

LeadingAge
Colorado

50
YEARS

LOOKING BACK
**LEADING
FORWARD**
1968 • 2018 • 2068



Idea Journal

2018 ANNUAL CONFERENCE AND EXHIBITION

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Welcome to the 2018 LeadingAge Colorado Annual Conference and 50th Anniversary Celebration!

These are challenging and exciting times. As LeadingAge Colorado turns 50 this year, we celebrate our humble beginnings, five decades of growth and diversification, and we look with optimism to what lies ahead for our association and our members.

Change is the one certainty in life we can always count on. As our association observes its 50th anniversary, we have the opportunity to reflect on the tremendous changes we've experienced as an organization and in the way our members deliver senior care.

In 1968, a group of nonprofit housing for the aging providers had a vision... that through advocacy and education, the lives of Colorado seniors could be better. The Colorado Association of Homes for the Aging was created to do just that. A voice for the senior care provider community was born that continues to be heard through the halls of the state Capitol and across Colorado.

Through the decades, our organization continued to evolve as did our members to meet the ever-changing needs of the consumer in the location they call home. During this evolution, we experienced two additional name changes before landing where we are today. First, we transitioned to become the Colorado Association of Homes and Services for the Aging (CAHSA) and then we decided to define a new era and became LeadingAge Colorado.

Fast forward to 2018 – LeadingAge Colorado stands as the only statewide association in Colorado that represents the entire continuum of senior living and care providers. Our members represent the cutting edge of innovations and unique models of care.

While our name has kept pace with the many environments served by our members over the past 50 years, LeadingAge Colorado and our dedicated member organizations remain the standard bearers for senior living and care providers across the U.S. Thank you for joining us during our annual conference in celebrating our remarkable legacy while looking forward to an incredible future.

There are great things in store at this year's conference. We have expanded the exceptional educational programming you have come to expect, including a track of programs on workforce. And don't miss the exhibit hall, the place to meet and visit with companies who supply the goods and services you use every day.

A handwritten signature in black ink, appearing to read "David Smart".

David Smart
Chair, Board of Directors

A handwritten signature in black ink, appearing to read "Laura Landwirth".

Laura Landwirth
President & CEO

Looking Back, Leading Forward

2018 LeadingAge Colorado Annual Conference and Exhibition, your professional community's meeting place.

Ask questions, address issues, tackle challenges, and harness the opportunities of a fast-growing field – all in three thought-provoking days of personal interaction and high-level idea exchange.

Use this Idea Journal to gather contact information from colleagues and potential business partners and jot down ideas to improve your organization. We encourage you to utilize this journal to refer back to all of the insightful and inspiring discussions you were a part of and incorporate these ideas into your daily operations.



Join the conversation:



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www.youtube.com/user/leadingagecolorado

Schedule of Events

MONDAY, MAY 21

| | | |
|------------------|--|-----------------------|
| 1:00 – 2:30 p.m. | Power Sessions | |
| | LeadingAge Town Hall | <i>Mt. Jackson</i> |
| | Workforce Power Session | <i>Dempsey/Brown</i> |
| 2:45 – 3:45 p.m. | Opening General Session <i>featuring Reggie Rivers</i> | <i>Mt. Jackson</i> |
| 3:45 – 5:00 p.m. | General Session <i>featuring Lowell Aplebaum</i> | <i>Mt. Jackson</i> |
| 5:00 – 6:00 p.m. | Welcome Reception | <i>Crooked Hearth</i> |

