bayview; Sarkis Garabedian, Senior Vice President, Ziegler; Dan Frein, CPA, Principal, CliftonLarsonAllen; Doug McMillan, President, zumBrunnen, Inc.

Transforming a community, iconic to mid-century lifestyles, into a market leader while staying true to its roots and the neighborhood. As more and more for-profits enter the senior living realm, Bayview has an important role to play as a vital, energizing non-profit in the marketplace. Panelists discuss the challenges faced coming together, defining the needs and wants, all while working in a quickly changing financial and construction market.

FOCUS: Design & Project Management, Management & Operations

Beyond the Looking Glass: Can our Nation Reform its way to Financial Security
Carma Matti-Jackson, President & CEO, C.Matti Consulting, LLC

The bottom line for our nation is that without significant changes in law (whether it be tax reforms or spending reforms), the trajectory of financial imbalance is daunting and unsustainable. At the heart of this growing problem are the three largest publicly funded domestic programs, all of which impact the world of long-term care and the senior citizens of our nation. These are Social Security, Medicare, and Medicaid. In this session, we will look at the financial status of these programs at both the national and Washington State level, and review federal and state efforts (including health care reforms) to circumvent a pending crisis.

FOCUS: Financial Management
LUNCH WITH BUSINESS PARTNERS

LUNCH WITH OUR BUSINESS PARTNERS, TUESDAY, JUNE 13TH, 12:45 PM

LOCATION: CASCADE BALLROOM

SHARE YOU MEMORIES.
TAG US IN YOUR POSTS!

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/company/LeadingAge-Washington
www.LeadingAgeWA.org
The climb to the top takes the right training, gear, and perseverance. Join the Team who has hit the summit.

• Proven Census Development
• Payment Reform Experts
• Outcomes Data that will elevate our clients to preferred provider status

Stop by our booth at the trade show!

Contact Courtney Collette
503.840.0979
cjcollette@infinityrehab.com
EXHIBITORS

OUR EXHIBITORS

TUESDAY, JUNE 13
EXPO HOURS
1:30 - 4:30 PM

66TH ANNUAL
CONFERENCE EXHIBITORS

3M, Critical & Chronic Care Solutions Division
A/R SNF Solutions, LLC
Aegis Therapies
Ankrom Moisan Associated Architects
Basic American Medical Products
Bell-Anderson Insurance
BPCI Construction
Cain Brothers
CEU360
Comprehensive Risk Management, Inc.
Consonus Healthcare Services
Dynamic Sales & Service
ElderGrow
First Choice Medical Supply
Gabbert Architects Planners, Inc.
GSI Research
Halvorson Construction
Healthcare Services Group, Inc.
HPSI Purchasing Services
HUB International Northwest
Infinity Rehab
Intalere/HRS
It’s Never 2 Late
Legacy Power Systems
LRS Architects, Inc.
McKesson Medical-Surgical
Medline Industries, Inc.
Memories by Design
Mercury Pharmacy Services, Inc.
Morrison Community Living
Myhre Group
Omnicare of Seattle
Parker Smith & Feek
PayNorthwest
PharMerica Pharmacy
PropacPayLess Pharmacy
Propel Insurance
Rice Fergus Miller, Architecture Interiors Planning
SAGE Architectural Alliance
Schetky NW Bus and Van Sales, Inc.
Schryver Medical, LLC
Select Rehabilitation
Simply Thick
SisAdmin
Sodexo
SYSCO Food Services of Seattle
Tandus Centiva
Time Equipment Company
United Wound Healing
USI Kibble & Prentice
Varsity
Voya Financial Advisors, Inc.
Walsh Construction Co.
Washington Automated, Inc.
WA State Housing Finance Commission (WSHFC)
Wattenbarger Architects
Wipfli LLP
Ziegler

LOCATION: STEVENSON BALLROOM

Check off cards will be handed outside the ballroom
FIND THE POWER OF PURPOSE. Selected business members will share their most creative and innovative ideas. Topics will focus on implementable ideas around successful aging, wellness, communication practices, clinical, hospitality and collaboration and will not be a sales pitch for a specific product or service. Engaging and simple enough to share each in just 5 minutes.

Be part of the experience at this fun and fast-paced event during our EXPO!

