2024 Governance Webinar Series

January 24, January 31, February 14
and February 28, 2024
10 - 11 a.m. CT
www.LeadingAgeIowa.org/GovernanceWebinarSeries

This event is scheduled in a virtual, live-streaming webinar format. To meet the regulatory and education requirements, participants must stay for the entire event to receive credit. Sign-in and sign-out times, as well as attentiveness, will be verified before credit is issued. Contact Amy Huisman for details or questions.

LeadingAge Iowa offered Governance webinars in 2021, 2022, and 2023 targeting senior management teams and board members. In 2024, LAI has partnered with LeadingAge Virginia once again to offer 4 webinars focused on strategic planning, strategic thinking, board engagement, and economic and financial trends.

Sessions are designed to dive deeper into the issues that board members need to be aware of as they approach the important work they do. We anticipate this series to be as beneficial as the previous series. Check out some of the attendee comments from the past three years of Governance webinars:

- *"Thought it was good and brought in a lot of insight onto what the board should be focused on."*
- *"What I liked best was that it provided relevant information, actual tips and examples."*
- *"It was very eye-opening."*
- *"I think it was good and had a lot of valuable information."*
- *"I felt that it was easy to understand and kept it in simple terms."*
- *"The speakers were very knowledgeable."*

Event Schedule

Opportunity at the Intersection of Strategic Planning and Aging Services Boards ~ January 24, 2024, at 10 - 11 a.m. CT

In the ever-evolving landscape of aging service organizations, board members are called on to shoulder an immense weight of responsibility. As the future unfolds with its blend of complexity and uncertainty, there is an opportunity. Strategic planning emerges as a critical process offering boards an opening to thoughtfully steward the organization's mission as they explicitly consider and shape its future. Session highlights include:

- **Understand the Board's Role:** The model of governance chosen directly impacts how a Board is involved in the strategic planning process. A framework of options and implications is provided.
- **Explore Critical Themes:** Case studies are used to exemplify frequently surfaced and important themes that Boards wrestle with during the strategic planning process.
- **Shared Learnings:** Gain insights into the practical strategies employed by high-performing boards during the strategic planning process.
- **Carry-Out Questions:** A curated set of questions asked by Board members during their strategic planning processes are provided to prompt thinking as participants return to their organizations.

Facilitator: *Chris McNiven, Founder and Consulting Practice Lead, Aspire Consulting*

Strategic Thinking for Boards ~ January 31, 2024, at 10 - 11 a.m. CT

We all want our boards to think strategically, but to do so requires intentionality from both the board and administration. It is a shared responsibility. This session will examine what is needed from all parties to productively engage a board in this manner. From the importance of "setting the table" for strategic discussions to different tips and techniques to stimulate conversations, join us to consider how to support a board in functioning in the insight and foresight modes of governance.

- Consider the strategic elements of board governance.
- Explore what is needed to prepare a board for strategic thinking.
- Learn ways to support strategic discussions at the board level.

Facilitator*: Jane Mack, President & CEO, Friends Alliance*

Everything is Changing - What About Your Board? ~ February 14, 2024, at 10 - 11 a.m. CT
As aging services organizations have innovated offerings and operations over the last several years, governance models and boards that should lead, inform, and govern have remained largely unchanged. While stability is important, just "doing the same old thing" with governance models, approaches, or even composition shortchanges many organizations from the speed and agility necessary to navigate in the future. As our industry adapts, so must our thinking around governance. This session will consider where and how governance needs to evolve, how other organizations have innovated their approach to board engagement, what are the five questions you need to ask about your own board, and what you maybe need to do about it.

- Describe the characteristics of both low- and high-performing boards.
- Summarize how other leading non-profit and aging services organizations have adapted and innovated their approach to governance.
- Evaluate current board performance and identify potential strategies to improve or adapt.

Facilitator: *Andy Edeburn, Founder, Elder Dynamics*

Economic and Financial Trends for Decision Makers in Not-for-Profit Senior Living ~ February 28, 2024, at 10 - 11 a.m. CT
This session will review how our volatile economy has affected senior housing and what senior housing will be financially grappling with in the foreseeable future.