TUESDAY, MAY 22

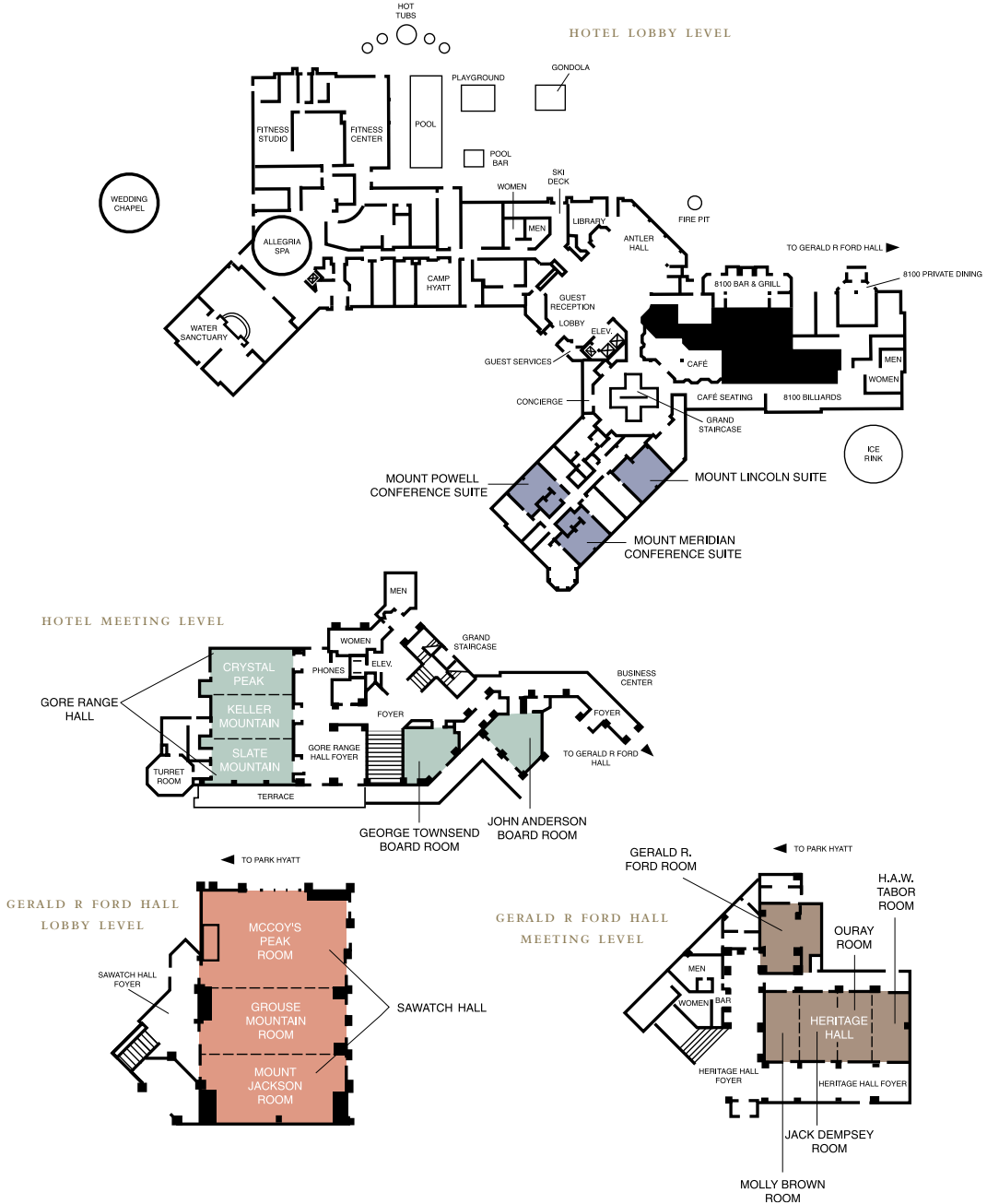
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| 8:30 – 10:00 a.m. | Education Sessions 101-104 | <i>Heritage Hall</i> |
| 10:15 – 11:00 a.m. | Education Sessions 201-204 | <i>Heritage Hall</i> |
| 11:00 a.m. – 2:00 p.m. | Lunch in Exhibit Hall <i>featuring Idea Labs</i> | <i>Grouse Mountain/ McCoy's Peak</i> |
| 2:15 – 3:00 p.m. | Education Sessions 301-304 | <i>Heritage Hall</i> |
| 3:15 – 5:00 pm. | Education Sessions 401-404 | <i>Heritage Hall</i> |
| 5:00 – 6:00 pm. | 50th Anniversary Networking Reception | <i>Crooked Hearth</i> |

WEDNESDAY, MAY 23

| | | |
|--------------------|---|--------------------|
| 8:30 – 10:00 a.m. | General Session <i>featuring Laughaceuticals</i> | <i>Mt. Jackson</i> |
| 10:15 – 11:45 a.m. | General Session <i>featuring Workforce Ignite</i> | <i>Mt. Jackson</i> |

Floor Plan

FLOOR PLANS



Monday, May 21

POWER SESSIONS • 1:00–2:30 P.M.