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>2:00 pm</td>
<td>Illuminage</td>
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<tr>
<td>2:15 pm</td>
<td>Legacy Power Systems</td>
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<tr>
<td>2:30 pm</td>
<td>McKesson Medical-Surgical</td>
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<td>2:45 pm</td>
<td>Memories by Design</td>
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<tr>
<td>3:00 pm</td>
<td>United Wound Healing</td>
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<td>3:15 pm</td>
<td>Morrison Community Living</td>
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<tr>
<td>3:30 pm</td>
<td>Parker Smith &amp; Feek</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>Perkins Eastman</td>
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LOCATION: LOBBY FOYER ACROSS FROM STEVENSON BALLROOM
Entertainment Sponsor Dueling Pianos:

WE ENRICH
The Lives of Seniors
EVERYDAY.

We always remember that genuine hospitality is a vital part of great food, service and operational excellence. Our nearly 100-year culture is one of enriching the lives of seniors every day.

Our comprehensive offerings will exceed your expectations because we have the best talent and resources in the market.

From the kitchen to housekeeping, we attract and retain the best and brightest in the industry. It's in our DNA.

Let us take the stress out of managing so you can focus on your priorities – serving residents and leading your company.

To learn more, please contact Angus Brown at 971-804-0995 or Angus.Brown@Compass-USA.com

morrison Community Living
morrisoncommunityliving.com
LOCATION: CASCADE BALLROOM

The Jeff & Rhiannon Dueling Pianos Show is one of the most sought after music acts in the country! Don’t forget to visit: www.noteworthyproductions.com!

DINNER & FUN NIGHT, TUESDAY, JUNE 13TH
5:30 - 9:00 PM
WEDNESDAY BREAKFAST SESSIONS, JUNE 14TH, 7:00 - 8:00 AM

WORKFORCE SOLUTIONS COUNCIL BREAKFAST - WHAT DID THE WORKFORCE SURVEY DATA TELL US, AND WHAT ARE WE GOING TO DO ABOUT IT?
James Munn, CPA, Executive Search Consultant, NHA, CliftonLarsonAllen; Laura Hofmann, Director of Clinical and Nursing Facility Regulatory Services, LeadingAge Washington

LOCATION: BAKER ROOM

Breakfast is the most important meal of the day. Workforce challenges are the #1 issue facing providers. Come and tackle both simultaneously! The Workforce Solutions Council has been polling LeadingAge Washington members around workforce challenges and we’d like to share the results with you. Come and learn about the workforce challenges our membership is facing and what’s being done about it. This is a great opportunity to come and network with others who are experiencing the same difficulties in finding, attracting, and retaining a high quality workforce. Brainstorm with us to share best practices and learn about new and innovative workforce solutions. We look forward to seeing you there.

POWERFUL TOOLS FOR PURPOSEFUL MANAGEMENT OF YOUR L&I CLAIMS
Terry Peterson, Senior Staff Attorney and Pamela Dooner, Vice President, Comprehensive Risk Management

LOCATION: RAINIER ROOM

The Comprehensive Risk Management team (CRM) will discuss the current state of the Association’s group retrospective rating program and then focus on some practical tools you already have in your arsenal but may not be using to control your L&I claim risk.

WEDNESDAY, JUNE 14TH, 8:20 - 10:00 AM

EXCELLENCE IN SALES AND MARKETING AWARDS

LOCATION: CASCADE BALLROOM

LeadingAge Washington honors our outstanding Sales and Marketing professionals. The Excellence in Sales and Marketing Awards acknowledge customer and business-focused strategic marketing practices that utilize tactical and creative thinking with measurable results in our field. Join us as we announce our winners and showcase their unique strategies and creativity.

Sponsored by:
The Power of Purpose can be overwhelming to comprehend, but it doesn’t always have to be that grandiose! The message of this session is to trust the instincts of running with the opportunities presented in front of you and recognize the difference one or two individuals can make in the lives of many. We will talk about two distinct journeys, one in the US and one in Africa that ultimately came together through a chance meeting in Australia at the IAHSA Conference in 2015. And that coming together has led to hundreds and hundreds of African elders living a better life. You will walk away inspired, and ready to do something when you walk out the door, ready to find your own purpose. We guarantee it.
Embrace the “Disruptors” That Are Changing the Face of Senior Living Communities
Leslie Moldow, Principal Architect, Perkins Eastman; Kevin McNamara, Regional Director of Operations, Transforming Age; Kevin Anderson, President & CEO, Wesley Homes

Strong external and internal factors are increasingly disrupting business as usual. To stay viable one must have a profound understanding of what these influencers are, how they affect residents and staff, how missions might have to be redefined and what impact they will have on our physical environments. The panel will discuss how to embrace rather than ignore the changes and challenges posed by new developments in the areas of technology, demographics, urban environments, convergence with healthcare, and for-profit strategies. Our panel will share their experience and insights to help the audience take a closer look at the challenges ahead.

