



Dietary Virtual Experience

August 24, 2021

Live Virtual Training Workshop

www.LeadingAgeIowa.org/Dietary

Sponsored by:



Martin Bros.

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. This program will not be recorded. Contact [Amy Huisman](#) for details or questions.

EVENT OVERVIEW

LeadingAge Iowa has scheduled a live-streaming, virtual experience for dietary professionals in aging services. Sessions are designed to be both informative and interactive. Our first session of the day will help you leverage the strength, hospitality, and creativity in your dining program to create the marketing/sales message that makes your dining team and program unique to the community. The next session is designed to help you understand and implement safe practices in the kitchen. The last session of the experience will explore sodium content and how to strike a balance between meeting the Dietary Guidelines and creating great tasting food. Once all sessions are complete, LAI will keep the connection open for discussion and networking so that attendees can maximize their experience. CDM approval has been awarded, and all staff are encouraged to attend this event!

INTENDED FOR

This program is intended for dietitians, dietary managers, and other professionals who work in food service. Content may be of interest to other staff as well. Appropriate for all levels of care.

8:20 - 8:30 a.m. Connect/Welcome

**8:30 - 9:30 a.m. Session 1
Leveraging Dining Services to Increase Occupancy**

This presentation will discuss the value of strengthening the communication and teamwork between the dining department and sales and marketing team - no matter the size of the community. Success stories will be shared to demonstrate how successful outcomes, including increased occupancy, can be achieved when these assets are fully utilized. The presenter will provide specific examples of dining program ideas to support the sales and marketing effort. This presentation will discuss cultural elements required for successful teamwork as well as the details of planning and documenting events for success. Included will be discussions on cost control and creating WOW, and how those two goals can coexist. Attendees should take away ideas for executing and messaging to show their community is singularly unique.

- Evaluate how strengthening the teamwork between your dining and sales/marketing teams can help increase occupancy.
- Discuss how to create, plan, and execute effective marketing events, from prospect luncheons to grand events.
- Summarize three key dining practices and ideas to use in marketing messages to differentiate your community in the marketplace.

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

David is the founder and president of Strategic Dining Services, a dining and hospitality management company focused on taking the dining experience to the next level in the senior living industry. David has consulted for national service-ware manufacturers, creating innovative dinnerware designs for senior and memory care residents. He also consults with senior living clients on kitchen and dining area design and layout as well as equipment selections. David has held the position of vice president of corporate services for a large senior living company, overseeing the areas of hospitality, programming, dining services, property operations and purchasing.

9:45 - 10:45 a.m. Session 2

Creating a Safe Kitchen

Safety in a kitchen has multiple components. Sanitation, proper food handling, allergen awareness, physical environment, and being prepared for emergency or unforeseen obstacles. Kitchen safety starts the moment a team member walks in the door and is impacted by every action they take, from preparing a meal to cleaning up at the end of the night. This presentation will review strategies to implement safe practices throughout the food service department to keep your residents and staff healthy and safe.

- Identify how safe practices can help keep your residents and staff healthy and safe.
- Develop strategies to implement safe practices throughout the food service department.
- Discuss ways to provide staff with adequate training in sanitation, proper food handling, allergen awareness, and the physical environment.

This session is designed to meet the sanitation CE credit requirement for CBDM/ANFP and CDR/MAND.

Kate Munson, MS, RDN, LD, Wellness Manager, Cura Hospitality, Canonsburg, PA



Kate Munson, MS, RDN, LD, is currently a wellness manager for Cura Hospitality. She has worked in contract food services for more than nine years and started her career as a food service director and registered dietitian in a long-term care facility. Kate completed her undergraduate degree at Minnesota State University, Mankato in 2010 and dietetic internship at Central Michigan University in Mount Pleasant, MI. Kate completed her Masters of Science in nutrition and dietetics degree at Central Michigan University in December 2017. Kate is active with the Minnesota Academy of Nutrition and Dietetics (MAND) board.