LeadingAge National Town Hall Conversation *Mt. Jackson*

LeadingAge has established a new national public-policy setting process, the most important part of which is a Town Hall Conversation in each state. The Colorado Town Hall Conversation is your opportunity to provide input to LeadingAge about ways national public policy is affecting you, the older adults you serve, and how policy could be changed for the better. Results of the conversation will be shared with LeadingAge's Public Policy Committee, Board of Directors and staff, and will be used to set public priorities to better represent your interests and the interests of older adults in Washington, DC.

Workforce Power Session:

Part 1 – We all age! So, why don't they get it? *Dempsey/Brown*

This 2018 presentation is a continuation of research outcomes as a follow-up to the LeadingAge CO 2017 conference session. The Phase I research surveyed the general MSU Denver's student population to assess perceptions of the aging services industry. Survey outcomes confirmed a noticeable gap in understanding of the industry as a whole. Students also had trouble articulating and defining the field of aging services. Taking into consideration feedback from the 2017 LeadingAge CO session attendees, Phase II research was completed measuring student perceptions from a purposeful and holistic viewpoint in which the students told us their impressions of the industry, what it would take to recruit them into the industry, and their knowledge of industry FAQs. This presentation is an opportunity to collaboratively develop community partnerships to create initiatives key to ensuring we can attract our current and future population of students to become leaders in the aging services field. We are excited to provide updates and collectively plan next steps towards enriched workforce development opportunities.

Part 2 – Leadership skills for the modern professional: tips and tactics for work and home (and happy hour tonight!) *Dempsey/Brown*

We all want to be leaders in our respective industries, but what does it actually mean to be an effective leader? This 2018 LeadingAge Colorado session is designed for all conference participants and career experience levels, whether you're an experienced chief of operations, a long-time head nurse, a new director of development or an up-and-coming leader in your company. Russell Jenson (Founder, BustOut Colorado) and Jami Mohlenkamp (Principal, OZ Architecture) will lead this 75-minute interactive group session with practical communication tips and techniques that can be put to use immediately and effectively, such as the "conversation stack" (a mnemonic device for leading and engaging in meaningful conversations), and "strength center comments" (a method of initiating authentic and praise-oriented interactions among coworkers and friends). Participants will learn, practice and review tactics for improving communication skills with fun and simple ideas they can take with them to happy hour and back to the workplace once the conference is over. Being a leader in the industry means constantly honing one's ability to interact effectively and harmoniously with others, and this session will show how communication and leadership skills can pave the path toward more meaningful relationships, both in senior care and beyond.

OPENING GENERAL SESSION • 2:45 – 3:45 P.M.

The Business of Football: Leadership Lessons from the NFL *Mt. Jackson*

Former Denver Bronco Reggie Rivers delivers a presentation about the leadership structure that NFL coaches and players use to encourage others to voluntarily opt-in to the goals and objectives of the team. These concepts will help anyone in a leadership role improve their influence and effectiveness.

AFTERNOON GENERAL SESSION • 3:45 – 5:00 P.M.

Networking Evolution: Building Stronger Connections *Mt. Jackson*

Senior living and care providers may provide the highest quality services, but what makes us different is our community of colleagues. What we call networking is the cement that holds us together. Senior living and care providers can do better networking, deepening connections, and creating micro-brain trusts for volunteers, clients, and industry stakeholders. This session will give you those first steps toward setting in place a dynamic of belonging and connection that provides you with new perspectives on how to create a networking evolution.

WELCOME RECEPTION • 5:00 – 6:00 P.M.

Welcome Reception: Beer and Food Pairing *Crooked Hearth*

There is no other industry where sharing among peers is more imperative! Don't miss this opportunity to enjoy an evening with old friends and maybe even some new ones. Be sure to connect with Lowell Aplebaum, a certified cicerone.

Tuesday, May 22

TUESDAY — EDUCATION SESSIONS 101-104 • 8:30 – 10:00 A.M.

101 The High Cost of Low Morale *Molly Brown*

Is your staff happy at work? If not, what are you doing to change it? In this session you will learn about the difference between satisfaction and engagement in influencing morale; why current employee satisfaction programs may not be worthwhile; and develop a list of programs that are cost-conservative that will improve morale and engagement.

