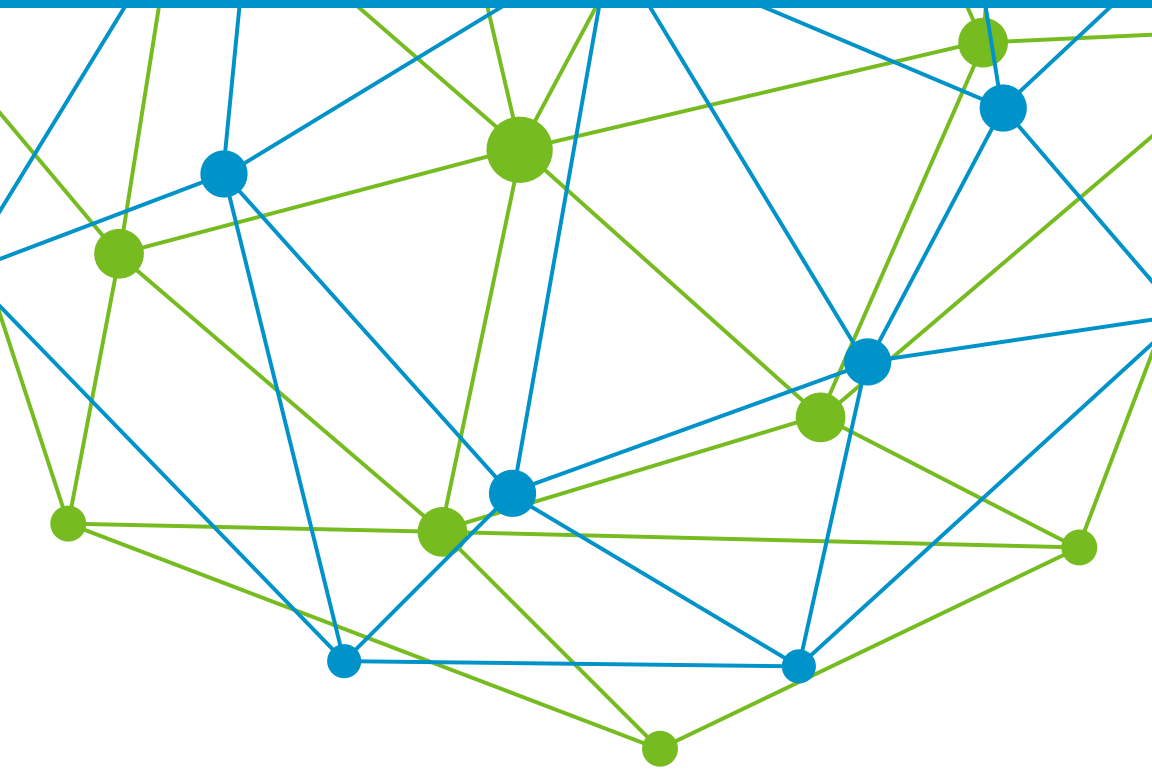

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2019 ANNUAL CONFERENCE AND EXHIBITION

IDEA JOURNAL

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CONNECT19

The 2019 LeadingAge Colorado Annual Conference and Exhibition will help you connect.

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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LeadingAge Colorado CONNECT19

Schedule of Events

May 13 Monday

12:00 – 1:00 p.m.	Registration	*Sunflower Foyer*
1:00 – 2:30 p.m.	Power Session: Senior Living Opportunities	*Gore AB*
	Power Session: Emerging Leaders	*Talisa E, F*
2:45 – 4:00 p.m.	Opening General Session featuring Jonathan Fanning	*Talisa A, B, C, D*
4:15 – 5:15 p.m.	Afternoon General Session featuring That Moment When: Pecha Kucha, 20x20	*Talisa A, B, C, D*
5:15 – 6:15 p.m.	Welcome Reception	*Zermatt Ballroom*