- Understand the impact on senior housing from an economic and financial perspective.
- Discuss the decisions that will need to be made, and the various methods to be incorporated by organizations and communities to sustain viability and growth.

Facilitator: *Tom Bowden, Senior VP, HJ Sims*

Faculty

Tom Bowden, Senior VP, HJ Sims
Tom oversees HJ Sims' practice in the southeastern US. He is an investment banker focused on raising capital for retirement communities with a significant emphasis on those organized as nonprofits. He is well-versed in various aspects of senior living governance and operations. He has served as a day-to-day banker for more than $1 billion of financings for non-profit and for-profit senior living providers. His passion for helping others has parlayed well into his mission-oriented work. He enjoys building strong relationships through his approach, which is based on client education and advocacy.

Andy Edeburn, Founder, Elder Dynamics
Andy Edeburn is an accomplished healthcare advisor and thought leader with more than 20 years of healthcare consulting experience, specializing in acute, post-acute, and senior care services. Over the course of his career, he has advised nearly 220 organizations in 38 states across a diverse range of issues. He is a nationally recognized expert on post-acute care and the aging services continuum. Andy guides organizations through their strategic thinking and planning efforts, hospital/health system and community-based partnerships, care coordination and care management programs, community-based care models, new program and facility development/redevelopment efforts, and operational and performance improvement. Additional areas of expertise include communications strategy, acute/post-acute integration, provider network development, and managed care.

Jane Mack, President & CEO, Friends Alliance
Jane has served as the President and CEO of FSA since 2008. With more than 30 years of experience in the field of healthcare, she brings a diverse range of expertise to her role, including program development, board, and staff education, quality assurance, and management. Her passion for working with others to develop their strengths began early in her career, and collaboration among internal staff and industry peers is central to her philosophy of success. As a national speaker, Jane's areas of expertise include a values-based approach to working with the aging population, strategic decision-making, fundraising, compliance, communication, and more.

Chris McNiven, Founder and Consulting Practice Lead, Aspire Consulting
Chris is a futurist who is singularly focused on achieving good in the world. He creates opportunities for leaders and organizations to articulate and accomplish all they aspire to be. As an organizational strategist, he has led initiatives through alignment, change, and innovation. As a research practitioner, Chris couples a background

in healthcare, higher education, and religious organizations with a master's degree in clinical psychology, and a Doctor of Organizational Leadership to help find data-informed solutions that work in the real world. Over the past 15 years, most of his work has been in and with aging service organizations and the longevity market. During this time, he has provided leadership on human capital and organizational development to operations and innovation verticals.

Who Should Attend

Board Members, CEOs, Executive Directors, Administrators, and Leadership Teams.

Continuing Education Information

Nursing Home Administrators: 1.0 contact hour for each session is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators for participants who attend this session in its entirety. Partial credit for individual sessions will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire session. Retain certificate for four years.

For other long-term support and service provider professional 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-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. Most also require information objectives, date/time of presentation, agendas, faculty bios, and number of hours earned. If you require information for this purpose, please contact Amy Huisman in advance for assistance.

Registration & Other Information

Register at www.LeadingAgeIowa.org/GovernanceWebinarSeries.

LeadingAge Iowa Member for Series	$160
Prospective Member for Series	$280

What's Included

Registration fee includes digital handouts, one connection to each of the live webinars, and instructions for receiving CE credit/attendance certificate for one person. A recording of these webinars is included in the registration fee.

Cancellation/Refund Policy

Registration deadline for the series is January 19, 2024. No-shows will be billed. No refunds for failure to log-in at the time of the event. Substitutions welcome anytime via email. All cancellation and substitution requests must be emailed to Amy Huisman (ahuisman@LeadingAgeIowa.org). A full refund will be given to all cancellations received 10 or more business days prior to the program. A $50 administrative fee will be charged to all cancellations received six to nine 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.

Go to www.LeadingAgeIowa.org/VPCodeofConduct to view the LAI Virtual Programs Code of Conduct.

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