FOCUS: Leadership & Strategy, Tech & Innovation

The Uncertain Future of Skilled Nursing
Mary Muñoz, Managing Director and Sarkis Garabedian, Senior VP, Ziegler; Jeff Cohen, CEO, Kline Galland; Lauri Warfield-Larson, Health Services Officer, Horizon House

Not-for-profit skilled nursing providers are facing a multitude of headwinds, including: razor-thin margins; increasing for-profit competition; changing payment models; declining reimbursement; staffing shortages; aging infrastructure; and shifting care models, just to name a few. These challenges are further evidenced by a recent Ziegler poll of senior living CFOs, which revealed that roughly 75% of not-for-profit providers are feeling some type of increased pressure or challenges in their skilled/healthcare setting. How should providers position their organizations to succeed in the face of these challenges? Can you become/remain a provider of choice in your market, or should you perhaps consider exiting skilled nursing altogether? This session will feature a post-acute provider that is thriving in the current version of healthcare reform, and will also feature a successful Life Plan Community that provides NO skilled nursing care, an increasing trend across the West. Will we see a split between hospitality and healthcare-focused senior living providers? This session will also highlight strategies and trends that are helping providers stay competitive in this highly dynamic and shifting environment.

FOCUS: Leadership & Strategy, Financial Management, Master Planning

Discover Your Power of Purpose
Linda Henry, Consultant

The Sufi poet Rumi advises that we regard our lives as though we had been sent by a king to a distant country with a special task, cautioning, “You might do a hundred other things, but if you fail to do the one thing for which you were sent, it will be as if you had done nothing.” Purpose is a way of being and acting in life that excites joy and gratitude. How we answer the basic question, “What on earth am I here for?” greatly impacts care of self and others. Participants of this highly interactive session will examine the connection between purpose and passion and will complete positive, free, take-home exercise and inventories that can be used personally, with staff and clients to identify purposeful passion.

FOCUS: Leadership & Strategy, Partnership & Collaboration
The Big Branding Session: Building Your Community’s Reputation As An Employer and Residence of Choice
Laura Knight, VP of Marketing and Communications; Angus Brown, Director of Business Development; Yannick Himber, Regional Vice President, Morrison Community Living

In this strengthening economy many seniors are reconsidering their retirement options. At the same time, skilled employees are in high demand requiring potential employers to up their game to attract and retain the best workers. In this session, Morrison Community Living will discuss how these two titanic trends are impacting the need for more sophisticated and strategic branding within senior residential communities. We will draw upon the industry-leading research conducted by MCL over the past 15 years on senior expectations and motivations, community branding and talent acquisition to assist participants in creating a new brand vision for their community.

FOCUS: Marketing, Philanthropy & PR

Flip Your Website into a Lead Generating Asset
Debbie Van Straten, Founder, Age Speaks Company

Providers who are tenacious and embrace the internet as a source of new business can turn their websites into lead generating workhorses. This session will simplify the complicated and create a road-map to drive customers to provider websites and capture them as new leads. The presenter will demonstrate how to apply inbound marketing to provider websites and how to do it using existing staff and financial resources. Attendees will learn the benefits of branding as helping rather than selling.

FOCUS: Management & Operations, Marketing, Philanthropy & PR, Tech & Innovation

Don’t “Watch the (Regulatory) Detectives” Conduct Your Own Incident Investigation - Carin Marney, Attorney/Shareholder and Gabi Sanchez, Attorney/Shareholder, Lane Powell PC

With both state and federal regulatory agencies increasing scrutiny on resident safety and quality of care in long term care settings, a basic protocol for handling day-to-day internal investigations is more important than ever. Having institutionalized policies and procedures for conducting timely investigations gives providers an opportunity to gather independent and objective facts and evidence. This allows providers an opportunity to understand the root causes of incidents, providing insight for improving systems and performing quality improvement. Investigations will also assist providers with responding to regulatory inquiries, investigations, and government sanctions where noncompliance is found. Conducting complete and thorough incident investigations give providers the initiative to learn and organize the true facts of any resident incident before regulators determine and evaluate those facts and circumstances. In this session, we will walk you through real life scenarios as we discuss these topics.