102 Using the Amazon Alexa to Improve Quality of Life *Ouray*

This session will provide senior living and care providers the information they need to determine whether voice recognition technology is right for their residents. Attendees will hear how residents of one life plan community used an innovative resident engagement platform to develop a vibrant culture of independent living; examine how innovative voice technology can improve social, physical, and cognitive wellbeing among residents; and discuss the demands of a growing population of tech-savvy seniors and their impact on the future of senior living communities.

103 Managing Wellness Over Illness *Tabor*

Join us for this interactive session that includes part lecture and workout. This session will showcase how activities that focus on the seven dimensions of wellness infuse meaningful connections with residents, along with your community at large. Walk away with an Implementation Tool kit that will include program design, marketing and sales strategies to boost engagement towards marketing YOUR magic moments.

104 The Granola Bar, Running Shoe and Bucket List *Dempsey*

The senior living and care marketplace is well-served by data, statistics and surveys. By the time a typical prospect embarks on the customer journey in her mid-seventies, community marketers already know a great deal about her. But demography and the metrics of aging are only part of the story. In this session, attendees will examine the mass consumer culture of your target audience; explore attitudes and behaviors of emerging boomer sub-groups; and consider lifestyle impact on boomer decision-making.

TUESDAY — EDUCATION SESSIONS 201-204 • 10:15 – 11:00 A.M.

201 Communication is your Leadership Super Skill *Molly Brown*

Communication is central to our ability to lead. In this interactive session, attendees will examine the measurable impact that communication has on our success; learn the neurochemistry of communications and how to inspire our teams; learn and practice the four pillars of positive communication.

202 Strategy Change Cycle: Mandates, Mission, and Public Value *Ouray*

In this session, participants will learn about the Strategy Change Cycle, which has been shown to be an effective strategic planning approach, especially in public and non-profit organizations. The Strategy Change Cycle becomes a strategic management process – and not just a strategic planning process – to the extent that it is used to link planning and implementation and manage an organization in a strategic way on an ongoing basis.

203 FLOURISH!: The Method Used by Aging Services Organizations for the Ultimate Marketing Results *Tabor*

This session is the perfect remedy for low or unpredictable marketing returns on investments, new client/resident inquiries plateauing or falling off and occupancies not high enough to stabilize, expand or grow. Following the program, participants will be able to: 1. Learn top trends in online advertising and marketing. 2. Develop an advertising and marketing plan. 3. Use market research to ensure differentiation and uniqueness. Take the guesswork out of marketing for more focused outreach, higher ROI marketing, higher occupancy levels and more growth opportunities.

204 Crisis Management & Communications for Senior Care Executives

Dempsey

Reputation is an organization's largest uninsured asset. And since it takes a lifetime to build a reputation and only a few seconds to destroy one, in a split second senior living and care executives can find themselves in a position where they need to know how to manage a crisis situation. This fast-paced talk by a veteran crisis communications and media specialist will focus on a highly-strategic approach to communicating to stakeholders – often through the filter of the media – during a wide variety of situations. Senior living and care executives will receive practical instruction about how to prepare for a crisis, respond instantly to a crisis and mitigate damage after a crisis.

TUESDAY — EDUCATION SESSIONS 301-304 • 2:15 – 3:00 P.M.

301 Workforce 360: Tackling Staffing Challenges with Modern Engagement Practices *Molly Brown*

Attend this interactive discussion for a 360 degree workforce discussion. Get insights on how senior living and care executives, community leaders and front-line staff members address the key workforce issues that face the industry. Learn modern communication and onboarding strategies that quickly assimilate new staff members, reducing turnover during the first 90 days of employment; key tactics to more regularly measure satisfaction levels and metrics that help management identify the key issues causing turnover; and how to boost your organization's culture and implement proven engagement strategies so that team members are happy and they stay.

302 Technology Master Planning for the Future *Ouray*

This session will focus on existing and emerging technologies that are being incorporated into the master planning of new and repositioned retirement communities to enhance the health and well-being of today and tomorrow's residents. Attendees will learn how existing and emerging technologies are being incorporated into the master planning of new and repositioned life plan communities; how cable infrastructure supporting IP networks impacts master planning and design of senior living communities; how integrated information technology systems can enhance the sense of community, safety and wellbeing of residents.