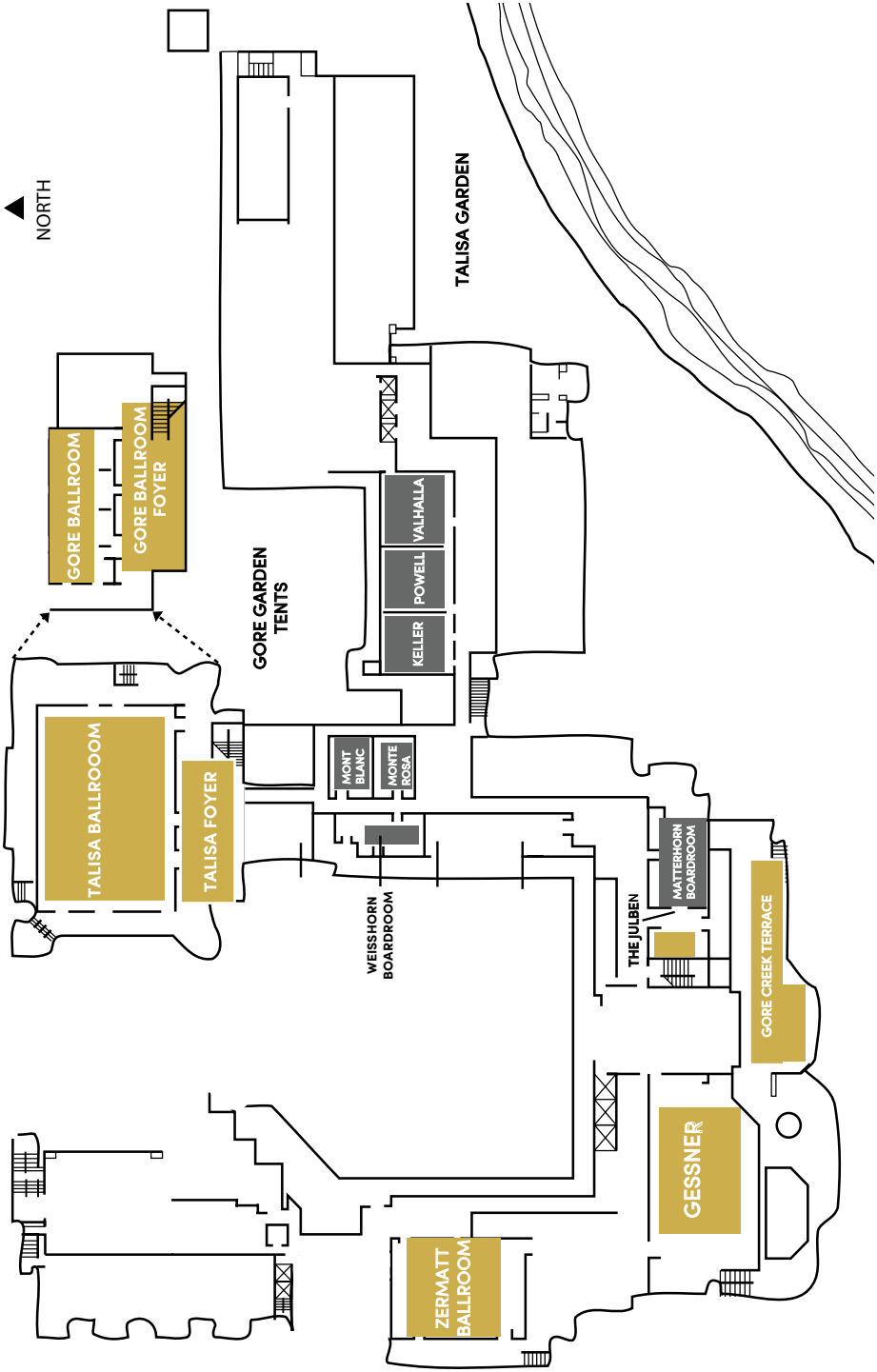
May 14 Tuesday

7:30 – 8:30 a.m.	Continental Breakfast	*Talisa Ballroom*
8:30 – 10:00 a.m.	Education Sessions 101-104	*Gore AB, Gore CD, Keller, Powell*
10:15 – 11:00 a.m.	Education Sessions 201-204	*Gore AB, Gore CD, Keller, Powell*
11:00 a.m. – 2:00 p.m.	Lunch in Exhibit Hall	*Talisa Ballroom*
2:15 – 3:00 p.m.	Education Sessions 301-304	*Gore AB, Gore CD, Keller, Powell*
3:15 – 5:00 p.m.	Education Sessions 401-404	*Gore AB, Gore CD, Keller, Powell*
5:00 – 6:00 p.m.	Networking Reception	*Talisa Foyer*

May 15 Wednesday

7:30 – 8:30 a.m.	Breakfast	*Talisa Ballroom*
8:30 – 10:00 a.m.	General Session featuring Kelly Swanson	*Zermatt Ballroom*
10:15 – 11:45 a.m.	General Session featuring Josh Davies	*Zermatt Ballroom*

Floor Plan


NORTH
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THE JULBEN
MATTERHORN BOARDROOM
GORE CREEK TERRACE
GESSNER
ZERMATT BALLROOM

Monday, May 13

POWER SESSIONS • 1:00 – 2:30 P.M.

SENIOR LIVING OPPORTUNITIES POWER SESSION

SPONSORED BY OPTUM

TOMORROW'S SENIOR LIVING OPPORTUNITIES: HOW TO BE NETFLIX IN A BLOCKBUSTER WORLD GORE AB

This power session will deliver eye-opening insights on what's coming and what to do today to get ready. Matt will examine the key traits found in the best, most successful senior living operators from around the country, and equip leaders with insights on the mindsets and preferences of the modern boomer consumer.

EMERGING LEADERS POWER SESSION

SPONSORED BY BROWNSTEIN HYATT FARBER SCHRECK, LLP

NEW THIS YEAR! EMERGING LEADERS SHARED LEARNING TALISA E,F

Attention LeadingAge Colorado Emerging Leaders–Present and Future: You are invited to a unique shared learning session exclusively for emerging leaders. Join emerging leader peers for a fresh look at leadership, teamwork, handling pressure, and making work fun by engaging your mind and body in this memorable session.