Amy Johnston, MS, District Manager, Cura Hospitality, Canonsburg, PA



Amy Johnston is a district manager at Cura Hospitality. She began her career in senior living in 2011 as a clinical dietitian and has managed food service operations for the past nine years. She received her BS in dietetics from Michigan State University and MS in public health nutrition from Case Western Reserve University. One of Amy's main focus areas is creating pleasurable dining experiences that meet the level of care a resident needs, while exceeding expectations. She lives in Minneapolis, MN.

11 a.m. - 12 p.m. Session 3

The Salty Truth: It's Complicated

In senior living, our residents consume too much salt, right? It's tricky! We want our food to taste good and our residents to have great meals and dining experiences. But we also want those that we care for to be as healthy as possible and remain that way for as long as they are able. In this session we'll review the latest sodium recommendations from Dietary Guidelines, along with some therapeutic diet restrictions. We'll look at some everyday foods and their sodium content. And we'll look at how complicated it actually can be!

- Discuss the basic role that sodium plays in everyday function, why our bodies need it, and why too much is not a good thing.
- Review the latest data, research recommendations, and the most current dietary guidelines regarding sodium intake in older adults.
- Explore the delicate balance between providing good flavor, great meals and dining experiences, and our responsibility with sodium restrictions.

Christine Link, MBA, RD, LD, Marketing Dietitian, Martin Bros. Distributing Inc., Cedar Falls, IA



Christine Link, MBA, RD, LD, graduated with a BS in nutrition and dietetics and a Master of Business Administration from the University of North Dakota. She has experience in clinical as well as the sales and marketing areas of dietetics. Christine has been with Martin Bros. Distributing Co. as a marketing dietitian for 14 years and supports health care customers with menus, education, and training. Christine works with the team to develop new business and to support the on-boarding process. She assists the sales staff with customer management and cost control, and her attention to detail drives event planning in her area. Christine has experience in public speaking and has presented at many state conventions and meetings. She has a strong focus on customer service and has developed partnerships in the senior care industry.

12 - 12:15 p.m.

Wrap-up - Join LeadingAge Iowa Platinum Sponsor Martin Bros. in a final conversation for the event. The call will remain open as long as attendees need for discussion and networking. No CE credit offered for this discussion time.

REGISTRATION INFORMATION

Register at www.LeadingAgeIowa.org/Dietary. Fees are per connection at a facility. Registration instructions and handout materials will be sent to the contact person on the registration prior to the program.

LeadingAge Iowa Member \$95 (Discounted from the regular workshop pricing of \$135)

Prospective Member Rate \$250

Registration fee includes electronic handouts, one connection to the live workshop, and instructions for receiving CE credit/attendance certificate. This event will NOT be recorded, therefore, a recording of this workshop is NOT included in the registration fee.

LeadingAge Iowa virtual events deliver value to you with:

- No travel cost and time out of the building.
- No limit to the number of staff who can participate LIVE and receive CE credit - using one connection per registration.

REFUND POLICY

The online registration deadline is Aug. 23, 2021. 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 event. A \$25 administrative fee will be charged to all cancellations received six to nine business days prior to the event. No refunds will be given to cancellations received five or fewer business days prior to the event. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the event. 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.

CONTINUING EDUCATION CREDIT

Certified Dietary Managers – 1 contact hour per session (up to 3 total). Providership regulations do not allow for partial credit to be given for any session. You must attend the entire session to receive credit. No partial credit allowed. Retain your certificate for six years. Session 1 approval #16638, session 2 approval #166339, and session 3 approval #166340 by CBDM.

Assisted Living Leadership Recertification – 1 contact hour per session (up to 3 total). You must attend the entire session to receive credit. No partial credit allowed.

Nursing Home Administrators – 1 contact hour per session (up to 3 total). This program is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. You must attend the entire session to receive credit. No partial credit allowed. If audited, you will be asked to provide your certificate of attendance and program material. 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.

UPCOMING EDUCATION

Aug. 26 Authentic Conversations About Meaning and Purpose with Older Adults Webinar

Sept. 15-16 Fall Conference & Solutions Expo, Cedar Rapids