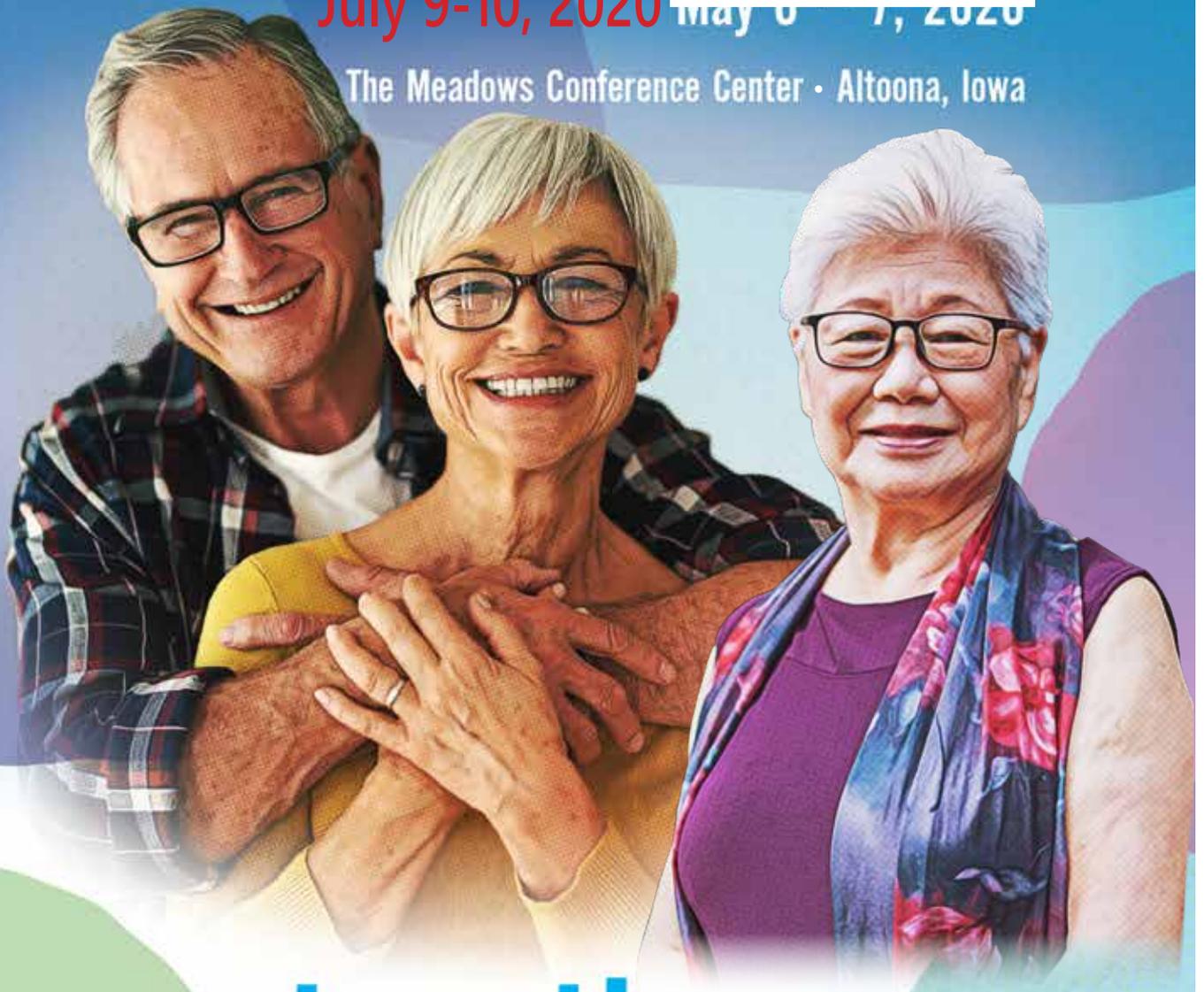


LeadingAge®  
Iowa

2020 SPRING CONFERENCE & SOLUTIONS EXPO

July 9-10, 2020 ~~May 6-7, 2020~~

The Meadows Conference Center • Altoona, Iowa



together

# Schedule of Events

## Thursday, July 9

8:00 a.m.

*Registration/Check-In*  
*Coffee Provided in Solutions Expo*

8:00 a.m. - 1:15 p.m.  
Solutions Expo

9:00 a.m.

9:00 a.m. - 10:00 a.m.  
Opening Keynote  
Jack York  
It's Never 2 Late (iN2L)



10:00 a.m.

*Break (Coffee Provided)*

11:00 a.m.

10:45 a.m. - 11:45 a.m.  
Breakout Sessions  
101-106



12:00 p.m.

*Lunch Provided*

1:00 p.m.

1:15 p.m. - 2:15 p.m.  
Breakout Sessions  
201-206

2:00 p.m.

*Break (Refreshments Provided)*

3:00 p.m.

2:30 p.m. - 3:30 p.m.  
Breakout Sessions  
301-306

*Break (Coffee Provided)*

4:00 p.m.

3:45 p.m. - 4:45 p.m.  
Breakout Sessions  
401-406

5:00 p.m.



5:00 p.m. - 6:30 p.m.  
Social Reception (Appetizers  
& Beverages Provided)  
*Special Feature*  
Ade & The Soul Brothers  
Bishop Ballroom AB

6:00 p.m.

7:00 p.m.

7:00 p.m. - 9:00 p.m.  
Downtown Night Out  
*Special Feature*  
Exile Brewing Co.

## Participant Registration/Information Desk Hours

Thursday, July 9 8:00 a.m. – 5:00 p.m.

Friday, July 10 8:00 a.m. – 3:00 p.m.

## Friday, July 10

8:00 a.m.  
*Day 2 Registration (Breakfast Provided)*

8:45 a.m. - 10:00 a.m. 9:00 a.m.  
 General Session  
 Joe Tye  
 Values Coach, Inc.

10:00 a.m.  
*Break (Coffee Provided)*

10:15 a.m. - 11:15 a.m. 11:00 a.m.  
 Breakout Sessions  
 501-506

12:00 p.m.  
*Lunch Provided*

12:30 p.m. - 1:30 p.m. 1:00 p.m.  
 Breakout Sessions  
 601-606

*Break (Refreshments Provided)*

1:45 p.m. - 2:45 p.m. 2:00 p.m.  
 Breakout Sessions  
 702-706

3:00 p.m.

4:00 p.m.

5:00 p.m.

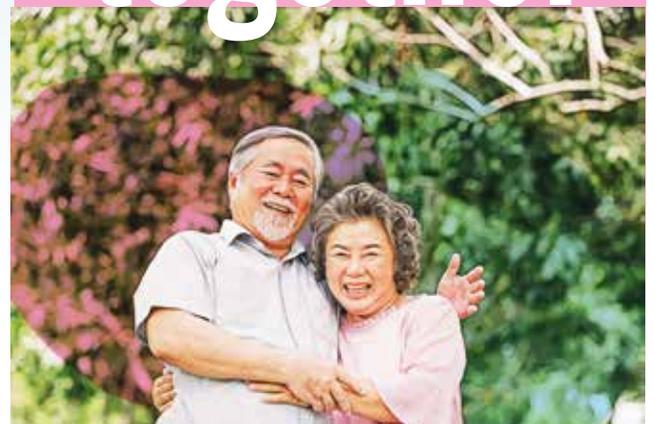
6:00 p.m.

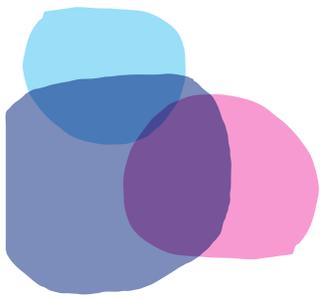
7:00 p.m.

## What's Inside

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# together





# Thursday

July 9 • 9:00 a.m. - 10:00 a.m.

## Opening Keynote

### TAKING IT TO THE STREET - A 25,000-MILE JOURNEY OF INSPIRATION

The perspective of senior living usually is driven from a 30,000-foot landscape. Vendors, operators, policymakers, staff, and the public-at-large can get caught up, understandably, in the macro issues that drive the “business” of senior living. But what about a different perspective, from the street level!

