



ASSISTED LIVING

The 2024 LeadingAge Annual Meeting offers a range of content and events that will be of special interest to aging services providers whose work touches assisted living communities.

Sunday, October 27, 2024, 1:00 - 2:00 p.m.

1-A. What AI-Driven Solutions Will Impact Aging Services?

Artificial intelligence (AI) can help aging services organizations provide the best possible care while relieving pressure on overburdened staff and engaging older adults in preserving their health, independence, and dignity. During this session, a global aging expert, technology innovator, and aging services provider will discuss the current and future market for AI-driven solutions in senior living and the innovations that promise to make the most significant impact now and in the future. Presenters will showcase Cypress Living in Ft. Myers, FL, which is using an AI-powered solution to detect and prevent falls. You'll go home ready to begin your AI journey.

- **Roeland Pelgrims**, CEO And President, Nobi USA
- **Sarah Thomas**, Venture Partner, Meztal
- **Joe Velderman**, Vice President of Innovation, Cypress Cove

26-A. Helping Frontline Caregivers Navigate Microaggressions

Many frontline professional caregivers have experienced microaggressions at one time or another while working in senior living organizations. These everyday slights, insults, and putdowns generally come from well-intentioned individuals who may be unaware they have engaged in demeaning ways. Intended or not, microaggressions can profoundly impact individuals across a wide range of identities. This session will delve into the nature of microaggressions and offer actionable strategies to help individuals and leaders address them. Presenters will demonstrate a mindfulness technique that helps professional caregivers proactively address and cope with microaggressions. You'll return home better able to recognize the manifestations and impact of microaggressions and create a proactive and supportive environment for frontline caregivers in your organization.

- **Marsha Wesley Coleman**, Dir of Leadership Development & Training, Friends Services Alliance
- **Jennifer Jimenez Marana**, CEO/Founder, Marana Consulting

86-A. Prison Break: Lessons in Emergency Preparedness

In 2023, an escaped convict eluded authorities for weeks as he roamed Chester County, PA, the home of Kendal~Crosslands Communities. The life plan community found itself in the middle of the crisis when SWAT teams descended on its campus after the escapee was sighted nearby. This session will delve into critical aspects of emergency preparedness planning and how it can ensure a community's safety during unexpected crises. Presenters will discuss the crucial role community leaders play during crises and provide insights into the importance of conducting risk assessments and paying attention to emerging threats. Find out how Kendal~Crosslands Communities navigated its 2023 crisis by establishing a command center, conducting ongoing communications, and depending on resident and staff resilience and teamwork.

- **Michele Berardi**, Senior Director, Communications and Public Relations, Kendal-Crosslands Communities
- **Seth Beaver**, Vice President of Community Operations, Kendal-Crosslands Communities
- **Lisa Marsilio**, CEO, Kendal-Crosslands Communities
- **Roy Manno**, Director of Facilities, Kendal-Crosslands Communities

Sunday, October 27, 2024, 2:30 - 3:30 p.m.

15-B. Montessori Memory Care for New and Existing Settings

Montessori principles have been used to educate countless youngsters worldwide since Maria Montessori opened her first school in 1911. These same principles are now being adapted to provide cognitive, emotional, physical, and social benefits to older adults living with dementia. This session will explore the architecture and interior design strategies that enable independent residents with dementia to care for themselves, others, and their community. Hear an overview of the Montessori philosophy, the principles of Montessori for dementia, and the quality standards that will help you implement those principles. You'll gain practical ideas and best practices for successfully integrating Montessori principles into new and existing service settings.

- **Amy Laughlin**, Director of Residential Life, Presbyterian Communities of South Carolina
- **Scott Hendrix**, Architect, Project Manager, Mcmillan Pazdan Smith Architecture

55-B. Identify and Build on Your Community's Unique Strengths

Whether you are a new community or one that has been around for decades, it's more important than ever to establish a distinct market niche. That's what Trinity Landing did. The Life Plan Community in Wilmington, NC, began planning and preparing for its opening by solidifying a unique position in the market and using it to create a clear competitive advantage. During this session, you'll hear from the financial advisor, marketing firm, and sales team how to build a brand around your community's unique selling points and capitalize on its unique strengths.