FOCUS: Care and Services, Management & Operations, Public Policy & Legal Issues
LeadingAge Washington’s Awards & Recognition Program

LeadingAge Washington’s Awards and Recognition Program is all about people who make a difference every day in the lives of those they serve. It’s all about people who put quality first, deliver excellence, and inspire others to do the same. The Awards of Excellence recognizes those individuals and organizations that have made an outstanding contribution in the fields of aging, health care, housing and community-based services. It is our way of saying thank you to those who do more than what is merely expected of them, who do the right things for the right reasons. Join us to acknowledge your peers and colleagues, and to share in their successes.

LeadingAge Washington’s Silver Star Award

LeadingAge Washington’s Silver Star Award recognizes employees who have demonstrated their dedication to serving our seniors by their long-term employment of 25 years of continued service. We also recognize those “Celebrating” 30, 35, 45+ years. Join us as we recognize and celebrate their commitment. Thanks to you “our members” for your continued support of these outstanding programs!

Awards Sponsored by:
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LeadingAge Washington’s Education Programs are made possible by the generous support of our 2017 Business Partner Gems and Annual Conference Sponsors. Through collective power we bring opportunities for increasing our members’ Value, Growth, and Success! Thank you!

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LeadingAge Washington 2017 Annual Conference & Expo
TAKING SUSTAINABLE DESIGN INTO THE FUTURE

Ankrom Moisan is designing the first high-density, urban, senior living community pursuing Living Building Challenge Petal certification.

This Aegis Living Building will encapsulate craftsmanship, lightness, community, and the philosophy of the Aegis Living brand to deliver high acuity assisted living.

WHAT’S THE LIVING BUILDING CHALLENGE?

This certification program serves as a sustainable framework for building design and measures the success of projects based on 7 performance areas: Place, Water, Energy, Health + Happiness, Materials, Equity, and Beauty.

The Aegis Living Building will pursue Place, Materials, and Beauty categories in addition to meeting the energy and water reduction requirements of the City of Seattle. Features of this groundbreaking project include:

• 10,000 sq. ft. solar array and rainwater collection roof
• regionally and responsibly sourced materials that are Red List free
• the capture, treatment, and reuse of stormwater and greywater
• emphasis on indoor-outdoor connection
• integration of biophilic design strategies
• urban agriculture
Collaboration! What are the Healthcare Systems Looking For and How They Are Partnering With Senior Living Organizations?
Lisa Hoglan, Partner, Moss Adams; Nikole Jay, Executive Director, Judson Park; Peter Donor, Health Center Administrator, Tacoma Lutheran Retirement Community; Jeffrey Hattori, CEO, Keiro Northwest

In this interactive session senior living community executives will share what is working for them and what they have learned when collaborating with healthcare systems.


Funding the Mission – Inside & Outside the Walls
George Twiss, Executive Director, Transforming Age Foundation; Torsten Hirche, President & CEO, Transforming Age

Our Foundation did not enjoy historical high regard with residents in our communities. The corporate presence was not always seen as positive. So our charter was to build relationships of credibility and trust with residents, committees (and staff). Only then can we earn support – and donors. We needed to listen to the residents’ interests – causes “inside the walls.” With that underway, we can move to serve more moderate, less affluent older adults – “outside”.

FOCUS: Marketing, Philanthropy & PR

Targeted Renovation - Maximize Value by Avoiding Pitfalls & Reaping Rewards
Valerie Thiel, Principal, SAGE Architectural Alliance; Jim Bray, Senior Project Manager, WG Clark Construction; Ariana Brizitski, President, Ariana Designs, LLC

In this market of increased expectations and high construction cost, Targeted Renovation is a smart way to achieve maximum value and stay competitive. For a fraction of the cost and disruption of a major upgrade, it is possible to upgrade specific community areas to maximize the marketing impact and benefits to your residents. Targeted Renovation with a Master Phasing Plan offers a path for utilizing fund-raising and alternative financing approaches. As designers and contractors very active in renovation of senior housing communities, this session offers many ideas and recommendations for consideration. Participation opportunities will include audience texting & casting opinions.

FOCUS: Design & Project Management
Ensuring Your Corporate Retirement Plan Isn’t in the Dark Ages
Kyle Russell, VP of Retirement Plan Services, USI Kibble & Prentice

Rules and regulations regarding managing 403(b) plans have changed in the past few years, leaving some plans in the dark. During this session, USI Kibble & Prentice’s Retirement Plan Advisor Kyle Russell will shine light on the current regulations and provide a checklist of how your organization’s current plan should be structured. Because everyone should be offering a plan that’s healthy and compliant!

