

2019

# What if

**Fall Leadership Conference & Solutions Expo**

September 11-12, 2019

DoubleTree by Hilton Hotel Cedar Rapids Convention Complex



*LeadingAge*<sup>®</sup>  
Iowa



# Program of Events

Wednesday, September 11

## Solutions Expo

12:00 p.m. - 3:15 p.m.

Delivering **Business Solutions** to You!

Throughout September 11, connect with exhibitors, learn about new products and services, enjoy lunch, and enter prize drawings with participating vendors.

**Working together, we can make aging better!**

## RECEPTION & AWARDS CEREMONY

5:15 p.m. - 7:00 p.m.

Come help us honor and celebrate the 2019 LAI Award Winners and enjoy some great networking, food and drinks along the way!

8:00 a.m. - 9:00 a.m.

**Registration/Check-in** (*pastries and coffee included*)

Come early and network with colleagues.

9:00 a.m. - 10:30 a.m.

**Opening Keynote**

**Shift Happens - Leading Through Change**

*Dr. Matthew Mitchell, Bâton Global*

10:30 a.m. - 10:45 a.m.

**Break** (*coffee included*)

10:45 a.m. - 12:00 p.m.

**Breakout Sessions: Block 100**

**101. The Times are a Changing: How to Build Resilience**

*Dr. Matthew C. Mitchell, Bâton Global*

**102. Emerging Technology Trends: Now and Not Yet**

*Scott Code, LeadingAge Center for Aging Services Technology (CAST)*

**103. Mitigating Risk: Drug Diversion and the Opioid Crisis**

*Rob Leffler, PCA Pharmacy*

12:00 p.m. - 1:30 p.m.

**Opening of Solutions Expo & Lunch** (*included*)

1:30 p.m. - 2:45 p.m.

**Breakout Sessions: Block 200**

**201. Building Highly Effective Teams**

*Dr. Matthew C. Mitchell, Bâton Global*

**202. Power of Purpose of Social Accountability: Compliance and Beyond**

*Cory Kallheim, LeadingAge*

*Edwin McIntosh, Dorsey & Whitney LLP*

**203. An Exploration of the New Hazardous Waste Pharmaceutical Rules for LTC Organizations and Iowa's Drug Donation Repository**

*Alissa Smith, Dorsey & Whitney*

*Jon Rosmann, SafeNetRx*

2:45 p.m. - 3:15 p.m.

**Solutions Expo & Break** (*refreshments included & prize drawings*)

3:15 p.m. - 4:30 p.m.

**Breakout Sessions: Block 300**

**301. Avoiding HR Landmines: Legal Issues for Supervisors**

*Gary Jones, Midwest Compliance Associates*

**302. Strategy Demystified!**

*Dr. Matthew C. Mitchell, Bâton Global*

**303. Ready, Set, Go! Latest Update on PDPM: Integration of Final Rule Changes for October 1 Launch**

*Katherine Davis, Health Dimensions Group*

4:30 p.m. - 4:45 p.m.

**Break**

4:45 p.m. - 5:15 p.m.

**Annual Membership Meeting** (*Provider Members Only*)

5:15 p.m. - 7:00 p.m.

**Reception and Awards Ceremony** (*appetizers & drinks included*)



# Participant Registration/Information Desk Hours

Wednesday, September 11 8:00 a.m. – 5:15 p.m.

Thursday, September 12 7:45 a.m. – 12:15 p.m.

## Thursday, September 12

7:45 a.m. – 8:15 a.m. **Registration/Day 2 Check-in** *(breakfast included)*

8:15 a.m. – 9:45 a.m. **Emerge Leadership Academy Graduation & General Session**  
**Developing the Critical Thinking Skills of Your Team: The Power of Question-Centric Coaching**  
*Chick Herbert, NCMIC Group & Professional Solutions*