- **Ann Pressly**, Director of Sales and Marketing, Trinity Landing
- **John Franklin**, Founder and Principal, Pearl Creek Advisors, LLC
- **Rob Love**, President & CEO, Love & Company, Inc.

75-B. Creating Community Connections That Count

Senior living organizations can boost their success and position themselves for future collaborative opportunities by participating actively in their local communities through strategic networking and volunteerism. This session will teach you techniques for developing relationships with community stakeholders and using advanced communication skills to make valuable connections in your local community. Presenters will discuss tactics for securing coverage of events and pertinent topics, positioning your leaders as media resources, and pitching newsworthy stories. Learn how to market your senior living organization by cultivating community alliances and building media trust. Get ready to unlock opportunities by demonstrating your sincere desire to improve your local community.

- **Laura Long**, VP Independent Living, Fellowship Community
- **Kelly Gould**, VP of Development & Marketing, Fellowship Community

Sunday, October 27, 2024, 4:00 - 5:00 p.m.

3-C. How Much Technology Is “Enough” for Your Community?

Most senior living providers understand the importance of technology but don't know whether their technology infrastructures are adequate to meet long-term needs. This session will introduce you to a process that can help you determine how much technology is “enough.” Presenters will show you how to conduct an in-depth review and analysis of your technology infrastructure by inventorying your current technology systems, cataloging their shortcomings and limitations, and then modifying or adding to those systems to accommodate current and future technology needs. Don't miss this opportunity to learn how to plan, design, and implement a successful technology infrastructure and gain buy-in from all stakeholders.

- **Michael Sanzotti**, Principal; Director of Technology Solutions, Reese Hackman
- **Deborah Shughart**, Chief Financial Officer, Foxdale Village
- **Mark Nunnikhoven**, Director of Client Relations, ProviNET Solutions

104-C. Empowering Residents through Community Forums

Residents who don't have feelings of empowerment, agency, and purpose may have difficulty thriving in their senior living community. Engaging older adults and their families in open dialogue about what matters most to them can help. This session will explore the benefits of resident and family engagement, which allows aging services providers to hear everyone's ideas, brainstorm solutions, and implement changes based on suggestions. Presenters will share strategies for developing three engagement opportunities: community councils for the general resident population, community forums for residents with varying cognitive abilities, and family forums for residents' loved ones. Find out how this engagement process can enhance resident satisfaction and demonstrate your commitment to resident well-being.

- **Rhonda Glyman**, Executive Director, Assisted Living, NewBridge on the Charles
- **Leticia Prieto Alvarez**, Program Manager, Expressive Therapies and Brain Health Initiatives, Hebrew SeniorLife
- **Bonnie Lundquist-Edes**, Program Specialist, Assisted Living, NewBridge on the Charles

120-C. Federal Nondiscrimination Laws: Updates and Considerations

A plethora of federal laws prohibit discrimination against care recipients and employees based on disability. This session will provide an overview of how these federal laws apply to aging service providers. Presenters will outline regulations and guidance released in 2024 that enforce these federal requirements. They will also address practical issues facing providers and identify steps and strategies for assessing risks and establishing and maintaining effective programs to support compliance.

- **Jonathan Lips**, Vice President, Legal Affairs, LeadingAge

Monday, October 28, 2024, 8:15 - 9:15 a.m.