Participants will work together in a high-energy session, learning, laughing, and competing in teams to solve puzzles and complete activities with limited resources. In an hour and a half of "play", you'll learn more about yourselves and others than from a year of conversation. Be prepared to have fun and create memories that will make a difference in your leadership.

OPENING GENERAL SESSION • 2:45 – 4:00 P.M.

WHO ARE YOU BECOMING AS A LEADER? TALISA A, B, C, D

A year from today, will you be a better leader…or not? The answer affects every aspect of your life. This program introduces four pillars the greatest leaders all have in common. Jonathan shares a simple formula for enhancing these pillars in your own life and organization. You'll learn "The Simplest and Most Effective Leadership Development Plan," borrowing powerful and practical lessons from the greatest people developers in all walks of life. As one of Jonathan's top program's across the country, it applies to you, whether in business or just for yourself.

AFTERNOON GENERAL SESSION • 4:15 – 5:15 P.M.

THAT MOMENT WHEN: PECHA KUCHA, 20X20 TALISA A, B, C, D

That Moment When will offer revealing insights into the critical moments that altered the course of senior living and care professionals' careers or shaped who they are becoming as leaders. The format will be one of the newest trends in presentations–Pecha Kucha–a truncated "TED" format. Each speaker's slide shows consist of just 20 slides presented for 20 seconds each illustrating that presentations don't need to go on forever. We'll wrap up with a deep-dive crowd-sourced discussion.

WELCOME RECEPTION • 5:15 – 6:15 P.M.

ZERMATT BALLROOM

There is no other industry where sharing among peers is more imperative! Don't miss this opportunity to enjoy an evening with old and new friends.

Tuesday, May 14

SESSIONS 101–104 • 8:30 – 10:00 A.M.