9:45 a.m. - 10:00 a.m. **Break** *(coffee included)*

10:00 a.m. – 11:00 a.m. **Breakout Sessions: Block 400**  
**401. Your Reputation is Your Asset: Building Your Personal Brand**  
*Chick Herbert, NCMIC Group & Professional Solutions*  
**402. Emergency Preparedness: Lessons Learned**  
*Andy Schoepf, Lee Agency*  
*Brance Rivera, Lee Agency*  
**403. When Being the Compliance Officer Isn't the Only Hat You Wear**  
*Gary Jones, Midwest Compliance Associates*

11:00 a.m. - 11:15 a.m. **Break** *(coffee included)*

11:15 a.m. – 12:15 p.m. **Breakout Sessions: Block 500**  
**501. Navigating Conflict in a Complex World**  
*Chick Herbert, NCMIC Group & Professional Solutions*  
**502. Healthy Strategic Planning: Engaging Your Organization for Success**  
*Ted Kniker, IMPACT Paradigm Associates, LLC*  
*Charles Kniker, IMPACT Paradigm Associates, LLC*  
**503. Nursing Home Regulatory Update**  
*Jodi Eyigor, LeadingAge*

12:15 p.m. - 12:30 p.m. **Adjourn Conference/Break**

12:30 p.m. - 2:30 p.m. **\*\*\*Bonus Session\*\*\***  
**Iowa Public Policy Town Hall Conversation**  
*(lunch included for town hall participants)*

## What's Inside

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# General Session

September 11  
9:00 a.m. - 10:30 a.m.

## Shift Happens - Leading Through Change

*Dr. Matthew Mitchell, Managing Partner, Bâton Global, Des Moines*

Today's leaders are experiencing an unprecedented pace and scale of change in their lives. Our customers are changing, organizations are changing, teams are changing, and our communities are changing. So it is no surprise that we also must change how we lead our people through these changes (...or suffer the inevitable consequences). In this keynote session, Dr. Matthew Mitchell will review the significant changes taking place in our society and how they affect our organizations, our teams and ourselves as leaders. From a big picture, we'll start with how organizations are emerging and responding to changes through strategy and innovation. Then, we'll see how managers are preparing their teams to handle the dynamic change they are asked to deliver. Finally, we'll discuss how this change impacts our individual leaders... and review the changing nature of leadership in a period of constant change. Attendees will leave with concrete tools to help successfully manage change – these tools are sourced from a review of professional best-practices, but also practical advice from peers. Finally, we'll review some of the most captivating examples of change-leaders throughout history that will provide the necessary inspiration for us on our own leadership journey!



*Dr. Matthew Mitchell is a founder and managing partner of Bâton Global, a research-driven advisory firm working in the areas of strategy, leadership, and innovation. This includes serving as an advisor and consultant to private and public sector organizations supporting them with the development and execution of their strategies, leadership development programs, and market analysis. Matthew's sector expertise includes technology (software & hardware), financial services, and non-profit/education. His regional expertise has focused on emerging markets, especially in Latin America, and the Middle East. Prior to founding Bâton, Matthew worked in the global telecommunications industry as part of a team that developed the world's first smartphones for Nokia, Ericsson, Sony, Motorola and Symbian.*

*In addition to his leadership role at Bâton, Matthew is also a tenured professor of international business and strategy at Drake University. In addition to teaching in the areas of strategy, executive leadership and management, he maintains an active research agenda studying the relationship between firm strategy, politics, culture and innovation.*

*Matthew currently serves on several boards (private, public and non-profit). He is also a Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce; and a Fellow of the largest national chapter of the Academy of International Business. He has received numerous awards including the university's highest honor – The Madelyn Levitt Award.*

*Matthew holds a BA in physics and mathematics from Rollins College, a master in business administration from the Crummer School of Business, and a PhD in international business from the University of South Carolina – the world's leading program in international business.*



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# General Session



September 12  
8:15 a.m. - 9:45 a.m.



## Developing the Critical Thinking Skills of Your Team: The Power of Question-Centric Coaching

*Chick Herbert, Senior Vice President, Enterprise Organizational Development for NCMIC & Professional Solutions, Des Moines*

Question-Centric Coaching is critical to developing the critical thinking skills of your team, building a collaborative culture, developing bench strength for key positions, and addressing small problems before they become larger ones. In today's ultra-competitive workplace, it is critical that organizations tap into the talents of their employees and create engaged workforces. Our work has repeatedly shown that performance coaching does not come naturally to most leaders, nor is it a skill that organizations target for development. Many organizations assume good managers are automatically good coaches. This simply isn't true and is a costly assumption. Far too-often managers are ill-equipped to have the type of coaching conversations employees desire and need to maximize their performance.