303 It's more than the food! The entire hospitality experience is critical to resident engagement and occupancy *Tabor*

In this session, we will transform a space into a café in front of the attendees—signage, graphics, merchandizing and snack offerings. This session will be interactive and will envelope the attendees into a day in the life of their residents. It's about more than the food! Attendees will learn to dive into venue transformation with experts in design and build; merchandise effectively to draw in your residents, associates and family members; and build your brand by making your dining venues the place to be inside and outside the walls.

304 Using Website Analytics for more Accurate Sales Prediction *Dempsey*

Identify prospects most sincerely interested in your community and closest to a buying decision by integrating relevant website behaviors into their CRM lead profile. Sophisticated CRM integrations and analytics give sales/marketing teams a powerful view deep into the lead base elevating those prospects most likely to fill their occupancy gaps, whether they be care-based or focused on specific unit sizes. This session will employ a combination of education, community case study and analytical frameworks in a slide show presentation.

TUESDAY — EDUCATION SESSIONS 401-404 • 3:15 – 5:00 P.M.

401 Work Ethic: The Critical Skills for the 21st Century Workforce *Molly Brown*

Nearly 9 out of 10 hiring managers nationwide say work ethic is their most important factor in hiring. The challenge is that fewer than 1 in 5 applicants have these basic skills. However, new strategies in developing work ethic are making a huge difference with diverse populations across the country. In this session, attendees will learn to understand the research around work ethic; see the impact of the work ethic gap in America; and apply at least three tactics to improve work ethic.

402 Leveraging Connections: Boomers in the City *Ouray*

How do we design walkable active adult communities with better access and connections – connection to the outdoors, to the neighborhood, and to the community at large? What insights are we gaining from recent trends in active adult development and changing lifestyle preferences to help this category evolve and thrive? Through this session, we will: gain an understanding about the traditional barriers that have existed between the age-qualified living community and the community at large and how a mixed use strategy will help dissolve these boundaries; discuss ways to integrate the age-qualified community and its residents with the greater community through the development of retail, cultural districts, and inter-generational socialization opportunities, and benefits of forming informal partnerships with local retailers; share latest designs in age-qualified living environments that incorporate mixed use, retail and cultural districts as part of the overall planning of the site.

403 A Dose of Engagement Goes A Long Way *Tabor*

According to a 2015 CDC Report, senior care residents get 11 minutes of engagement per day on average. Often the quality of this engagement is subpar and non-individualized activities usually consist of the 3Bs: Bingo, Bible, Birthdays. These interventions do not match the current needs and interests of each resident which leads to lower quality of care such as the use of unnecessary drugs. In this session, attendees will learn to understand the concept of therapeutic engagement that is person-centered; review evidence that supports the use of these non-drug engagement interventions; examine how therapeutic engagement can be introduced and made sustainable within communities to optimize care, operations and survey readiness.

404 Selling (no, not Marketing) Senior Living Services **Dempsey**

This session covers the critical role of selling in the senior living industry and specifically differentiates marketing from selling. Utilizing atypical selling behaviors (versus slick sales processes), the participant will learn to develop relationships of trust with both internal and external customers. In addition, effective communication skills will be discussed which again lead to a trust-based relationship. Using actual case studies, real world senior living-based stories and illustrative exercises, this presentation is designed to introduce the participant to this completely different and effective way to approach selling in our wonderful industry!

Wednesday, May 23

MORNING GENERAL SESSION • 8:30 – 10:00 A.M.

Laughaceuticals: Laughter as Wellness **Mt. Jackson**

Laughaceuticals is an interactive session where participants engage in improvisational theatre techniques and exercises to have fun, laugh, and play. Throughout the session, ideas and statistics supported by evidenced-based research are provided and discussed to raise awareness about the importance of laughter for our well-being. Laughaceuticals is an effective tool for professional development and stress management, thanks to its ability to foster cohesion and connection among participants

CLOSING GENERAL SESSION • 10:15 – 11:45 A.M.

Workforce Ignite **Mt. Jackson**

Back by popular demand, everyone's favorite edutainment session is center stage. Join us for Workforce Ignite – a showcase of talks that focus on successful workforce practices. It's the learning format that's fast, fun, and focused. Each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes total. Their challenge: Enlighten us, but make it quick.