101 INVITING DIFFICULT CONVERSATION GORE AB

As managers and leaders it is important that we become comfortable with, and good at, inviting difficult conversation with co-workers, residents, resident families or members. The obvious benefit to doing so is getting accurate information, building more functional relationships, working through issues more proficiently and creating authentic connection by building trust. This session will provide a framework as well as verbiage for you to invite and effectively deal with difficult conversations with residents, families and "untruthful" staff/colleagues.

102 IGNITE YOUR BRAND: ATTRACT PROSPECTS THROUGH EMOTIONAL CONNECTION GORE CD

Explore creative ways to build emotional connection with your target audience, resulting in action and brand allegiance. Discuss the essential role of research and strategic positioning as the foundational building blocks of all branding and look at how your findings and goals inform your brand. You will discover how compelling brands are born when research and strategy come together with cohesive visual and copy elements.

103 WINNING WORKPLACES OF TODAY: HOW TO FIND AND KEEP TOP TALENT KELLER

This session will provide key insights on the modern workforce, looking at generational dynamics. Matt will share traits where workers are more alike than different and unveil specific tactics for improvement to strengthen engagement and reduce turnover.

104 NEXT-GEN REPOSITIONING FOR MARKET SUCCESS POWELL

Attendees in this session will review the latest desires, preferences and expectations of newer generations of seniors along with the programming and design concepts that increase sales. Learn the most effective goals and strategies for updating dwelling units and the overall physical environment along with methods to optimize your existing facility for next-gen programming. Learn how technology can be integrated to keep communities relevant and viable in the future. Goals for senior environments and the senior lifestyle have changed. Attendees will learn the step-by-step process for today's effective repositioning in this fun and interactive format. Presenters will lead an exploration into key success factors for repositioning including programming and budgeting, through design, construction and operations.

SESSIONS 201–204 • 10:15 – 11:00 A.M.

201 THE POWER OF COLLECTIVE EMPATHY: THE LEADERSHIP SLEEPOVER GORE AB

Hear how one organization immersed themselves in an empathy experience of a Leadership Sleepover. Learn how you may be able to duplicate this experience with your own leadership team in your own organization. Recognize how the impact of a Leadership Sleepover project can have on leadership development.

202 THE FUTURE'S SO BRIGHT: THE INTERSECTION OF TECHNOLOGY AND AGING GORE CD

In this session you will observe multiple examples of technologies that are available (and are upcoming), as well as how they will change the paradigm of the resident experience in senior living communities. Acquire practical strategies for setting up person-based technology programs in your own organziation. Learn how the latest research quantifies the benefits of technology-based programs in senior living and care – with a focus on programs for people living with dementia.

203 SUPERHEROES AND SURVIVAL STRATEGIES: BUILDING INDIVIDUAL RESILIENCE KELLER

Identify three strengths you currently have that foster personal resilience. Leveraging expertise of colleagues in the room, you will share triumphs and challenges you are facing relative to resilience, and create a learning environment around these concepts for greater interpersonal and organizational strength. You will also develop an action plan to address one challenge you are currently facing.

204 WHAT DOES YOUR BUILDING SAY ABOUT YOUR CULTURE? POWELL

Discover how the built environments can affect the culture of those living and working within. Learn how the built environment for older adults can play a role in long-term residential health and well-being, staff satisfaction and visitor admiration and comfort. You will have the ability to ask questions about tactics architects and developers put into practice to create certain elements of culture, from comfort and community to energy and activity.

SESSIONS 301–304 • 2:15 – 3:00 P.M.

301 COLLABORATIVE LEADERSHIP, COMMUNITY ACTION GORE AB

Learn about creative ways to cultivate partnerships in the community and leverage common goals. Examine the impact of collaborative leadership when issues of cultural competency are taken into consideration to drive positive impact. Recognize that through partnership in communities, there is no 'one size fits all' to addressing issues related to aging.