This presentation will explore a 25,000-mile journey throughout the world of senior living. What started as a simple journey of gratitude evolved into a life-changing series of conversations and interactions with the people and the staff in communities every day. Stories of hope, determination, faith, inspiration, romance, possibilities, exuberance, loss.... they were told every day by the greatest generation and workers who love to serve those same people. The perspectives learned from the visits, which crisscrossed over 30 states and over 100 communities, provide valuable lessons of delivering care, of improving relationships, and frankly, of transforming how we view aging.

The lessons learned throughout the 25,000-mile journey will allow communities to improve the experience for their residents. The importance of spontaneous activities, the importance of meaningful one-on-one engagement between leadership and residents, having a forum for residents to tell their own story, and getting out of a task-based mentality are just a few examples of what will be presented. Seeing is believing!

Most people enter into a career of senior living because of the personal joy felt interacting with older adults. This session will remind attendees why they got into the field in the first place. Buckle up and enjoy the ride!



#### JACK YORK

CO-FOUNDER

IT'S NEVER 2 LATE (iN2L)

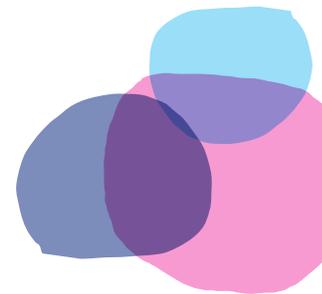
*Jack York is co-founder of It's Never 2 Late (iN2L), a company dedicated to helping older adults realize the full benefits of adaptive technology. Originally, York did not envision iN2L as a business; the impetus for what became the company was a philanthropic idea to donate computers to assisted living communities and nursing homes in Southern California. With a 15-year background in the Silicon Valley, he saw a vast potential in fostering these connections, but also saw that conventional technology was too difficult for most residents to use in a meaningful way. As a result, in 1999, York retired as vice president of strategic sales for Vishay Intertechnology and started what has become a successful gerontechnology company, It's Never 2 Late (iN2L). He is a sought after national and international speaker on technology being used to create personalized experiences that engage and connect older adults to their loved ones and the world at large, specifically individuals with dementia. As of 2019, the company has a customer base of 3,000 senior living communities spread out across all 50 states. iN2L's work has been recognized by the Wall Street Journal, NPR, and dozens of senior living publications. For more information, visit [in2l.com](http://in2l.com).*



# Friday

July 10 • 8:45 a.m. - 10:00 a.m.

## General Session



**JOE TYE**  
CEO AND HEAD COACH  
VALUES COACH, INC.

*Joe Tye is CEO and head coach of Values Coach Inc., which works with health care organizations to design and build a culture of ownership on a foundation of values. He is the author or coauthor of 15 books and dozens of journal articles on personal achievement and organizational culture and a frequent speaker for health care association conferences and hospital leadership programs. He is a leading authority on strategies to foster a culture of ownership in health care organizations and a frequent speaker on values-based life and leadership skills and cultural transformation. Prior to founding Values Coach in 1994 he was chief operating officer for a large community teaching hospital.*



## ALL HANDS ON DECK

You can hold people accountable for showing up on time, but you cannot hold them accountable for caring. Joe Tye will describe practical strategies for making your organization a great place to work and for creating a sustainable source of competitive advantage by building on the “Invisible Architecture” of core values, corporate culture, and emotional attitudes. He will describe eight essential characteristics of a culture of ownership and share real world examples of how organizations create such a culture. Joe will also cover practical strategies to manage anxiety, fear, and worry; to rescript negative self-talk and set aside painful emotional baggage; to develop self-belief at four levels; plus other strategies for personal success and happiness.

*“Your presentation was just what we hoped it would be – good information delivered with humor but most importantly a message that inspired and gave hope to folks who are leading in whitewater times and aspiring to develop their staff, work with them to shape a new healthcare system, and provide the best for patients.”*

*“Outstanding presentation. It was perfect for the culture journey in our organization. Feedback has been excellent. Actually the best we ever had since we started these system-wide manager meetings a few years back. This large group meets twice per year so the day needs to be impactful. You were very impactful.”*

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# Special Features

Thursday, July 9

## Social Reception

5:00 p.m. - 6:30 p.m.

Location: Bishop Ballroom AB

Join us at the LAI social reception for some fellowship with your colleagues across the state and to relax and unwind after a full day of learning.

New this year, attendees will be entertained by the Adé & The Soul Brothers. Adé & The Soul Brothers is a musical band that is known for its captivating live performances, and diverse musical styles from soul, jazz, mainstream R&B, funk grooves to Latin and Jamaican based rhythms.



## Downtown Night Out

To deliver a more dynamic conference experience, LAI is offering the popular "Downtown Night Out" experience again. Attendees will be able to take advantage of a complimentary shuttle service to downtown Des Moines to explore restaurant and entertainment options. There will be a hosted venue to provide more opportunities for members to network.

### Shuttle Service 7:00 p.m. - Midnight

To ensure a stress-free and safe experience, there will be a sponsored shuttle service between the Meadows Hotel and downtown Des Moines. Shuttle service will begin at 7:00 p.m. departing from the Meadows and running continuously throughout the evening. As a general rule, the shuttle will depart the Meadows on the hour and return from downtown on the half hour.

### Exile Brewing Co. 7:15 p.m. - 9:15 p.m.

Continue the conversation with your peers after the social reception at Exile Brewing Co. Every drop of their beer is brewed, bottled, kegged, and canned at their brewery in downtown Des Moines. Built in what was once a soap and cosmetics factory, Exile has a look and layout that is all its own. Join us at their outdoor patio, enjoy some of their great local brews and even take a tour of the brewery!



## PDPM Master Class Webinar Series 12-Month Webinar Series with Optional Certification

This 12-month PDPM Master Class Webinar Series focuses on advancing PDPM proficiency to lead clinical reimbursement accuracy and compliance. Even though some webinars have already taken place, you can receive the full benefit when you purchase the series and receive recordings at no additional cost. Register today at [www.LeadingAgelowa.org/PDPM2020](http://www.LeadingAgelowa.org/PDPM2020) for this PDPM Master Class Webinar Series with monthly sessions throughout 2020 that move your team beyond the basics and includes an optional certification to demonstrate your advanced skills.



## 5-Star Insights Achieve 5-Star in 2020 10-Month Webinar Series

This 10-part 5-Star Insights Webinar Series will focus on advancing results in the three domains of the CMS 5-Star Quality Rating System: Health Inspections, Staffing, and Quality Measures. You will gain insight into how the health inspection, staffing, quality measure, and overall rating is calculated. Tips on how to analyze your data and develop an effective action plan to achieve 5-Star status will be emphasized, along with practical facility application of QAPI elements to drive your 5-Star Ratings. The series starts on **March 17**. If registering after the series starts, you can receive the full benefit when you purchase the series and receive recordings at no additional cost. Register now at: [www.LeadingAgelowa.org/5Star](http://www.LeadingAgelowa.org/5Star)

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Whatever the need, LeadingAge Iowa has a supplier ready to help you deliver the best quality care possible featuring more than 80 exhibitors with cutting-edge products and services. Walk the aisles and talk with the business solution leaders who want to help you help support your mission.

## Check out the list of exhibitors!

Many of our fine exhibitors are also Annual Sponsors, Conference Sponsors, and Associate Members.

### 2020 Annual Sponsors

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Infinity Rehab  
It's Never 2 Late  
Key Rehabilitation, Inc.  
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Merit Construction  
Millennium Therapy  
Nextaff  
NIT Therapy  
Northland Securities  
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NuCara Pharmacy & Home Medical  
Optum, Complex Care Management  
PCA Pharmacy  
Pope Architects  
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PROCare HR  
RehabCare  
Reliant Rehabilitation  
Right Dose, A Guardian Pharmacy  
Select Rehabilitation  
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Summit Care, Inc.  
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US Foods  
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### Other Exhibiting Companies

ASI | Signage Innovations  
Aufderworld Corporation  
Basic American Medical Products  
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## Solutions Expo Hours

**Thursday, July 9**

8:00 a.m. - 1:15 p.m.

Solutions Expo Open

**Exhibitor Prize  
Drawings**

1:00 p.m. - 1:15 p.m.