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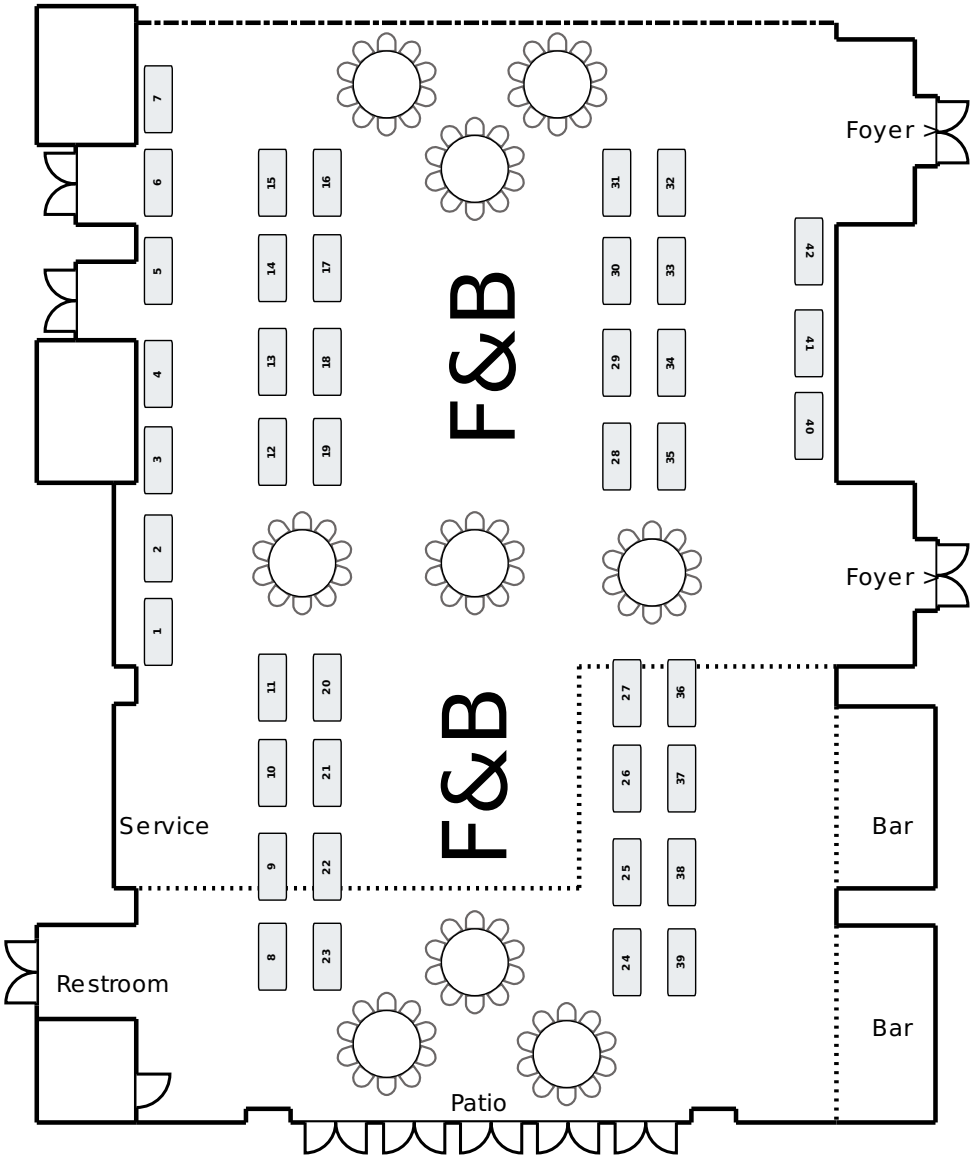
2018 Exhibitors