43-D. How to Lead Your Organization Through Polarizing Situations

Effective decision-makers in aging services recognize that diverse perspectives can help their organizations navigate the complex challenges they face. In this session, coaches from the LeadingAge Connecticut Leadership Academy will define contrasting yet interrelated viewpoints—called polarities—that leaders must recognize and manage so they can foster a resilient culture in their organizations. Presenters will show you how to lead your teams through polarizing situations by inviting opposing perspectives and outcomes. Learn how to use polarities to manage opposing forces, make effective decisions, and welcome diversity of thought. You'll return home with a new appreciation for the inherent complexity of issues and the value of balancing multiple perspectives.

- **Kelly Papa**, CEO/President, Duncaster
- **Patricia Morse**, CEO/President, Connecticut Baptist Home
- **Michelle M Pandolfi**, Executive Director, Thrive at Home, Whitney Center, Inc.
- **Heather Stanton**, VP Resident Services & Community Life, Duncaster
- **LeaAnn Blanchard**, Executive Director, The Orchards at Southington

77-D. Transform your Brand Experience with Storytelling

Does your brand spark feelings of connection and authenticity? If not, you may be spending too much time focusing on your logo and tagline and not enough time listening to the human-interest stories living within your senior living community. Those stories can convince prospective residents and employees that something special is happening within your walls. This session will explore how older adult storytelling can captivate audiences and encourage deeper engagement with your brand, especially when those stories go viral on social media. Presenters will give you practical strategies for harnessing the storytelling potential of residents in your community and showcasing the authenticity that today's buyers crave.

- **Jill Janes**, Vice President of Sales & Marketing, Methodist Retirement Communities
- **Nathan Jones**, Founder, Dash Media
- **Jack York**, Founder/Chief Story Teller, TaleGate

105-D. Tackling Loneliness and Ageism Online through the Arts

An online platform piloted in 2023 by the Scripps Gerontology Center at Miami University in Oxford, OH, is tackling the twin epidemics of loneliness and ageism by engaging older and younger people in meaningful conversations and creative activities. The Scripps Arts-based, Virtual, Intergenerational, and Dementia-Friendly (AVID) program has connected more than 80 intergenerational pairs by using engaging prompts to facilitate virtual conversations around the arts. This session will introduce you to ScrippsAVID, share findings from its pilot phase, and describe how the program is connecting students and people living with dementia in nursing homes and strengthening intergenerational programming in a tribal community. Presenters will demonstrate the free video-chat platform and invite you to participate in a sample activity.

- **Meghan Young**, Associate Director, OMA, Scripps Gerontology Center at Miami University
- **Krysta Peterson**, Assistant Director, Opening Minds through Art (OMA), Scripps Gerontology Center at Miami University

Monday, October 28, 2024, 3:00 - 4:00 p.m.

31-E. You Belong Here: Creating Inclusive Spaces For LGBTQ+ Older Adults

In 2011, photographer Heidi Wagner created a portrait series called the Passions Project to capture the unwavering spirit of older adults who are redefining aging. This session will feature an inclusive conversation between Wagner and three LGBTQ+ older adults she photographed during the project. Take this opportunity to hear directly from LGBTQ+ older adults about their experiences and how they deal with issues of race and gender identity. Attendees will receive a toolkit of questions, conversation formats, and resources they can use to host similar inclusive conversations in their communities.

- **Heidi Wagner**, Photographer/Creator, Passions Project / Heidi Wagner Photography

44-E. Succession Planning for Mid-Level Managers

Across our industry senior care providers recognize the role that health information technology (IT) can play in addressing the ongoing staffing crisis. This session will explore how adopting interoperable technology solutions can help to improve productivity and enable professional caregivers to perform their jobs more efficiently. Representatives of LeadingAge Gold Partner, PointClickCare, will discuss the importance of access to technology and how widespread adoption will lead to improved outcomes and happier team members. You'll gain insights into the importance of interoperability standards and why aligning state and federal standards can ensure that health IT investments benefit clinical staff and high-need residents.