Winners will be displayed  
at Exhibitor Booths



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# A Passion for YOUR SUCCESS

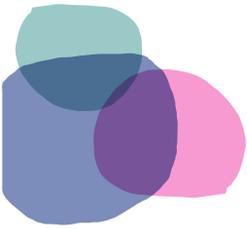
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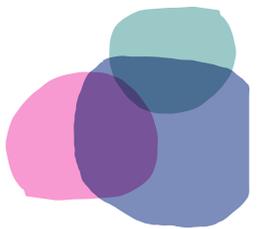


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# Save the Date 2020



***Be sure to mark your calendars for these upcoming programs.***

May 6	PDPM Master Class: Staff Development and Core Competency Essentials Webinar
May 19	5-Star QMs: Pressure Ulcers Webinar
May 21	2020 MDS 3.0 Workshop & Update, Urbandale - <i>Canceled</i>
Jun. 3	PDPM Master Class: Care Planning for the Complex Resident Under PDPM Webinar
Jun. 11	Director of Nursing Education & Networking Meeting, Cedar Rapids
Jun. 16	5-Star QMs: Catheter, UTI Webinar
Jul. 8	PDPM Master Class: All In! PDPM Supportive Documentation for Physicians, Nursing, Rehab, Dietary, & Social Services Webinar
Jul. 9-10	Spring Conference & Solutions Expo, Altoona
Jul. 21	5-Star QMs: Falls with Major Injury Webinar
Aug. 5	PDPM Master Class: PDPM Quality Assurance & Outcomes Tracking Webinar
Aug. 18	5-Star QMs: Antipsychotic Use Webinar
Sept. 2	PDPM Master Class: Addressing PDPM Medical Review Risks in the SNF Compliance & Ethics Work Plan Webinar
Sept. 15	5-Star QMs: Rehospitalizations, ER Visits, Successful Return to Community Webinar
Sept. 16-17	Fall Leadership Conference & Solutions Expo, Cedar Rapids
Oct. 1	Assisted Living Nurse Delegation, Urbandale
Oct. 1 & 22	Assisted Living Leadership Certification, Urbandale & Clive
Oct. 7	PDPM Master Class: PDPM: Advancing Clinical Capabilities & Care Delivery Webinar
Oct. 6-8	Regulatory Boot Camp, Pleasant Hill
Oct. 15	Director of Nursing Education & Networking Meeting, Fort Dodge
Oct. 20	5-Star Health Inspections: Top Citations & How to Avoid Them Part 1 Webinar
Nov. 4	PDPM Master Class: What We've Learned: Insights into Successful Providers from the First Year of PDPM Webinar
Nov. 12	One-Day Restorative Nursing Assistant Training, Urbandale
Nov. 17	5-Star Health Inspections: Top Citations & How to Avoid Them Part 2 Webinar
Nov. 19	Nurse Leadership Symposium, West Des Moines
Dec. 2	PDPM Master Class: Year-End PDPM Updates & 2021 Policy Changes Webinar
Dec. 15	5-Star Staffing Rating Webinar

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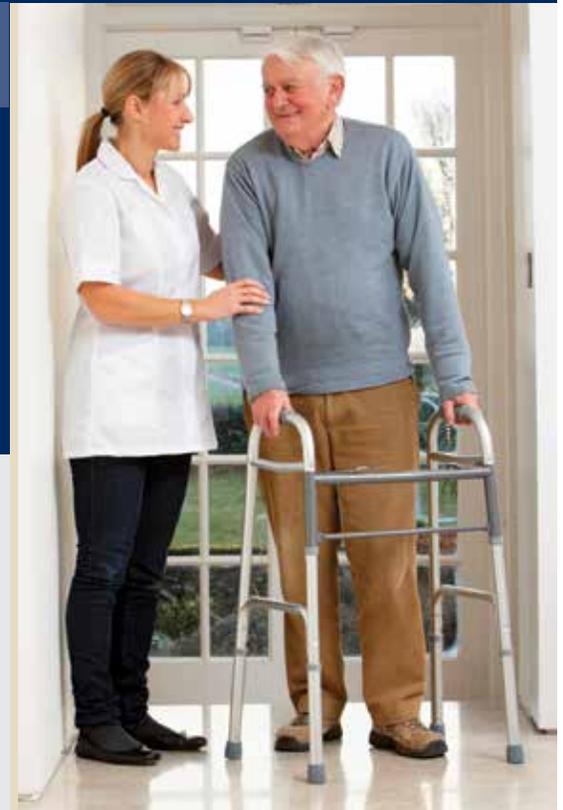
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# Session Planner

<p><b>Please note:</b> The educational programs highlighted for each professional area are recommendations only and do not indicate that CEUs for the session have been applied for or have been awarded by the various licensure boards and professional organizations. Information on CEU approval status will be listed on the LeadingAge Iowa website as soon as they are known before the conference and in the materials you'll receive as an attendee on-site.</p>	Organizational Leaders	Nursing/Clinical	CFO/Finance	Marketing/Philanthropy	HR/Compliance	Social Workers	Environmental Services & Facility Maintenance	Dieticians/Food Service	Board Members/Trustees	HCBS	Independent Living	Assisted Living	Nursing Home
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## Thursday, July 9 • 9:00 a.m. - 10:00 a.m. . Keynote: Jack York

### Thursday, July 9 • 10:45 a.m. - 11:45 a.m. Concurrent Sessions

<b>101 - It's a Big Deal – Sanitation Starts with You</b> <i>Kathleen Niedert, Western Home Communities</i>	✓						✓	✓				✓	
<b>103 - Root Cause Analysis-Part of Daily Practice</b> <i>Cyndi Siders, Siders HealthCare Consulting, LLC</i>	✓	✓			✓	✓	✓	✓		✓	✓	✓	
<b>104 - Navigating Family Member Challenges: POAs, Guardians, and Conservators</b> <i>Drew Larson &amp; Rebecca A. (Becki) Brommel, BrownWinick Law Firm</i>	✓	✓	✓			✓				✓	✓	✓	✓
<b>105 - Assisted Living Fire Safety/Fire Code Updates</b> <i>Jake Allspach, Iowa Department of Public Safety</i>	✓				✓		✓					✓	
<b>106 - Once Upon a Time: Storytelling Essentials for Organizations</b> <i>Amy Knudsen, Grant Professionals Association-Central Iowa Chapter</i> <i>Dustin Ross, Planned Parenthood North Central States</i>	✓			✓			✓		✓	✓	✓	✓	✓

### Thursday, July 9 • 1:15 p.m. - 2:15 p.m. Concurrent Sessions

<b>201 - Assuring a Wellness Culture for Elders and Team Members</b> <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>202 - Senior Living Today and What the Future Holds</b> <i>Matthew Mule &amp; William Carney, Ziegler</i>	✓	✓	✓						✓	✓	✓	✓	✓
<b>203 - Developing the Charge Nurse Leader</b> <i>Cyndi Siders, Siders HealthCare Consulting, LLC</i>	✓	✓			✓							✓	✓
<b>204 - Getting Started With Just Culture</b> <i>Anne Millman, The Just Culture Company</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>205 - Long Term Care Life Safety Code/Emergency Preparedness</b> <i>Jake Allspach, Iowa Department of Public Safety</i>	✓				✓		✓						✓
<b>206 - Feeling Antisocial on Social Media?</b> <i>Mary Prevost, Prevost Partners</i>	✓			✓						✓	✓	✓	✓



# Session Planner

Organizational Leaders
Nursing/Clinical
CFO/Finance
Marketing/Philanthropy
HR/Compliance
Social Workers
Environmental Services & Facility Maintenance
Dieticians/Food Service
Board Members/Trustees
HCBS
Independent Living
Assisted Living
Nursing Home

**Thursday, July 9 • 2:30 p.m. - 3:30 p.m. Concurrent Sessions**

<b>301 - Making the Most of the Latest Trends in Senior Dining</b> <i>David Koelling, Strategic Dining Services</i>	✓							✓			✓	✓	✓
<b>302 - Skilled Nursing Compliance and Ethics - What's Happened? What's Next?</b> <i>Sean Fahey, Hall Render</i>	✓	✓	✓		✓				✓			✓	
<b>303 - Charting Practices to Optimize Resident Safety</b> <i>Cyndi Siders, Siders HealthCare Consulting, LLC</i>	✓	✓										✓	✓
<b>304 - An Interprofessional Model to Assure Person Centered Care for Residents Living With Dementia (Part 1 of 2)</b> <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>305 - Emergency Preparedness - When It's No Longer a Drill!</b> <i>Kelly Hindman, Friendship Haven</i>	✓	✓					✓		✓	✓	✓	✓	
<b>306 - Unlock Massive Sales Success: Reverse Engineer Your Move-In Strategy</b> <i>Jennifer Knecht, Immanuel</i>	✓			✓							✓	✓	✓