FOCUS: Financial Management, Management & Operations

Reefer Madness: Marijuana in Senior Care and Housing
Pamela Kaufmann, Partner, Hanson Bridgett LLP; Gabi Sanchez, Shareholder, Lane Powell PC

With more states liberalizing marijuana, about 20% of Americans can now light up or consume edibles. At the same time, the U.S. government treats marijuana as illegal, creating challenges for recipients of federal funds. In senior care and housing, marijuana poses unique legal, practical, and ethical challenges, such as competing rights of residents to use marijuana, nonsmokers to have a smoke-free environment, and staff to use marijuana off the clock. In this interactive session, we will explore and offer practical solutions for managing these challenges. Two experienced senior care attorneys with experience in this issue will lead the discussion.

FOCUS: Public Policy & Legal Issues

Purposeful SNF Repositioning
David Knight, Managing Director; Karen Adams, Vice President of Planning, GSI Research & Consulting; James Bennett, Health Services Director, Skyline; Glen Melin, Financial & Business Management Director, CRISTA Senior Living; Jeremy Southland, Principal, Ankrom Moisan Associated Architects; Lisa Legeer, Principal, Dixon Hughes Goodman LLP/ DHG Healthcare

Skilled Nursing is facing an unknown and challenging future. Heavy for-profit activity and pressures from multiple directions, including staffing shortages, health care reform, declining reimbursement, aging physical plant, and alternative service models. Strong capital flows into the for-profit sector have led to new hospitality focused models leaving older non-profits scrambling to catch up. You will gain insights into where the post-acute and long-term care markets are headed. Learn how to access your local market opportunities and threats. And learn how to balance the life cycle of your infrastructure with your ongoing mission.

FOCUS: Design & Project Management
SESSION 5: WEDNESDAY, JUNE 14TH, 3:00 - 4:30 PM

There’s a Complaint Against My License - What Do I Do Now?
Blake Maresh, Executive Director of the Board; Christopher Gerard, Staff Attorney, WA State Department of Health; Keith Fauerso, Executive Director. Cheney Care Center, Board Member, Board of Nursing Home Administration; Annie Zell, Health Services Administrator, Emerald Heights

I received a letter from the Board of Nursing Home Administrators. They’ve received a complaint alleging unprofessional conduct on my part! What does the board do? Who gave them the right to question what I did? The board looks at 15 to 20 complaints every month. Some intake complaints are trivial and easily closed, while others are validated and usually require further investigation. Insight on the Board’s governing authority will be provided and Board responsibilities will be outlined. Where complaints come from, how we review them and decisions we make which can lead to investigations and potentially discipline, will be explained.

FOCUS: Public Policy & Legal Issues

ADAMS ROOM

Liability and Risk Management for Directors and Officers of Nonprofits
Understanding Complex Nonprofit Laws, Risks, and Insurance Coverage
Robert Graham, Commercial Insurance Broker and Stan Pease, President, Shipley & Pease Insurance

There are a unique set of risks attributable to serving as a director or officer in a nonprofit organization. Appreciating that most nonprofit organizations endeavor to serve the public interest does not alter the fact that modern nonprofit organizations and their managing members are legally liable for their actions. Often, managerial laws, risks, and insurance coverage are ancillary to more obvious operational exposures but cannot be overlooked. Litigation directed at nonprofit management is costly, affects public relations, and could jeopardize the ability for a nonprofit organization to sustain itself.

FOCUS: Management & Operations, Public Policy & Legal Issues

JEFFERSON ROOM

Decreasing Re-hospitalization Rates Through Hospice and Palliative Care
Scott Lavis, LICSW, Clinical Liaison, Kline Galland Hospice and Palliative Care Programs

This session will focus on resident hospitalization and re-hospitalization, and how partnering with area Hospice and Palliative Care providers can help manage re-hospitalization rates. We will look at Medicare regulations, improving quality of life for residents, decreasing administrative and clinical time for admission and discharge staff. We will discuss developing a successful partnership with area providers, and training and empowering staff to recognize hospice and palliative needs of residents.

FOCUS: Care and Services, Partnership and Collaboration, Leadership and Strategy, Administrators, Nursing, Social Services

SUMMIT 6 ROOM
SESSION 5: WEDNESDAY, JUNE 14TH, 3:00 - 4:30 PM

Selecting and Implementing EHR in Assisted Living
Lisa Waisath, Manager, Keiro Northwest Nikkei Manor

You want to implement Electronic Health Records (EHR) to ensure great documentation as well as recover lost revenue, but which one is right for your community? How do you know? What are your options? What questions should you ask? How long will it take to get it up and running? What do you need to know that you don’t even know to ask? With the proper questions and resources, you can select and implement the right EHR for your community without losing your sanity. Learn from our experience so you can successfully implement EHR without the stress of being under-prepared.