- **Francis Glynn**, Director of Environmental Services, Londonderry Village
- **Taylor Furst**, Senior Solutions Consultant, Brightly a Siemens Company

107-E. Combatting Social Isolation in Your Community

Senior living communities work hard to create opportunities for residents to connect socially while receiving the supportive services they need. However, some residents experience social isolation as they struggle to transition into senior living. This session will share best practices to improve resident engagement. Presenters will discuss the need to assess residents regularly for social isolation and to marshal the tools needed to help those residents engage with the community. They will introduce technologies including social companion robots, that can help identify those in need of therapeutic counseling and supplement the delivery of in-person services. These interventions can improve the well-being of residents at risk for social isolation, alleviate loneliness, and even motivate residents to pursue behaviors that improve their well-being.

- **Stacey Judge**, Springpoint Senior Living
- **Eric Allgair**, Senior Vice President, Elder Life Management
- **Adam Cige**, Project Success Manager, Intuition Robotics/ElliQ

Monday, October 28, 2024, 4:30 - 5:30 p.m.

6-F. Harnessing Technology to Bring Joy to Dementia Care

Personalized engagement technology can help providers of aging services create moments of joy, connection, and stimulation for individuals living with dementia. This session will introduce you to a variety of dementia-friendly technologies, including resident engagement systems, robotic animals, virtual reality, and exergames. An aging services provider, neuroscientist, and technology vendor will share scientific research exploring the pivotal role these technologies can play in improving quality of life, mood, engagement, and frustration levels among people with dementia. Presenters will offer practical strategies to help you select and implement engagement technologies, measure success, and address problems as they arise.

- **Carrie Chiusano**, Executive Director, Dementia Center, Presbyterian SeniorCare Network
- **Lydia Nguyen**, Principal Researcher, LifeLoop
- **Jack York**, Founder/Chief Story Teller, TaleGate

93-F. Help Your Dining Leaders Reach Their Full Potential

We all know that a well-run dining program contributes to the overall success of a senior living community. Studies show that when culinary team members have opportunities to be engaged, recognized, learn, and grow, their job satisfaction increases and positively affects residents' dining and hospitality experience. That's why retirement communities are searching for opportunities to help their culinary and service teams reach their full potential. This session will explore the elements contributing to your culinary team's success, including a commitment to quality, enhanced department leadership skills, and an emphasis on mentoring for long-term growth. You'll learn the secret to recruiting and retaining high-quality culinary staff while helping your community increase occupancy, resident satisfaction, and dining department efficiencies.

- **David Koelling**, President, Strategic Dining Services

124-F. Taking Stock: A Review of NSPIRE's First Year

The National Standards for the Physical Inspection of Real Estate (NSPIRE), a new housing oversight and inspection protocol for multifamily housing providers, is preparing to celebrate its first anniversary. How did the first year of NSPIRE go? During this session, a senior official at the U.S. Department of Housing and Urban Development (HUD) will join a LeadingAge housing expert and a housing provider to share their perspectives on HUD's new program for inspecting safety in affordable housing. Don't miss this opportunity to learn what changes are coming to the inspection process, how to prepare for and respond to inspections, and who to contact for variances.

- **David Guthridge**, Executive Director of Affordable Housing, CJE SeniorLife - Housing Management Service
- **Juliana Bilowich**, Director, Housing Operations & Policy, LeadingAge
- **Ryan Lafollette**, Speaker, U.S. Department of Housing and Urban Development

143-F. Embracing Students as Future Leaders in Aging Services

The field of aging services faces a pressing challenge: finding innovative strategies to recruit and retain employees to meet the projected demand of 20 million caregiving positions by 2040. Fresh approaches are essential to tackle this critical need. This session will present a solution that includes actively recruiting from colleges and universities that offer aging services and gerontology programs. Representatives from Metropolitan State University of Denver will demonstrate how to stay ahead of the recruitment curve by creating entry-level job opportunities, volunteer experiences, intergenerational learning moments, and internships to attract college graduates to the field. Attendees will hear from current students, alumni, and faculty and leave with practical strategies for collaborating with educational institutions to address the workforce shortage.