**Thursday, July 9 • 3:45 p.m. - 4:45 p.m. Concurrent Sessions**

<b>401 - Making Culinary Sense as Aging Changes Taste and Smell</b> <i>Julie Halfpop, Martin Bros. Distributing Inc.</i>								✓			✓	✓	✓
<b>402 - 2020 Legal Updates That Impact Your Organization</b> <i>Ed McIntosh, Alissa Smith &amp; Carson Lamb, Dorsey &amp; Whitney</i>	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓
<b>403 - PDPM: An Interdisciplinary Team Approach</b> <i>Sherri Robbins &amp; Jennifer L. Barboa, BKD National Health Care Group</i>	✓	✓	✓		✓	✓		✓					✓
<b>404 - An Interprofessional Model to Assure Person Centered Care for Residents Living With Dementia (Part 2 of 2)</b> <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>405 - OSHA for Long Term Care &amp; Assisted Living</b> <i>Christopher Downs, Iowa OSHA</i>	✓	✓			✓		✓			✓		✓	✓
<b>406 - Sharing Your Positive Story Amid Negative News</b> <i>Mary Prevost, Prevost Partners</i>	✓			✓						✓	✓	✓	✓

**Thursday, July 9 • 5:00 p.m. - 6:30 p.m. Social Reception**  
Join us at the LAI Social Reception for some fellowship with your peers and colleagues across the state and to relax and unwind after a full day of learning. Attendees will be entertained by Adé & The Soul Brothers.

**Thursday, July 9 - 7:15 p.m. - 9:15 p.m. Downtown Night Out**  
To deliver a more dynamic conference experience, LAI is offering the popular "Downtown Night Out" event again. Attendee's will be able to take advantage of a complimentary shuttle service to Exile Brewery, located in downtown Des Moines. Exile Brewery will provide even more opportunities for networking and entertainment.

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**Friday, July 10 • 8:45 a.m. - 10:00 a.m. General Session: Joe Tye**

**Friday, July 10 • 10:15 a.m. - 11:15 a.m. Concurrent Sessions**

<b>501 - How Senior Living Communities Can Embrace Technology Solutions</b> <i>Joel Prevost, Prevost Partners</i>	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓
<b>502 - Medicare Advantage and Special Needs Plans: Learning to Play a New Payment Game</b> <i>Nicole O. Fallon, LeadingAge</i>	✓	✓	✓					✓	✓		✓	✓
<b>503 - Caring for Residents with Mental and Psychosocial Disorders</b> <i>Dr. Robert Bender, Healthy Aging International</i>	✓	✓			✓				✓	✓	✓	✓
<b>504 - Ethics in Aging Services</b> <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>505 - DIA Updates for Assisted Living</b> <i>Linda Kellen, Department of Inspections and Appeals</i>	✓	✓			✓	✓					✓	
<b>506 - Good Governance – Board Duties and Risks and the Attorney General’s Role in Nonprofit Oversight</b> <i>Sean Fahey, Hall Render</i> <i>Chantelle Smith, Iowa Attorney General Office</i>	✓		✓		✓			✓	✓	✓	✓	✓

**Friday, July 10 • 12:30 p.m. - 1:30 p.m. Concurrent Sessions**

<b>601 - Virtual Reality Technology Creates a Better Reality for Seniors</b> <i>Joel Prevost, Prevost Partners</i>	✓					✓			✓	✓	✓	✓
<b>602 - Serving Like a Nonprofit, Performing Like a Business</b> <i>Bill Bojan, CLA (CliftonLarsonAllen)</i>	✓		✓						✓	✓	✓	✓
<b>603 - Creating Passionate PIP Teams</b> <i>Tori Johnson &amp; Molly Schaeffer, Friendship Haven</i>	✓	✓			✓	✓	✓	✓			✓	✓
<b>605 - Unraveling the Mystery of the New USP Hazardous Drug Standards</b> <i>Christie Carlson, Iowa Board of Pharmacy</i>	✓	✓			✓	✓			✓		✓	✓
<b>606 - AL &amp; IL Admissions and Compliance Checkup</b> <i>Drew Larson &amp; Katie McKain, BrownWinick Law Firm</i>	✓	✓			✓	✓				✓	✓	

**Friday, July 10 • 1:45 p.m. - 2:45 p.m. Concurrent Sessions**

<b>702 - Medicare Advantage ISNPs: Considerations for a Provider-Led Frontier</b> <i>Nicole O. Fallon, LeadingAge</i>	✓	✓	✓					✓	✓			✓
<b>703 - HCBS Onsite Periodic Review Process</b> <i>Stacy Hejda &amp; Theresa Hogenson, Assisted Living Partners</i>	✓	✓	✓		✓	✓			✓		✓	
<b>705 - DIA Updates for Long Term Care</b> <i>Patrice Fagen &amp; Mindla White, Department of Inspections and Appeals</i>	✓	✓			✓	✓	✓					✓
<b>706 - Governance of Long Term Care Quality</b> <i>Carol Sipfle &amp; Gail Nielsen, Luther Park Community</i>	✓		✓		✓			✓		✓	✓	✓



# Breakout Sessions

Thursday, July 9

## 9:00 a.m. – 10:00 a.m.

Opening Keynote: *Jack York, It's Never 2 Late*

### **Taking it to the Street – A 25,000-Mile Journey of Inspiration**

## 10:45 a.m. – 11:45 a.m.

Concurrent Breakout Sessions

### **101 - It's a Big Deal – Sanitation Starts with You**

F-tag 812, Sanitary Conditions, is one of the most cited deficiencies involving food and nutrition services due to the complexity of receiving/storing, food production, cleanliness of the kitchen, and employee hygiene. Not having a clean kitchen can impact every resident if they were to be infected from food borne illness. How do you narrow down what your focus areas for F-812 should be. Not only food, prior to survey but more importantly EVERY day? This session will discuss how often sanitation checks should be done, how to identify any problems/weaknesses in the operation and help you develop audit tools for ongoing compliance. Recent Iowa surveys that cited F-812 will be reviewed and what steps could have been taken prior to the survey to have prevented the deficiency.

*Kathleen Niedert, Western Home Communities, Cedar Falls*

### **103 - Root Cause Analysis-Part of Daily Practice**

Root Cause Analysis (RCA) is a defined, facilitated team process used to identify contributing factors and underlying causes of an event that resulted in an undesired outcome and develop sustainable corrective actions. The goal is to understand systems and processes that contributed to a significant safety event including what happened and why the event occurred.

*Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND*

### **104 - Navigating Family Member Challenges: POAs, Guardians, and Conservators**

This session will cover key legal issues and rights of family members of residents. By sharing real-life examples, we will discuss solutions to deal with the inevitable conflicts that arise between those family members and/or the facility. This session will include case studies, real-life examples, and practical takeaways for providers often caught in the middle of these challenging family dynamics.

*Drew Larson, Attorney, BrownWinick Law Firm, Des Moines*

*Rebecca A. (Becki) Brommel, BrownWinick, Des Moines*

### **105 - Assisted Living Fire Safety/Fire Code Updates**

This session will focus on the fire safety regulations for assisted living programs. Frequently cited deficiencies will be reviewed as well as plans of correction. We will review the reports that are required that the fire marshal wants to see and discuss expectations for plans of corrections.

*Jake Allspach, State Fire Inspector, State Fire Marshal Division - West Central Territory, Iowa Department of Public Safety, Denison*

### **106 - Once Upon a Time: Storytelling Essentials for Organizations**

All organizations have a story – from your humble beginnings to the important and life-changing work done on a daily basis. We need to be able to communicate our story to a wide audience including donors, volunteers, staff and board members, clients and the general public. We will explore stories and storytelling, how to tell your story and how to capture stories.