FOCUS: Design & Project Management, Leadership & Strategy, Management & Operations, Tech & Innovation

Technology Innovation: Beyond Wifi and EHR
Dave Sheffels, Corporate IT Director; Torsten Hirche, President & CEO; and Kevin McNamara, Regional Director of Operations, Transforming Age

Join Torsten Hirche, Kevin McNamara, and Dave Sheffels of Transforming Age as they discuss how team members and residents can create an environment of innovation in a senior living community to enhance services and quality of life for residents and team members. Discussion topics will include engaging in pilot programs for short term technology projects, technology partnerships for long term development of new technology and methods to both bring technology innovation to your residents and also taking your residents to the young innovators in the community and influencing the next generation of entrepreneurs.

FOCUS: Well & Life Enrichment, Leadership & Strategy, Management & Operations, Tech & Innovation

Fast, Easy and Successful Visual Marketing for Senior Living
Kellie Moeller, President, Salt & Light Consulting

Video and visual content give you focused targeting, measurable results, better ROI and 650% higher engagement than any other type of advertising. Join Kellie Moeller with Salt & Light Consulting for an interactive training using Video, Facebook, Facebook Live, and Email for dynamic lead development. Learn hands-on quick, easy, inexpensive and fast tools that will shorten the sales cycle and generate move-ins. 79% of Americans are on Facebook and digital use is exploding. Leave with all the tools you need to create great videos and visual content as soon as you arrive back in the office. This class is phone friendly, so bring your smart phone for participation in the fun.

FOCUS: Marketing, Philanthropy & PR
ZIEGLER SENIOR LIVING FINANCE
Together we are making a continued commitment to senior living excellence through education and comprehensive, innovative financial services

- Investment Banking
- Financial Risk Management
- Affiliations, Mergers & Acquisitions
- Investment Management
- Seed Capital
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- Capital & Strategic Planning
- Research, Education & Communication
- Wealth Management

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WEDNESDAY, JUNE 14TH, 4:45 - 6:00 PM

ANNUAL MEMBER BUSINESS MEETING
LOCATION: STEVENSON BALLROOM

All members are welcome!

WEDNESDAY, JUNE 14TH, 6:00 - 7:30 PM

LEADINGAGE WASHINGTON’S BOARD CHAIR RECEPTION
Jay Woolford, Executive Director, SHAG; LeadingAge Washington’s 2016-17 Board Chair
LOCATION: ON THE LAWN

Co-Sponsored by:

CONSONUS HEALTHCARE
KLINE GALLAND HOSPICE

WEDNESDAY, JUNE 14TH, 6:00 - 7:30 PM

SPECIAL SCREENING: HIS NEIGHBOR PHIL (2015)
“A STORY OF LOVE, DEVOTION AND ALZHEIMER’S DISEASE”
LOCATION: ADAMS ROOM

“His Neighbor Phil” is the story of Harvey, a man whose wife (Mary) has early onset Alzheimer’s disease. The film shows the effects of the disease not only on Mary but also the entire family and their community. While the film deals honestly with the realities of the disease, it focuses most of its attention on the tireless work of the caregivers. “We wanted the film to be a true telling of what families go through when Alzheimer’s or other dementia symptoms become a part of their life,” writer/director Scott Thompson said. “But even more than that, we wanted to show the truth that love outlasts even the worst realities of life, including Alzheimer’s disease and that it is love which sustains them when everything else seems to be gone.”

WEDNESDAY, JUNE 14TH, 6:30 - 8:30 PM

SMORE’S BY THE FIRE
LOCATION: LAWN BY THE FIRE PIT

Co-Hosted by:

HPSI Purchasing Services
Sysco
GENERAL SESSION 3

THURSDAY, JUNE 15TH, 7:00 - 8:00 AM

BREAKFAST
LOCATION: CASCADE BALLROOM

Hosted by:
KEYNOTE, THURSDAY, JUNE 15TH, 8:15 AM

THE POWER OF PURPOSE: CHANGING YOUR LIFE AND OTHERS

LOCATION: CASCADE BALLROOM

People ask me all the time, “How do you know, really know if what you are doing is what you are truly here on this earth to do?” Today, I will share my life changing story of how “Purpose” chose me. You will hear how looking back it all makes perfect sense and how my past made my future. I’ll explain the good, the bad and the ugly of living with purpose and how it feels. Find out how little steps are true leaps of faith forward and where it can take you if you believe. Attendees will walk away feeling inspired and hopeful. Learn to connect your own dots from the past to build your path to a future of purpose and a peacefulness within. Discover how purpose can change what you value and how you value others and yourself. Understand what living purposefully looks and feels like, and prepare for others to treat you differently and how that can impact you.