- **Amy Dore**, Professor & Program Director, Aging Services Leadership, Metropolitan State University of Denver
- **Jessica Flores-Faisal**, Student, Metropolitan State University of Denver
- **Jackie Schwartz**, Student, Metropolitan State University of Denver
- **Nikia Tucker**, Student, Metropolitan State University of Denver
- **Kris Geerken**, Adjunct Instructor, Metropolitan State University of Denver

Tuesday, October 29, 2024, 8:15 - 9:15 a.m.

8-G. Advancing Aging Services: Embracing Generative AI and Large Language Models

Two out of five nonprofit executives responding to a recent Google survey admitted their organizations were not currently using artificial intelligence (AI) technologies, even though they felt optimistic about the role these technologies could play in their organizations. What's holding these executives back? They are simply unfamiliar with rapidly evolving technologies like Generative AI and Large Language Models (LLM). If a lack of familiarity keeps you from exploring AI, this session is for you. Presenters will share practical examples of how aging services organizations use AI and LLMs to increase administrative efficiency, streamline communications, enhance the resident experience, and support the workforce.

- **Scott Code**, Vice President, CAST, LeadingAge
- **Joe Velderman**, Vice President of Innovation, Cypress Cove
- **Kurt Rahner**, VP of Information Technology, The Kendal Corporation
- **Richard Foor**, VP of Information Technology, Givens Communities

110-G. Boosting Engagement and Reducing Medications in Memory Care

I'm Still Here® uses research-based, non-pharmacologic approaches to treat the agitation, aggression, apathy, and anxiety that individuals living with dementia often experience. The new approach combines meaningful activities, specialized communication techniques, and an enriched environment to provide engagement, choice, and true purpose regardless of the level of a person's cognitive challenge. This session will explore how Abe's Garden Community in Nashville, TN, is implementing the I'm Still Here® approach. Presenters will use case studies to demonstrate how you can use engagement, in concert with clinical best practices, to decrease the need for medications and improve the quality of life for residents who live in a memory support community.

- **Chris Coelho**, Interim Executive Director, Abe's Garden
- **Donna Finto-Burks**, Senior Director of Clinical Care, Abe's Garden

145-G. Trends in Compensation: How to Attract and Retain Managers

Life plan communities can attract and retain management-level employees by setting competitive and appropriate levels of total remuneration. This session will help you decide what compensation vehicles are most appropriate and effective, given your organization's culture and the needs of its executives. Presenters will show you how to set base salaries and develop short-term and long-term incentive plans that allow executives to share in the organization's success. They'll also suggest additional compensation alternatives, including deferred compensation and executive benefits like perquisites and life insurance plans. Learn how to align your compensation plan with government regulations, market trends, and your organization's culture. Take home the information you need to ensure that your organization follows compensation best practices.

- **Matt Leach**, Senior Consultant, Total Compensation Solutions
- **Matt Stokes**, Senior Compensation Analyst, Total Compensation Solutions
- **Paul Gavejian**, Managing Director, Total Compensation Solutions

Tuesday, October 29, 2024, 3:00 - 4:00 p.m.

47-H. Giving Board Members an Incentive to Serve

Nonprofit providers of aging services require strong and capable boards of directors to help them make crucial decisions about the future of their organizations. Unfortunately, providers are finding it increasingly difficult to attract and recruit community leaders, stakeholders, and experts to serve on their boards. Some organizations have addressed this challenge by using incentives to help recruit, retain, and engage board members and trustees. This session will explore how incentive-based recruitment can help organizations strengthen their governance. LeadingAge members will share their experiences with incentive-based recruitment models, describe the difference incentives have made in the governance of their organizations, and share the lessons they learned along the way.