302 LIVING YOUR BRAND PROMISE GORE CD

In the session you will learn elements of a brand promise that have proven effective in other communities to support growth and change. Learn how to apply current research on internal customer (team member) and external customer (resident) expectations in your organization. You will understand what systems and processes are needed to identify, support and evaluate how the brand promise 'lives' and how to make your brand promise change resilient.

303 THE MILLENNIAL IN THE BACKSEAT KELLER

Learn how to recognize how millennials are redefining leadership in senior living and care and how adding members of this generation as leaders to your executive team will enhance the service and viability of your organization. Learn to identify millennial stereotypes and challenge these perceptions as an opportunity to modernize your organization's bench strength. Learn how to build a win-win, effective multi-generational culture that will enable your organization to thrive during the inevitable revolution.

304 SHAKE IT UP WITH THE ARCHITECTS POWELL

Explore the latest innovations in senior living community design. See what is happening in other communities to gain new insights and a fresh perspective. You will also gain a better understanding on the importance of space planning.

SESSIONS 401–404 • 3:15 – 5:00 P.M.

401 LEADERSHIP DEVELOPMENT: FRONT-LINE TO EXECUTIVE GORE AB

Learn about various tools and exercises that enhance personal leadership practices. Attendees will be inspired by leadership practices across all levels of the workforce – frontline to executive. You will learn how to empower leaders by learning exercise and tools to implement within your organization.

402 USING THE AMAZON ALEXA TO IMPROVE QUALITY OF LIFE GORE CD

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.

403 BOOSTING YOUR EMPLOYER BRAND KELLER

This session will offer tactics and practical suggestions for making better hiring decisions. You will learn best practices that can be employed throughout a community that embeds service hospitality and uses recognition to promote on-going positive behaviors. Engaged associates drive talent retention, improved resident satisfaction and healthy aging.

404 THE POWER OF SOCIAL CONNECTION POWELL

In this session you will learn the value of creating social connection between residents and staff. Be inspired with new ways to promote social interaction through programming and adapting physical space. Connect with and learn from industry peers on what they are doing to foster social connection in their communities.

Wednesday, May 15

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

THE STORY FORMULA: CONNECT AND ENGAGE THROUGH THE POWER OF STORY

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ZERMATT BALLROOM

Follow funny motivational speaker Kelly Swanson on her powerful journey through story. How changing her story gave her more passion and purpose in her work, and how harnessing the power of story has helped her form stronger teams, grow more impactful leaders, serve customers on a higher level, and help people get tapped back into the passion and purpose for what they do, and why they do it. Kelly will share her Story Formula and the secret to leaving an emotional footprint on the people you work with. All attendees will receive a free PDF copy of her book, The Story Formula, where the art of story meets the business of persuasion.

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

LESS TALK, MORE WALK – CREATING A CULTURE OF TRUST AND ACCOUNTABILITY

SPONSORED BY METROPOLITAN STATE UNIVERSITY OF DENVER, MASTER OF HEALTH ADMINISTRATION

ZERMATT BALLROOM

One of the greatest challenges a leader faces is dealing with issues of trust and accountability. How do you ensure the people you're leading demonstrate integrity on a daily basis? Do you practice it yourself? Do you model accountability throughout your organization in your interactions with others, operating practices, and personal work habits? Personal and organizational ethics are one of the easiest things to talk about, but hardest to walk.

The Center for Work Ethic Development works with over 500 organizations throughout the United States, and has interviewed more than 1,500 employers. This research confirms their number one need is to have trustworthy, accountable employees and leaders that live to the highest standard of integrity.

This highly interactive session will address trust and accountability directly through a practical, proven methodology you can employ to build accountability throughout your organization. Using a collaborative and positive approach, participants will go through an experiential assessment and use the results to focus on how to get themselves, their team, and organization not just talking, but walking ethics and accountability. The session's content is driven by best practices, cutting-edge literature, and real-world experiences of leaders across the country. Don't miss this opportunity to transform yourself and your team from talkers to walkers.