Co-Sponsored by:
SESSION 6: THURSDAY, JUNE 15TH, 9:45 - 10:45 AM

Understanding Your Quality Measures
Craig Bettles, Data Visualization Manager, Consonus Healthcare Services

The CMS five star and quality measures are vital in gaining referrals and getting a seat at the table with ACOs. You know you provide quality care, so why is that not showing in the measures from CMS? This session will offer examples that demonstrate where facilities can leverage their quality care to improve their quality and five star measures. The presentation provides detail on the methods used by CMS to calculate quality measures and the underlying logic behind how they are constructed. Attendees will be armed with the background knowledge they need to start a dialogue with their healthcare partners.

FOCUS: Marketing, Philanthropy & PR

Jefferson Room

Affiliations with Purpose- Improving Residents’ and Team Member’s Lives
Torsten Hirche, President & CEO; Mark Linden, Regional Director of Culinary Services; Mark Mullen, Director of Strategic Partnerships, Transforming Age

Enhance your organizations’ ability to innovate, widen career paths, retain and attract talented team members, increase the financial durability of your communities and increase the quality of your services to your residents. Don’t miss this opportune presentation exploring a win-win affiliation that not only provided remarkable benefits to existing and future residents of a stand alone assisted living community but enabled another community to close an unsustainable operation, while locating many of those residents with the least disruption to their lives.

FOCUS: Leadership & Strategy, Partnership & Collaboration

Adams Room

Beyond Resilience: Purpose, Power and Performance Under Pressure
Part 1 of 2 (Part 2 continued in Session 7)
Dan Diamond, MD, Principal, NogginStorm, LLC

During these times of transition, some companies will take off and others will fade. With the right tools, you can choose to excel and make a profound impact. It used to be all about resilience and survival. Now it is all about power and purpose. It’s about unstoppable performance. Discover the mindset for success and learn how to inspire and grow your people to leave a legacy. Objectives: - Improved individual resilience - Strengthened team morale - Improved teamwork in the healthcare setting - Rediscovered individual and team significance - Renewed employee engagement - New found employee satisfaction

FOCUS: Care and Services, Leadership & Strategy, Management & Operations

Hood Room
Technology Transformation: Repositioning I.T. at Emerald Communities
Chad Thornton, CIO, Emerald Communities

Three years ago, Emerald Communities struggled to keep critical IT systems running and had an IT department stuck in firefighting mode. Emerald Communities knew it had to either reboot its IT department or outsource it. In three short years, Emerald Communities replaced most of its IT systems, modernized its Emerald Heights campus, and is developing and selling its own software solutions. This session will detail the decision to keep IT in-house, staffing changes needed, how having IT report to the CEO brought a new mindset, the technologies that were implemented, and the innovation now taking place.

FOCUS: Tech & Innovation

Bundle and Alternate Payment Models - How Do Post Acute Providers Get In, Stay in, and Survive! Part 1 of 2 (Part 2 continued in Session 7)
Ron Scharff, Assistant Vice President, Research, RehabCare

Bundle Payment Care Initiatives (BPCI) and Alternate Payment Models (APM) find post acute providers in four situations: 1) contemplating joining new initiative, 2) beginning a Phase I initiative, 3) advancing into Phase II participation, or 4) struggling to join a model that started without them. This session will detail how to achieve data driven success in each situation based on hundreds of provider experiences from 2015 & 2016.

FOCUS: Financial Management, Management & Operations

Fundamentals of Interior Design for Senior Living Environments
Lisa Warnock, Principal and Ray Yancey, Principal, Myhre Group Architects

This session will focus on important considerations in the interior built environment when designing for seniors. A review of case studies, installation images, statistics and post occupancy feedback will be analyzed throughout the session. New developments in lighting technology will be presented to highlight the importance of how lighting design elements can be implemented to enhance the health and well-being of residents and care-providers. Additionally, this session will discuss important criteria for the selection of floor finishes, furniture and fabrics, addressing aesthetics, safety and performance, while appealing to incoming residents and their adult children.