- **Andy Edeburn**, Managing Partner, Elder Dynamics
- **Jim Bettendorf**, President & CEO, Vista Prairie Communities

111-H. The Benefits of Organic Farming in a Senior Living Community

The well-being of older adults and the health of Pennsylvania soils received welcome boosts when Cornwall Manor Retirement Community established an organic farm on its campus in collaboration with the Rodale Institute, a nonprofit organization promoting organic farming. The 2.5-acre Trailside Organic Farm supports the dining needs of the life plan community and offers residents opportunities to help with farm tasks and purchase fresh produce at weekly farm markets. Presenters will explain the farm's operations, detail Rodale's investment, and describe the public relations and marketing benefits the farm brings to the Cornwall Manor. Don't have room on your campus for a farm? Rodale Institute executives will tell you how to partner with local organic farms to engage residents in agriculture.

- **Harry McConnell**, President & CEO, Cornwall Manor
- **Jeff Tkach**, CEO, Rodale Institute
- **Ian Frederick**, Rodale Institute
- **Vicki Deitzler**, VP Residential Living, Cornwall Manor

146-H. Three Ingredients for an Engaged Workforce

Aging services providers won't achieve a stable workforce unless they make sure employees are engaged in their organization's culture. In this session, professionals in the field of aging services will identify the ingredients for promoting that engagement: people, place, and technology. A human resource professional will explain how Cedar Community in West Bend, WI, nurtures a culture of belonging among the people who work there. An architect will explore how the design of physical space can foster employee engagement. Finally, a representative of WeCare Connect will show you how to use technology to collect employee feedback that could lead to organizational change. Don't miss this opportunity to learn how to make employee engagement a priority in your organization.

- **Shelley Daenzer**, VP of Sales and Marketing, WeCare Connect
- **Tracy Blaubach**, VP Human Resources, Cedar Community
- **Jennifer Sodo**, Senior Living Market Leader, Eppstein Uhen Architects

Tuesday, October 29, 2024, 4:30 - 5:30 p.m.

48-I. Renew your Organization by Evolving your Leadership Style

Looking to build your organizational capacity and allow team members to seize opportunities and respond to uncertainty? Consider adjusting the traditional hierarchy and structure of your organization. Through a podcast-like interview format, this session will reveal the leadership journeys of aging services leaders who came to a new understanding of their roles as CEO. They'll explain how they inspired senior team members to give up power so others could be empowered. Discover how team members respond to a less-traditional organizational structure and how a new leadership approach empowered and motivated the entire staff.

- **Judy Brown**, Lead Facilitator, Academy of Leadership
- **Nicole Gann**, CEO/President, Juliette Fowler Communities - Senior Living
- **Mike Rambarose**, President/CEO, Whitney Center, Inc.

97-I. How Do You Maximize Resident Satisfaction and Boost Outcomes? Ask Them!

Delighted residents help senior living organizations achieve positive business outcomes, including higher referral and move-in rates. This session will show you how to increase your chances of delighting residents by implementing a satisfaction research initiative that uses feedback surveys to listen and respond to the collective voice of residents and family members. You'll learn how to engage residents in the survey process, use survey results to identify top improvement opportunities, and make changes that matter most to residents. Representatives who achieved 100% participation and exceptional satisfaction scores on resident surveys will give you advice on engaging residents in the feedback process and responding to survey findings with sincerity, purpose, and transparency.

- **Lynn Ackerman**, Co-Founder and Chief Customer Officer, Sensight Surveys
- **Ben Blankenship**, Executive Director, Westminster Village West Lafayette
- **Emily Garba**, Associate Executive Director, Friendship Village of Tempe
- **Jonna Wisnieski**, Director of Market Research, LCS

149-I. Strengthen Your Workforce with Trauma-Informed Care

When the Centers for Medicare & Medicaid Services required providers of aging services to implement trauma-informed care in 2019, few organizations understood what this care entailed and why it was necessary. This session will clear up the confusion. Representatives of LeadingAge Gold Partner KARE will help you understand how childhood trauma affects the health and well-being of older adults and the people who care for them. Presenters will show you how to change your organization's culture, improve frontline caregiver retention, and increase resident satisfaction by addressing employee and resident trauma. Learn how to integrate a knowledge of trauma into organizational policies, procedures, and practices that respect individual differences, trauma histories, and cultural backgrounds.