*Amy Knudsen, Manager of Grants and Prospect Research, Planned Parenthood North Central States, Co-Chair, Education Committee, Grant Professionals Association-Central Iowa Chapter, Des Moines*

*Dustin Ross, Director of Development-Iowa, Planned Parenthood North Central States, Des Moines*

## 1:15 p.m. – 2:15 p.m. Concurrent Breakout Sessions

### 201 - Assuring a Wellness Culture for Elders and Team Members

Research-based concepts support the wellness benefits of our team members and residents in our communities, beginning with seven dimensions of wellness. This dynamic session will share evidence-based initiatives to achieve a higher quality of life through wellness for all who live and work in our communities. Interactive strategies will be shared to improve each participant's health and engagement; likewise, successful aging initiatives will be shared to minimize health risks and improve residents' quality of life. Tools and resources will be included for immediate use in a variety of communities and accommodating for all course attendees.

*Lisa Milliken, MA, CCC-SLP, FNAP, CDP, Education Specialist, Select Rehabilitation, Humble, TX*

### 202 - Senior Living Today and What the Future Holds

Discuss the latest research and most pressing trends, catalysts and disruptors in the senior living marketplace including workforce challenges, the changing consumer, the highly dynamic post-acute space and growing competition. Get an overview of the current state of the senior living capital markets and how organizations are funding growth initiatives. Review case studies of provider organizations which are exemplifying innovative approaches to growth and remaining competitive.

*Matthew Mule, Vice President, Ziegler, Chicago, IL*

*William Carney, Managing Director, Ziegler, Chicago, IL*

### 203 - Developing the Charge Nurse Leader

Are your charge nurses prepared to lead the way when faced with challenging events, residents, staff and family members? The ability to critically think, prioritize, thoughtfully delegate, effectively communicate and manage emergencies are core competencies of effective leadership. This presentation will address strategies for building a team of situationally aware supervisors, shift leaders and charge nurses. Topics will include resident and family "messaging" when faced with difficult questions and unplanned situations, mentoring a new team member, coaching the under-performing team member, critical thinking as a daily work practice, and communication strategies to optimize team performance and resident safety.

*Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND*

### 204 - Getting Started With Just Culture

Attendees will learn the fundamental concepts of Just Culture, a cornerstone for quality improvement, and how it is applicable to their work in all facets of aging services. Attendees will gain understanding of how a fair and just workplace can be achieved through shared values, learning, accountability, system design and the evaluation of an individual's 'behavioral choices, not the outcome of a particular event.

*Anne Millman, MS, CPPS, Senior Advisor, The Just Culture Company, Denver, CO*

### 205 - Long Term Care Life Safety Code/Emergency Preparedness

This session will focus on the fire and life safety regulations for nursing homes and the new emergency preparedness regulations. It will cover an overview of the Life Safety Code (LSC) including the top 10 LSC violations and trends related to citations for emergency preparedness. We will review the submittal of plans of correction. There will be time to ask questions during this session. This session will focus on nursing homes.

*Jake Allspach, State Fire Inspector, State Fire Marshal Division - West Central Territory, Iowa Department of Public Safety, Denison*

### 206 - Feeling Antisocial on Social Media?

Social media changes daily, and it's hard to keep up. The good news is, you don't have to. You may even be harming your brand and wasting your time by trying to be active on all social channels. Participants will walk away with a clear direction as to which social media platform is right for them, tips on navigating each, and post examples that will resonate well with their target audience. Participants will view examples of good and bad social media campaigns and hear case studies showcasing how, even with limited resources, you can effectively tackle social media.

*Mary Prevost, MBA, Founder, Prevost Partners, Golden Valley, MN*

## 2:30 p.m.– 3:30 p.m. Concurrent Breakout Sessions

### 301 - Making the Most of the Latest Trends in Senior Dining

Trends in the industry can be a challenge for existing and/or small communities that do not have the ability to add physical space for additional dining venues. We will explore opportunities to be innovative and creative with existing space. Additionally, challenging for small communities, is the desire to successfully develop a farm-to-table program; how to manage it, market it and stay in budget. All communities have the ability to develop a farm-to-table program, the key is to keep it simple. The dining team must be willing to change the menu to match the availability, incorporate scratch cooking with fresh ingredients and tell your story. Without the story, your efforts will be under-appreciated. We'll discuss memory care dining and ways to create individual meal experiences in a care-centered environment by catering to the resident's unique needs using fresh ingredients.

*David Koelling, President, Strategic Dining Services, Barrington, IL*



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**302 - Skilled Nursing Compliance and Ethics - What's Happened? What's Next?**

This session will review current required elements as set out in the Requirements of Participation's (RoPs) proposed/final regulations for a skilled nursing facility compliance and ethics program. It will identify OIG and CMS stated key elements and practices to building and maintaining a highly effective compliance program, including the importance of a compliance program work plan and an annual review process. We will also discuss a facility risk assessment and how providers can tailor their compliance and ethics program to their circumstances and unique characteristics.

*Sean Fahey, JD, Attorney, Hall Render, Indianapolis, IN*

**303 - Charting Practices to Optimize Resident Safety**

Excellent clinical care, not documented, can be challenging to defend in legal and regulatory situations. Quality documentation supports resident centered care coordination, licensure requirements, and billing compliance. This presentation will illustrate documentation best practices including clinically pertinent documentation, documentation that aligns with facility policies and procedures, serious incident documentation, and documentation for challenging situations through case and story-based scenarios. Contributing factors for professional liability and licensure risk related to inaccurate, incomplete or missed clinical care and documentation and frequent risks identified in serious senior care events will be highlighted.

*Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND*

**304 - Part 1 of 2 - An Interprofessional Model to Assure Person Centered Care for Residents Living With Dementia**

*This is part 1 of 2. You should plan to attend session 404 for part 2.* Assuring quality of care and supportive environments can be challenging for community team members, family members and volunteers who want to meet the needs of residents living with dementia. This session will share resources with participants, to include the application of evidence-based research through day-to-day practical strategies. This will include an interprofessional communication system to assure resident preferences and the unique nonpharmacological strategies for each resident living with dementia. Participants will be able to engage in breakout group projects and then discuss collaborative strategies which can then be incorporated into practice in each of their respective communities.

*Lisa Milliken, MA, CCC-SLP, FNAP, CDP, Education Specialist, Select Rehabilitation, Humble, TX*

**305 - Emergency Preparedness - When It's No Longer a Drill!**

Emergency preparedness has been a hot-button issue. We've all worked through at least one or more of the necessary reviews by the Fire Marshal. But, now that you've checked those boxes, what really happens in an emergency? Kelly Hindman brings more than 28 years of experience from the State Patrol and nearly four years of other law enforcement experience to this discussion. From airplane crashes, missing person searches, tornadoes, floods, active shooter incidents...he's stood on the front line and will offer real-world tips on how you...no matter your size...can and will survive an emergency without your checklist.

*Kelly Hindman, Vice President, Campus Support Services, Friendship Haven, Fort Dodge*

**306 - Unlock Massive Sales Success: Reverse Engineer Your Move-In Strategy**

In this senior care case study, hear how Immanuel is transforming its sales process to meet the needs of each individual buyer – and increasing move-ins as a result. Learn a framework to shift your sales process to be customer-centric – for any size organization – to create a personalized experience and differentiate your organization from the competition. Discover how this strategy has created substantial results while enhancing consumer engagement and how you can lead your teams to do the same.

*Jennifer Knecht, Vice President, Marketing and Sales, Immanuel, Omaha, NE*

**3:45 p.m. – 4:45 p.m.****Concurrent Breakout Sessions****401 - Making Culinary Sense as Aging Changes Taste and Smell**

Physiological changes in senses occur with aging. This session will cover the changes that occur with taste and smell and explain how it impacts the dining experience, and may lead to malnutrition and nutritional imbalance. Attendees will participate in exercises demonstrating the changes in smell and taste as well as a "Matter of Taste" exercise demonstrating the culinary importance of flavors such as sweet, sour, bitter and salty. Case studies addressing the three symptoms related to changes in taste and difficulty swallowing will also be reviewed.