FOCUS: Design & Project Management
SESSION 7: THURSDAY, JUNE 15TH, 11:00 - 12:00 PM

How to Talk About Planned Giving with Purpose and Impact
William McMorran, Senior Partner and Mary Bohmke, Sr. Consultant, Green Oak Consulting Group

How do you talk to donors about considering a planned gift? Equally important, what internal conversations do you need to have with your finance, marketing, administrative and nursing staffs to facilitate planned gifts? The goal of this session is to present the critical and often easily implemented strategies for effective conversations, resulting in clear lines of internal communication and building ongoing relationships with potential donors.

FOCUS: Marketing, Philanthropy & PR

Microsoft Cloud Solutions in Emergency Management: The Benefits of Office 365 During and Following a Disaster
Alan Tacy, Chief Information Officer, BlackPoint IT Services

BlackPoint IT Services knows all too well that as technology continues to redefine emergency management practices, incorporating new network strategies into daily practice can be confusing. This is especially true if these strategies sound complex, such as cloud computing. Microsoft’s Office 365 cloud computing tools are not new. What is new is how it’s being applied both in emergency management and business continuity (resuming operation in the event of a disaster). Along with cloud-based EHR’s, Microsoft subscription plans and productivity services is the next step to having all of your important data reside in the cloud. Why is the cloud an important factor in your emergency management planning? Because it eliminates your concern about whether your data will survive a disaster. Please join us as BlackPoint IT Services and Microsoft team up to educate you on the benefits and adoption strategies of Office 365.

FOCUS: Leadership & Strategy, Tech & Innovation

Beyond Resilience: Purpose, Power and Performance Under Pressure Part 2 of 2
Dan Diamond, MD, Principal, NogginStorm, LLC

During these times of transition, some companies will take off and others will fade. With the right tools, you can choose to excel and make a profound impact. It used to be all about resilience and survival. Now it is all about power and purpose. It’s about unstoppable performance. Discover the mindset for success and learn how to inspire and grow your people to leave a legacy. Objectives: - Improved individual resilience - Strengthened team morale - Improved teamwork in the healthcare setting - Rediscovered individual and team significance - Renewed employee engagement - New found employee satisfaction

FOCUS: Care and Services, Leadership & Strategy, Management & Operations
Bundle and Alternate Payment Models - How Do Post Acute Providers Get In, Stay in, and Survive! Part 2 of 2 (Continued from Session 6)
Ron Scharff, Assistant Vice President, Research, RehabCare

Bundle Payment Care Initiatives (BPCI) and Alternate Payment Models (APM) find post acute providers in four situations: 1) contemplating joining new initiative, 2) beginning a Phase I initiative, 3) advancing into Phase II participation, or 4) struggling to join a model that started without them. This session will detail how to achieve data driven success in each situation based on hundreds of provider experiences from 2015 & 2016.

FOCUS: Financial Management, Management & Operations

Catch 22: Increasing Occupancy to Qualify for a Masterplan Financing When Your Community is TIRED; Cynthia Cruver, Partner, 3rdThird Marketing; Nancy Weinbeck, Director of Residential Operations, Bayview; Ann Vey, Sales & Marketing Director, The Hearthstone

Selling to a younger, aspirational market is challenging enough without showing old product. Hear how the Bayview and The Hearthstone communities navigated this situation and came out on the winning side. You’ll see examples of before-and-after interiors, marketing and sales figures. Real world numbers will be shared as well. The session will be informative, show real-world information and leave plenty of time for questions and answers.

A SPECIAL THANKS

GOLF TOURNAMENT

CONSORTIUM BROCHURE

THUMB DRIVES

BADGE POCKETS

ATTENDEE TOTE BAGS

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PAY NORTHWEST

WINE TOURS

CHARGING STATIONS

DON’T FORGET YOUR LUNCH BAG TO GO!

You may pick up your lunch bag at 11 am near the Mezzanine area. Have a safe trip home!
We’d like to extend our deep appreciation to our attendees, presenters and business partners for making our conference a successful and meaningful experience.

Your LeadingAge Washington 2016-17 Education & Planning Advisory Group

SAVE THE DATE!
June (18) 19-21, 2018
The Davenport Grand Hotel
Spokane, WA
The sooner growing older is stripped of reflexive dread, the better equipped we are to benefit from the countless ways in which it can enrich us. - Ashton Applewhite, Nationally Recognized Author and Activist Against Ageism
What we need is a radical reinterpretation of longevity that makes elders (and their needs) central to our collective pursuit of happiness and well-being.” – Dr. Bill Thomas, Expert Geriatrician, Founder of The Eden Alternative and The Green House Project