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| Company | Booth Number |
|---|---------------------|
| American Medical Technology | 39 |
| ASR Companies, Inc. | 34 |
| Beacon Communications. | 22 |
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| • CliftonLarsonAllen | 36 |
| • Davey Coach Sales, Inc. | 38 |
| DISH | 33 |
| Encore Rehab. | 15 |
| • Fransen Pittman, General Contractors | 40 |
| Furniture Solutions Group | 10 |
| Good Day Pharmacy | 5 |
| GTC - Your Construction Partner. | 23 |
| Heartland Pharmacy | 1 |
| • Hord Coplan Macht | 18 |
| • Infinity Rehab | 21 |
| Intalere. | 42 |
| • It's Never 2 Late. | 30 |
| • Lantz-Boggio Architects | 31 |
| • Legacy Healthcare Services | 17 |
| LifeShare Technologies | 25 |
| • Medline Industries | 13 |

| Company | Booth Number |
|--|---------------------|
| • Metropolitan State University of Denver, Master of Health Administration | 41 |
| • Morrison Senior Living | 16 |
| • Moss Adams LLP. | 12 |
| • New Horizon Foods. | 19 |
| Office of Behavioral Health. | 9 |
| • OZ Architecture. | 3 |
| • Palace Construction. | 24 |
| PharMerica | 32 |
| Pinkard Construction Co. | 26 |
| • Pivot Communications. | 7 |
| Quality Apex | 6 |
| • RehabCare | 11 |
| • Remedi SeniorCare | 27 |
| • Retirement Home TV | 14 |
| • Schryver Medical | 8 |
| • Senior Living Insurance Brokers | 35 |
| • Senior Rehab Solutions | 37 |
| Solutions Advisors Group | 29 |
| • Tiger Natural Gas, Inc. | 20 |
| • US Foods | 4 |
| • Ziegler | 28 |

Exhibit Hall Map





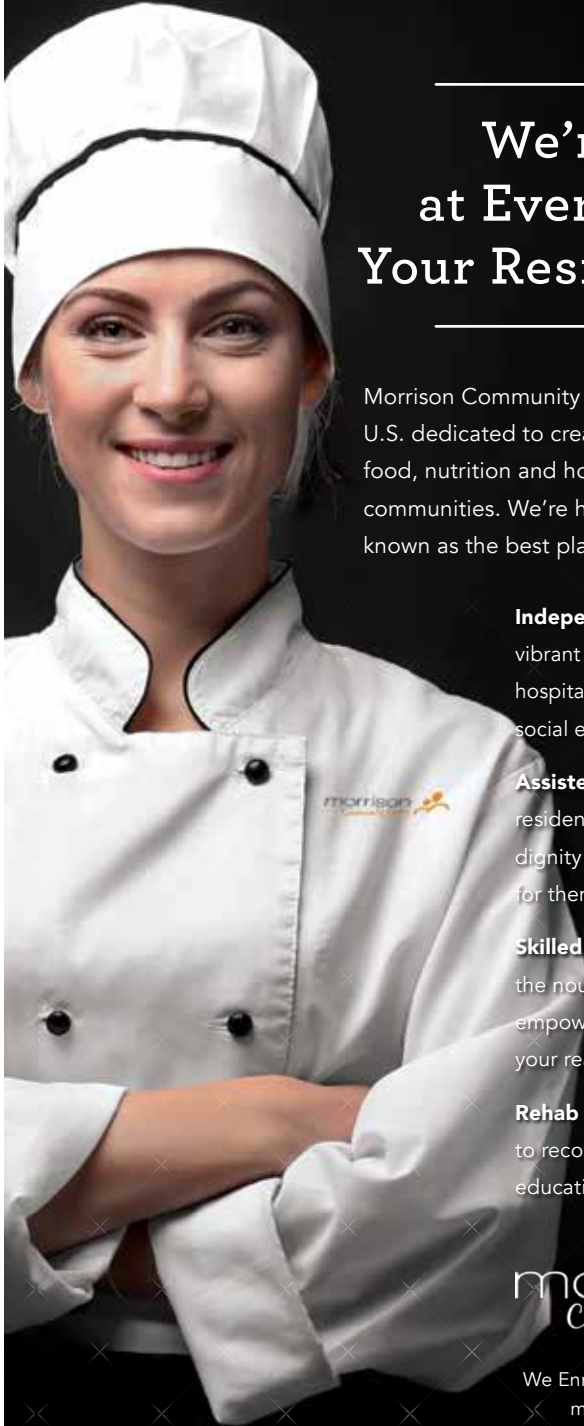
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- Larry Dillin, Owner, Stoney River Assisted Living & Memory Care (2017)

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WILL CARNEY
MANAGING DIRECTOR
wcarney@ziegler.com
414 978 6542



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