*Julie Halfpop, RDN, LD, Director of Nutrition Services, Martin Bros. Distributing Inc., Cedar Falls*

**402 - 2020 Legal Updates That Impact Your Organization**

Back by popular demand. This session will explore updates in federal and state laws as well as recent cases and enforcement activities that impact long term services and support services (LTSS) and their operations.

*Ed McIntosh, Partner, Dorsey & Whitney, Des Moines*

*Alissa Smith, Partner, Dorsey & Whitney, Des Moines*

*Carson Lamb, Associate, Dorsey & Whitney, Des Moines*

**403 - PDPM: An Interdisciplinary Team Approach**

Staying on top of regulatory change and identifying all of the items you need to capture for accurate and timely reimbursement can be overwhelming. This session will include a clinical and billing perspective on key challenges skilled nursing providers are faced with when it comes to compliance with their skilled program and the payment impact. We will discuss various methods and strategies for conducting inter disciplinary team (IDT) meetings including what items providers should focus on to monitor their performance under Patient Driven Payment Model (PDPM).

*Sherri L. Robbins, RN, CLNC®, RAC-CT®, Senior Managing Consultant, BKD National Health Care Group, Springfield, MO  
Jennifer L. Barboa, Senior Consultant, BKD, National Health Care Group, Springfield, MO*

**404 - Part 2 of 2 - An Interprofessional Model to Assure Person Centered Care for Residents Living with Dementia**

*This is part 2 of 2. You should plan to attend session 304 for part 1. See session 304 for description and objectives.  
Lisa Milliken, MA, CCC-SLP, FNAP, CDP, Education Specialist, Select Rehabilitation, Humble, TX*

**405 - OSHA for Long Term Care & Assisted Living**

Knowledge is power. Nowhere is that more evident than with workplace safety and health compliance. Occupational Safety and Health Administration (OSHA) enforcement inspections can result in citations that are time consuming and expensive. How can your organization avoid violations? During this session, we will discuss frequent citations in the industry. The focus will be on what OSHA cites and how to prevent citations. Appropriate for skilled nursing and assisted living communities.

*Christopher Downs, Safety Consultant, Iowa OSHA, Des Moines*

**406 - Sharing Your Positive Story Amid Negative News**

Why do the negative stories get the biggest headlines? We know there is an abundance of heartwarming stories taking place each day among families, residents, employees and volunteers. Now's the time to shout from the rooftops and tell your uplifting stories. But how do you start? We'll discuss the elements of a good story and what is truly "newsworthy" so you can look for these inspirational interactions. We'll review how to share these positive stories with the local media. Participants will also gain a greater understanding of how to utilize their own marketing tools effectively to share your positive stories.

*Mary Prevost, MBA, Founder, Prevost Partners, Golden Valley, MN*



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# Breakout Sessions

Friday, July 10

**8:45 a.m. – 10:00 a.m.**

General Session: *Joe Tye, Values Coach, Inc.*

**All Hands on Deck**

**10:15 a.m. – 11:15 a.m.**

Concurrent Breakout Sessions

**501 - How Senior Living Communities Can Embrace Technology Solutions**

The senior services field faces many challenges including a staffing crisis, isolation among seniors, the need for engaging activities on a budget, communication with staff/residents/families, maintaining security and innovating to remain competitive. Through group discussion, attendees will be challenged to imagine the possibilities of new innovative solutions in their daily work. The presenter will outline a variety of technologies including practical solutions that will address many of our seniors' and their families' needs. Hear real world examples of easily implemented and cost-effective technology solutions that can increase peace of mind, engagement, and happiness; and won't break the budget.

*Joel Prevost, Founder, MBA, Licensed Nursing Home Administrator, Health Services Executive, Prevost Partners, Golden Valley, MN*

**502 - Medicare Advantage and Special Needs Plans: Learning to Play a New Payment Game**

Enrollment in and availability of Medicare Advantage (MA) and special needs plans (SNPs) are growing, making it important for providers to understand what they are, how they work and how they fit into the big picture of delivering services to older adults. This session will examine key trends and potential strategies for how providers can participate in these models, address the challenges MA/SNP plans can pose and take advantage of new opportunities.

*Nicole O. Fallon, Vice President, Health Policy & Integrated Services, Director, Center for Managed Care Solutions & Innovations, LeadingAge, Washington, DC*

**503 - Caring for Residents with Mental and Psychosocial Disorders**

This session will provide information about the aging brain and common psychosocial issues. Dr. Bender will give details about optimizing mental health care in geriatrics, an anticipated focus of the Centers for Medicare and Medicaid Services (CMS) with the Phase III Requirements of Participation (RoPs). There are many challenges, but also great opportunity to deliver cutting edge care.

*Dr. Robert Bender, MD, Healthy Aging International, Clive*

**504 - Ethics in Aging Services**

This session will share practical information about ethics as applicable to the aging services perspective. Such significant components will include the principles of ethics, fraud and abuse, HIPAA, resident rights, legal and ethical issues, factors related to the nursing code of ethics, case studies and dispute resolution. The Rest Four Component Model will be shared, to include how it can assist the health care practitioner to analyze roles from the initial recognition of the ethical dilemma, to the implementation of the best plan of action for resolution.

*Lisa Milliken, MA, CCC-SLP, FNAP, CDP, Education Specialist, Select Rehabilitation, Humble, TX*

**505 - DIA Updates for Assisted Living**

This session will provide information on recent updates as well as commonly cited deficiencies for assisted living programs. Attendees will have the opportunity to ask questions during this session.

*Linda Kellen, RN, MS, Bureau Chief, Adult Services/Special Services Bureaus, Department of Inspections and Appeals, Des Moines*

**506 - Good Governance – Board Duties and Risks and the Attorney General's Role in Nonprofit Oversight**

Recent cases highlight the duties, risks, and challenges facing nonprofit post-acute provider boards and their members. This session will review cases to illustrate lessons to be learned and examples. We will review F-Tag compliance issues related to the Governing Board. The session will include a discussion of Iowa's approach to oversight of nonprofit entities by the Iowa Attorney General.

*Sean Fahey, JD, Attorney, Hall Render, Indianapolis, IN*  
*Chantelle Smith, Iowa Attorney General Office, Des Moines*



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**12:30 p.m. – 1:30 p.m.**  
Concurrent Breakout Sessions

**601 - Virtual Reality Technology Creates a Better Reality for Seniors**

Learn how a community increased resident wellness by embracing virtual reality to reduce anxiety, increase happiness and promote relaxation. This award-winning pilot program was implemented in an inner-city campus consisting of subsidized independent housing, assisted living, adult day, skilled nursing and memory care. Hear emotional, first-hand accounts about the seniors who participated in this breakthrough program that allowed them to virtually visit international and local landmarks, musical performances and many more relaxing experiences. Learn the full results of the pilot program's continued success, as well as a roadmap to implement this affordable and powerful tool for any setting.

*Joel Prevost, Founder, MBA, Licensed Nursing Home Administrator, Health Services Executive, Prevost Partners, Golden Valley, MN*

**602 - Serving Like a Nonprofit, Performing Like a Business**

This session will explore the importance of dynamic, proactive, and agile governance in successfully and safely navigating today's senior living nonprofit organizations. Sufficient connection and alignment must be achieved and maintained across board governance, strategy, risk management, operations, ethical culture, and performance to address today's complexities and realities: The speed of doing business, the fast pace of change, industry disruption, new and more challenging risks, and higher levels of cultural stress. In short, how can we maintain our nonprofit values, mission orientation and service mentality, yet be able to perform and compete at levels that will keep us relevant and thriving as a long term player in the industry?

*Bill Bojan, Director, Business Risk Services, CLA (CliftonLarsonAllen), Minneapolis, MN*

**603 - Creating Passionate PIP Teams**

Phase III of Requirements of Participation (ROPs) demands nursing home communities adopt a robust Quality Assurance and Performance Improvement (QAPI) program which includes utilization of Performance Improvement Project (PIP) teams. Join us to gain a better understanding of the QAPI process and how it can be implemented to effectively facilitate quality improvement. We will take a deeper dive into Friendship Haven's PIP team focusing on falls as we navigate through data collection and analysis, use of QAPI tools, communication processes, and implementing tests of change. Participants will leave this session with a better understanding of a PIP team's functions from beginning to end.