- **Jean Hartnett**, CEO & Founder, Radical Sabbatical
- **Katie Rhone**, Senior VP of HERO & Employee Experience, KARE

Wednesday, October 30, 2024, 8:00 - 9:00 a.m.

36-J. Pursuing Health Equity for Community-Dwelling Older Adults

Representatives of three New Jersey-based aging services organizations will be on hand during this session to describe their participation in a regional collaborative that addresses inequities that community-dwelling older adults encounter when accessing preventive and primary care. Presenters will describe the Leaders in Equity and Diversity collaborative and share its successes, lessons learned, pitfalls encountered, and plans to enhance and expand its efforts to identify and address social factors that affect health. Learn how to partner with community-based organizations to combat inequities, identify barriers presented by the social determinants of health, and address unmet needs for care and services among community-dwelling older adults.

- **Carol Silver-Elliott**, President & CEO, Jewish Home Family
- **Donnalee Corrieri**, Chief Communications and Marketing Officer, New Bridge Medical Center
- **Theresa Edelstein**, Regulatory Consultant, LeadingAge New Jersey/Delaware
- **Maureen Cafferty**, Sr. Vice President & General Counsel, Springpoint Senior Living

114-J. Transforming the Living Experience for People with Dementia

People living with dementia shouldn't have to give up their values, purpose, preferences, connections, choices, and autonomy when they move into residential care. Instead, they should have access to models that disrupt traditional institutionalized approaches and enable an exceptional residential experience. This session will describe Possibilities by Baycrest™, a formal approach to delivering care for people living with dementia in residential settings. Representatives of Baycrest Health Sciences in Toronto, Canada, will give you a high-level overview of the model and explain how it maximizes abilities and potential by customizing a living experience for each person.

- **Faith Malach**, Exec. Director Care Innovation and Transformation, Baycrest
- **Melissa Turzanski**, Program Director, Care Innovation and Transformation, Baycrest

150-J. Reboot Your Organization's Workforce Culture

The aging services workplace changed forever in 2020 when the COVID-19 pandemic wreaked havoc on our organizations and the people we serve. As a result, many pre-COVID organizational processes, structures, and strategies are no longer relevant and must be retooled or replaced. During this session, Human Resources experts will describe the methods they used to reboot their organization's workforce culture by questioning past assumptions about what impacts that culture, building back effective strategies, and experimenting with new approaches. Hear about their successes and failures and take home actionable strategies for helping your organization attract, engage, and retain excellent team members dedicated to enriching the daily lives and experiences of older adults.

- **Derek Fenwick**, Vice President, People & Culture, Infinity Rehab
- **Jeff Tucker**, Vice President of Human Resources, Christian Living Communities

Wednesday, October 30, 2024, 9:30 - 10:30 a.m.

12-K. What's Next for AI: Enhanced Care and Optimized Revenue

Artificial intelligence (AI) is transforming every aspect of our lives, including how we care for older adults. What will the next evolution of this technology bring to the senior living field? And how can your organization harness the power of AI to provide high-quality care while improving your bottom line? This session will help you answer those questions. Presenters will describe how providers can use AI to collect and analyze data that can help them make crucial clinical and financial decisions, align staffing levels with care plans, and ensure that revenue reflects the cost of care. Gain insights into how the next wave of AI will help you increase the quality of care you provide while improving your organization's financial health.

- **Shirley Nickels**, Chief Product Officer, SafelyYou
- **Sheri Peifer**, President, Eskaton
- **Nick Lindberg**, Chief Technology Officer, HumanGood Inc.

50-K. Navigating Uncertainty: Which Leadership Styles Work Best?