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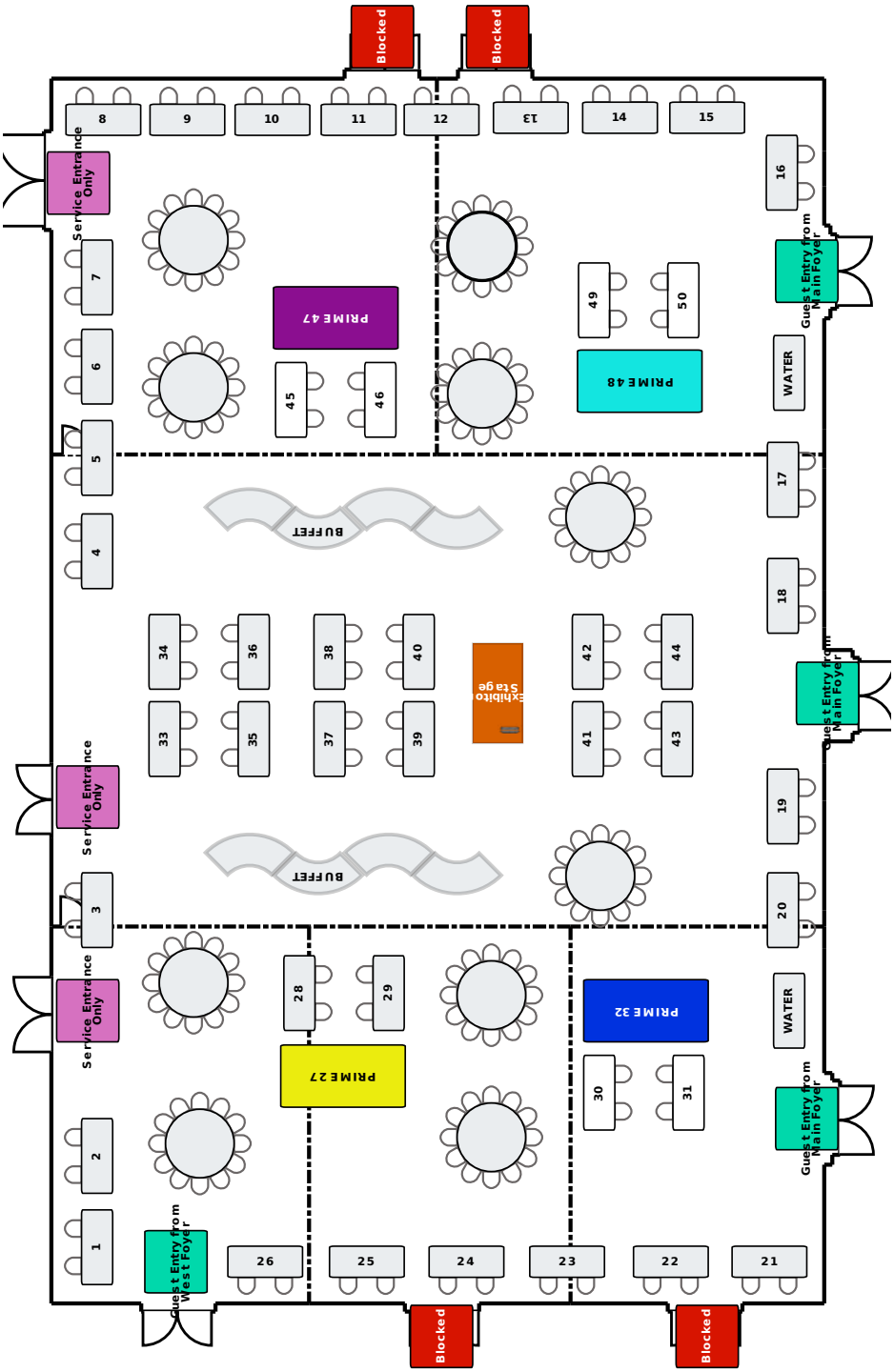
Exhibit Hall Map



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