*Tori Johnson, MS, CCC-SLP, Speech-Language Pathologist, Friendship Haven, Fort Dodge  
Molly Schaeffer, BS, Director of Social Services, Friendship Haven, Fort Dodge*

**605 - Unraveling the Mystery of the New USP Hazardous Drug Standards**

The United States Pharmacopoeia (USP) recently updated their standards, USP <800>, for handling of hazardous drugs in all health care facilities where hazardous drugs are stored, prepared, transported or administered. These new standards became effective December 1, 2019, and apply to all health care workers who may be potentially exposed to hazardous drugs, including employees outside of pharmacies. The standards cover the complete end-to-end process of hazardous drugs, which would include common drugs like Warfarin, Phenytoin and Spironolactone in aging services provider settings. This session will review how USP will apply to health care providers such as home health, assisted living, long term care, and skilled nursing who are not compounding pharmacies but routinely store; prepare through cutting, crushing or dissolving; and administer hazardous drugs.

*Christie Carlson, RPh, Compliance Officer, Iowa Board of Pharmacy, Des Moines*

**606 - AL & IL Admissions and Compliance Checkup**

This session will provide participants with practical and immediately usable information regarding their independent living (IL) and assisted living (AL) Admissions Agreements and process. Specific topics will include the application process, legal fee provisions, termination provisions, amendments, incorporating facility rules, pet policies, weapon policies, CCRC compliance, Housing for Older Persons Act (HOPA) compliance, and the key differences between IL and AL.

*Drew Larson, Attorney, BrownWinick Law Firm, Des Moines  
Katie McKain, Associate Attorney, BrownWinick Law Firm, Des Moines*

**1:45 p.m. – 2:45 p.m.**  
Concurrent Breakout Sessions

**702 - Medicare Advantage ISNPs: Considerations for a Provider-Led Frontier**

This session will walk participants through key aspects of evaluating the risk-reward for providers pursuing the Institutional Special Needs Plan (ISNP) model by: examining why providers are pursuing special needs plans; identifying key questions organizations should ask in evaluating the opportunity; reviewing the work that must be done; and learning from the experiences of those who have already forged that path.

*Nicole O. Fallon, Vice President, Health Policy & Integrated Services, Director, Center for Managed Care Solutions & Innovations, LeadingAge, Washington, DC*

**703 - HCBS Onsite Periodic Review Process**

This session will review the HCBS Annual Self Assessment and specific policies and processes required for Elderly Waiver providers. Attendees will have a better understanding of CMS Settings Rule requirements and expectations related to fee schedule, staffing, tenant rights/rights restriction, service documentation, incident reporting, billing, and monitoring process.

*Stacy Hejda, Vice President Regulatory Compliance, Assisted Living Partners, Cedar Rapids*  
*Theresa Hogenson, BSW, ALM, Consultant, Assisted Living Partners, Cedar Rapids*

**705 - DIA Updates for Long Term Care**

DIA will share updates and regulatory trends for long term care providers with an emphasis on survey trends and information and trends that are pertinent to our industry. Insights as to what Centers for Medicare and Medicaid Services (CMS) and the department wants providers to focus on will be reviewed. A discussion of the new communication system that will be implemented in 2020 will be included.

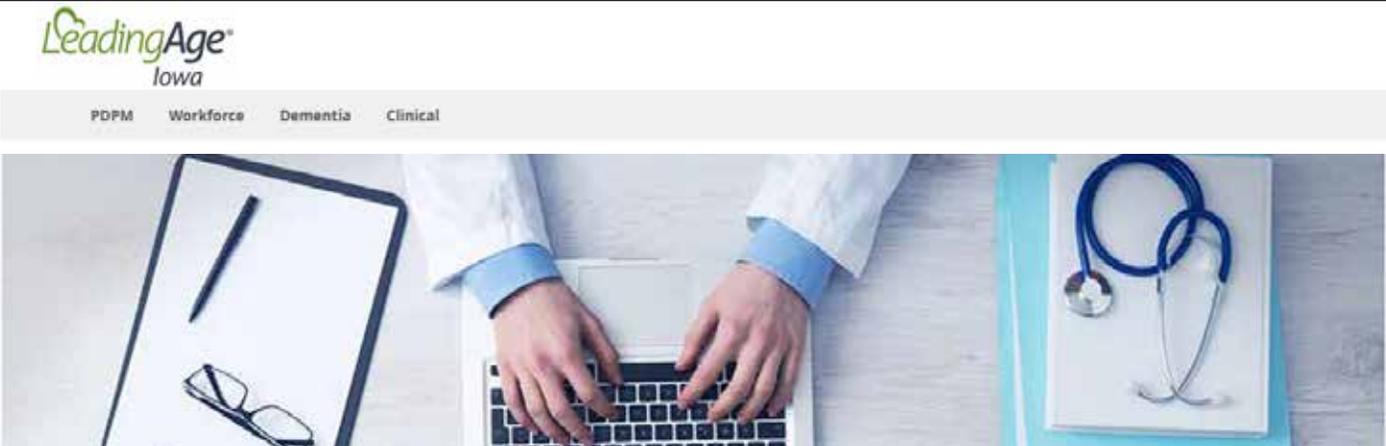
*Patrice Fagen, RN, BSN, Assistant Division Administrator & Bureau Chief, Health Facilities Division, Iowa Department of Inspections and Appeals, Des Moines*  
*Mindla White, RN, BSN, Bureau Chief, Department of Inspections and Appeals, Des Moines*

**706 - Governance of Long Term Care Quality**

This session presents a new approach to quality improvement in long term care. Information about enhancing governance of quality with changes to board structure, education and ongoing assessment of board practices will be presented. Corresponding information and processes from a staff perspective will address operationalizing board quality goals, creating a structure of accountability and adapting Quality Assurance and Performance Improvement (QAPI) principles to all levels of care. Results and advice for other providers will be shared from the board member and employee perspective.

*Carol Siple, MPA, Interim CEO, Luther Park Community, Des Moines*  
*Gail Nielsen, Chair, Board of Directors, Luther Park Community, Des Moines*

**Faculty biographies and other program details are available at:**  
**[www.leadingageiowa.org/2020SpringConference](http://www.leadingageiowa.org/2020SpringConference)**



**LeadingAge Iowa On-Demand Portal**  
***Learn. 24/7. At your pace. On your schedule.***

The LeadingAge Iowa On-Demand Portal not only offers individual CEs but it also has great affordable inservice trainings for you and your staff readily available at your fingertips. Check out LAI's on-demand portal where we feature recordings focused on PDPM, Workforce, Dementia and Clinical. LAI has you covered with our on-demand recordings available for purchase anytime, anywhere. Go to [www.LeadinAgeIowaLearn.com](http://www.LeadinAgeIowaLearn.com).



# Continuing Education Information



## **Iowa Board of Nursing Provider #67:**

5 contact hours maximum for Thursday, July 9, and 4.25 contact hours maximum for Friday, July 10. Total of 9.25 contact hours maximum for full conference. Retain your certificate for four years.

## **Nursing Home Administrators:**

5 contact hours maximum for Thursday, July 9, and 4.25 contact hours maximum for Friday, July 10. 9.25 maximum contact hours for full conference. This program is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. If audited, you will be asked to provide your certificate of attendance and program material. Retain your certificate for four years.

## **Social Workers:**

5 contact hours maximum for Thursday, July 9 and 4.25 contact hours maximum for Friday, July 10, 9.25 maximum contact hours for full conference. This program is intended to meet the criteria established by the Iowa Board of Social Work Examiners. If audited, you will be asked to provide your certificate of attendance and program material. Retain your certificate for four years.

## **Certified Dietary Managers:**

The spring conference sessions that qualify for certified dietary managers CEs include the General Session and Breakout Sessions 101, 201, 301 and 401. 5 contact hours maximum for Thursday, July 9. Retain your certificate for six years.

## **Commission on Dietetic Registration:**

Dietetic professionals on the Commission of Dietetic Registration, the credential body of the Academy of Nutrition and Dietetics, professional development portfolio may be able to fit any or all of these sessions into their portfolio according to their determined learning needs. Retain your certificate for four years. Program approval #165404 by CBDMD.

## **Assisted Living:**

5 contact hours maximum for Thursday, July 9, and 4.25 contact hours maximum for Friday, July 10. 9.25 maximum contact hours for full conference. Retain your certificate for four years.