Effective leadership can be a game-changer for organizations navigating the unprecedented challenges of the post-pandemic world. This session will explore how different leadership styles contribute to organizational resilience by allowing leaders to anticipate, react to, and adjust to gradual change and sudden disruptions. Presenters will use recent research findings to describe how three leadership styles—transformational, transactional, and laissez-faire—influence organizational recovery and resilience. You'll learn how leadership characteristics affect your organization's ability to navigate crises and adapt to changing conditions. Take home the components of a framework that can be applied to leadership development, leadership recruitment, and governance training.

- **Rebecca Neth Townsend**, Strategy and Projects, Covenant Health Network
- **Tana Luger Motyka**, VP of Research and Analytics, Covenant Health Network

115-K. Trauma-Informed Memory Care

Trauma can occur at any time in our lives, but we respond to it differently as we age. That response is often more complicated for a person living with dementia, who may struggle with trauma from their past while trying to navigate an unknown future. This session will show you how to recognize trauma in people living with dementia, help these individuals heal, and prevent re-traumatization. A Montessori dementia care professional and a licensed counselor will introduce you to trauma-informed care and explore how you can build a team to provide this care in your organization. You'll also learn how to conduct effective support groups for people in the earliest stages of dementia and their family members.

- **Hollie Glover**, Director of Education, James L. West Center for Dementia Care
- **Jaime Cobb Tinsley**, V.P. Dementia & Caregiver Education, James L. West Center for Dementia Car

Wednesday, October 30, 2024, 11:00 a.m. - 12:00 p.m.

13-L. Using Technology to Increase Staff Retention

Senior living communities are currently experiencing an 85% annual staff turnover rate, according to the National Investment Center for Seniors Housing & Care. Why is our field experiencing so much churn? And can technology solutions help reduce it? This session will explore ways to leverage technology to increase staff satisfaction, reduce team member stress, and allow caregivers to spend more time building fulfilling relationships with residents. Presenters will show you how to use technology solutions to cultivate staff communication, reduce the time team members spend completing time-consuming manual processes, and monitor community performance so areas of deficiency get more support. Learn how to use technology to involve your entire team in promoting resident well-being and engagement.

- **Ashlea Smalley**, National Director of Life Enrichment and Memory Care, Grace Management
- **Cameo Rogers**, Corporate Life Enrichment Manager, Immanuel Communities
- **Rob Fisher**, CEO, LifeLoop

116-L. Engagement for the Full Continuum of Memory Challenges

Are you looking for better ways to serve people with dementia who live outside of your memory care program but are not benefiting from traditional activity programs? Then this session is for you. Presenters will introduce you to an evidence-based model called the Continuum of Cognitive Health (CCH), which you can use to provide high levels of engagement and support to residents and clients in all service lines as their cognitive needs change. Let presenters educate you about the evidence base for adapting engagement experiences for the full continuum of memory challenges. Review case studies demonstrating the effectiveness of this approach from an operational, marketing, and quality-of-life perspective.

- **Kristy Mellons**, Project Manager, Abe's Garden
- **MaryBeth Watson**, Divisional Operations Leader of Hearthstone, Abe's Garden

152-L. How to Rally Your Team Around a Culture of Excellence

“Organizational culture” can be an overused, theoretical term that is often misunderstood. During this session, aging services providers from Washington State will clarify your understanding of culture and increase your appreciation for its role in your organization. Representatives of Parkshore Senior Living in Seattle will share their formula for building a great employee experience by rallying team members around a Culture of Excellence. The vice president of people at Transforming Age in Bellevue will describe how senior leaders can influence that Culture of Excellence by promoting authenticity, transparency, mission orientation, communication, and trust. Gain practical tools for activating your Culture of Excellence through everyday business practices, including hiring, onboarding, and mentoring.

- **Gary Jacobs**, Executive Director, Parkshore
- **Anthony Milionta**, HR Director, Parkshore
- **Karen Brandt**, VP of People, Transforming Age