## **Direct Care Professionals:**

5 contact hours maximum for Thursday, July 9, and 4.25 contact hours maximum for Friday, July 10. 9.25 contact hours maximum for full conference. Retain your certificate for four years.

## **Human Resources:**

Any or all of the spring conference sessions may qualify for human resource managers CEs. You will need to submitted your certificate of attendance and program material for CEs. 5 contact hours maximum for Thursday, July 9, and 4.25 contact hours maximum for Friday, July 10. 9.25 maximum contact hours for full conference. Retain your certificate for four years.

## **For Other Long Term Support and Service Provider Professionals not listed above:**

Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-pre-approved programs and/or to accomodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. Most also require information LeadingAge Iowa routinely collects such as the title of the course, learning objectives, date/time of presentations, agendas, faculty bios and number of hours earned. If you require information for this purpose, contact Amy Huisman for assistance.

## Connect via Social Media

*Enhance your experience by connecting with LeadingAge Iowa and fellow attendees before, during and after the spring conference.*



Like us on Facebook to receive real-time updates, photos and information to enhance your conference experience. Connect with fellow caregivers and leaders in the field of aging services.



Follow @LeadingAgeIowa for breaking news and unique insights. Share your thoughts with #LAISpring2020.



Connect with us on LinkedIn and join our professional network.



# Location and Lodging



The conference will be held at The Meadows Conference Center located at 1 Prairie Meadows Drive, Altoona, Iowa. Visit [www.prairiemeadows.com/eventscenter](http://www.prairiemeadows.com/eventscenter) to learn more about area attractions and plan your visit to Des Moines.

The Meadows Hotel has a block of rooms and guaranteed rates for LeadingAge Iowa conference attendees. Be sure to identify yourself with LeadingAge Iowa to ensure you are given the appropriate room rate. The hotel cutoff date for the group rate is **June 12**. **Hotel rooms at The Meadows are very limited and overflow hotels have been identified. For more information on the overflow hotels visit: [www.LeadingAgeIowa.org/location--lodging](http://www.LeadingAgeIowa.org/location--lodging).**

Prairie Meadows Hotel: \$112/night  
1 Prairie Meadows Drive  
Altoona, Iowa 50009  
515.957.3000  
**Group Code: 07062020LEA**



**To make your reservation online, go to:**  
[www.prairiemeadows.com](http://www.prairiemeadows.com) and be sure to use the  
Group Code: 07062020LEA.

### **Beware of Room Pirates & Poachers**

*Reservations for the Spring Conference should be made directly through the hotel or the reservation link provided on the conference webpage. Please do not book hotel reservations through unofficial/unauthorized websites or third party housing companies. If you provide your credit card information to any unauthorized vendors, your card may be charged but you may not have a valid reservation when you arrive at The Meadows hotel.*

## Session Volunteer Information

Interested in taking an active insider's role at the 2020 Spring Conference, but don't want to get up in front of a room full of people and talk? Now you can make the most of your conference experience by volunteering for one or more educational sessions. **No previous experience is required! No need to do public speaking!** As a volunteer you will be the liaison between LeadingAge Iowa and a session at the conference to ensure that the program runs smoothly and that the presenters have everything they need. Specifically, session volunteers greet the speaker, remind them of the announcements that need to be made prior to the session's start and make sure if they have handouts, they are distributed. LeadingAge Iowa will provide you with the information and resources you need to do this important job and be successful in doing it. Serving as a session volunteer is a great way to get involved in educational programming without having to get up in front of a group to speak.

Many volunteers are needed for this important duty because there are more than 40 sessions that require coordinators to help make sessions go smoothly. Exhibitors also are encouraged to serve as coordinators. If interested, please sign up by **Friday, June 12, 2020**. Coordinator positions will be assigned on a first-requested basis.

A confirmation e-mail will be sent to volunteers by late June.

### **Interested? Signing Up is Easy!**

You can sign up by completing the easy online Session Volunteer form at:  
[www.leadingageiowa.org/SpringConferenceVolunteers](http://www.leadingageiowa.org/SpringConferenceVolunteers)

# Registration and General Information



	EARLY BIRD Submitted by June 12	STANDARD ONLINE Submitted by June 13 - July 5	PHONE/ ON-SITE July 6 - July 10
<b>Provider Rate Full Conference</b>			
LAI Member - Registrations 1-9* <i>*All registrants must be from the same campus.</i>	\$350	\$400	\$425
LAI Member - Additional Registrations 10+* <i>*All registrants must be from the same campus.</i>	\$300	\$350	\$375
Board Member (Board Members of a member organization, not of LAI), Direct Care Worker or Student	\$235	\$285	\$310
Prospective Member Rate	\$600	\$650	\$675
<b>Provider Rate One Day Only</b>			
July 9 or July 10	\$225	\$275	\$300
<b>Business Partner/Associate Rate</b>			
Exhibiting Business Employee	\$300	\$350	\$375
Non-Exhibiting Business Employee Associate Member	\$850	\$900	\$925
Non-Exhibiting Business Employee Prospective Associate Member	\$1,300	\$1,350	\$1,375

## How to Register

All registrations for LeadingAge Iowa events take place online. To register for the conference, visit: [www.leadingageiowa.org/2020SpringConference](http://www.leadingageiowa.org/2020SpringConference). You may choose to pay with a purchase order or credit card. If paying by check, send your check, payable to LeadingAge Iowa, for the total amount due to: LeadingAge Iowa, 11001 Aurora Ave., Urbandale, IA 50322. Please contact LAI at 515.440.4630 or [info@leadingageiowa.org](mailto:info@leadingageiowa.org) with any questions about the online registration process.

## Cancellation and Refund Policy

The online registration deadline is July 5, 2020. No-shows will be billed. Substitutions welcome anytime. All cancellation and substitution requests must be emailed to Amy Huisman ([ahuisman@leadingageiowa.org](mailto:ahuisman@leadingageiowa.org)). A full refund will be given to all cancellations received by June 12, 2020. A \$75 administrative fee will be charged to all cancellations received 6-10 business days prior to the program. No refunds will be given to cancellations received five or fewer business days prior to the program. Refunds will be calculated by the date received, and the LeadingAge Iowa business days remaining prior to the program. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided. Organizations that have an unannounced annual survey by DIA during the meeting dates will be eligible for a full refund.

## Intended Audience

Organization leaders, administrators, finance, nurses, social workers, dietary managers, facility maintenance managers, human resources, marketing/fundraising, department heads, and other disciplines in the variety of services for the aging. Board members, direct care workers, and students are also encouraged to attend.

## What's Included

Registration includes refreshment breaks, lunches, solutions expo (July 9), general sessions, breakout sessions, evening social, downtown night out, CEUs, electronic handouts and pocket agenda.

## Attire

Attire for the conference is business casual. It is recommended that you wear layered clothing for your comfort, as regulating meeting and dining room temperatures is often difficult.

## Special & Dietary Needs

Please notify the LeadingAge Iowa office by June 26, 2020, if you need special services as identified by the ADA or if you require special dietary accommodations.

## Photographs

Photographs will be taken at LeadingAge Iowa 2020 Spring Conference. By attending this event, you agree to allow LeadingAge Iowa to use your photo in any LeadingAge Iowa related publication, promotion, or website.

## No Soliciting Except Registered Exhibitors

Conference participants agree to refrain from marketing products or services during the course of the conference. Registered exhibitors are the exceptions.

## One More Note on Fees

Individuals employed by companies that supply products or services to providers fall under the "Business Partner/ Associate Rate" fee structure.



11001 Aurora Ave.  
Urbandale, IA 50322

**Please route to:**

- Assisted Living
- Board Members
- CEO/Administrator
- CFO/Finance/Business Office
- Compliance
- Dietitians/Food Services
- Environmental Services & Facility Maintenance
- Fundraising
- HCBS
- Housing Director
- Human Resources
- Marketing/Sales
- Nursing/Clinical
- Site Leader/Department Manager
- Social Workers

**Don't delay - register before June 12th  
and *SAVE* with the Early Bird Discount!**

together



**2020 SPRING CONFERENCE & SOLUTIONS EXPO**

The Meadows Conference Center  
Altoona, Iowa

~~May 6 - 7, 2020~~ **July 9 - 10, 2020**