At the conclusion of the session, participants will be equipped with the tools to conduct effective and meaningful coaching conversations that will drive improved performance, engagement and results.

*Chick Herbert has 30 years of experience working in the public and private sectors as an executive business leader, keynote speaker, executive coach and independent consultant. His successful career spans more than a dozen industries and provides Chick a wealth of experiential knowledge and perspective.*

*Chick is the co-author of the popular book *It Begg the Question* – Learn how the best managers drive performance through Question - Centric Coaching. The concepts and tools introduced in *It Begg the Question* help leaders develop the critical thinking skills of their team and have been integrated into organizations across North America.*

*Chick has held executive leadership roles in strategy, leadership development, talent planning, business development, training, customer experience, human resources and operations. In his current role as senior vice president of enterprise organizational development for NCMIC and Professional Solutions, Chick is responsible for developing people, processes and strategy to prudently grow the business. In his previous executive leadership role for a Fortune 20 financial services organization, Chick led a team responsible for business strategy, digital innovation, training and customer experience.*







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# Breakout Sessions



## 101. The Times They are a Changing: How to Build Resilience

"Today is the slowest pace of change you will experience in the rest of your life!" For some this quote represents an inspiring challenge, however, for many it can also lead to overwork and burnout. Frequently we hear from leaders who are constantly overwhelmed, exhausted, or struggling to find motivation. A growing body of research shows that we cannot effectively lead, inspire and care for others if we do not take steps to avoid burnout and build the resilience necessary to deal with today's pace of change. Leveraging leading-edge research and practices from the mental-health profession and business, we will explore ideas and practices leaders can take to build resilience for themselves and their team.

*Dr. Matthew C. Mitchell, Managing Partner, Bâton Global, Des Moines*

## 102. Emerging Technology Trends: Now and Not Yet

Every day there are new devices, services and software geared toward the burgeoning population of older adults, but which emerging technology trends actually work to help residents

and aging services organizations fulfill their goals? Join this session to discover how robotics, virtual reality, artificial intelligence and more are benefiting and challenging the aging services field and how LeadingAge's Center for Aging Services Technology (CAST) can help your community decipher which technologies are the best fit for your goals.

*Scott Code, Associate Director, LeadingAge Center for Aging Services Technology (CAST), Washington, DC*

## 103. Mitigating Risk: Drug Diversion and the Opioid Crisis

The "Opioid Crisis" and narcotic diversion are extremely hot topics in America today; rightfully so when the financial and health implications are considered. This presentation will focus on exploring ways to reduce the risk of drug diversion in long-term care and senior living. Education will also be provided on ways to effectively meet the requirements being placed on long-term care facilities. How can you still provide care that your residents require and expect, keep your employees safe, and stay within the regulatory confines placed on you? Come and discuss and learn!

*Rob Leffler, R.Ph., Vice President of Clinical Services PCA Pharmacy, Louisville, KY*

**BREAKOUT BLOCK 100**  
**WEDNESDAY, SEPTEMBER 11**  
**10:45 A.M. - 12:00 P.M.**



## Special Thanks...

LeadingAge Iowa would like to thank the following Fall Leadership Conference sponsors for their support and for helping to make this conference possible.

## Conference Sponsors



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## Advocating for Long-Term Care

Working in long-term care is hard and only getting harder. Providers face increasing compliance obligations, highly punitive survey penalties, workforce shortages, sicker residents, and ongoing payment issues. All while being asked to accept lower reimbursements. But you don't despair, you rise to the challenge and remain committed to the mission of providing care for our vulnerable elderly population.

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### 201. Building Highly Effective Teams

This session will focus on both the internal and external elements that drive team success. The flow of the session will guide participants through the diagnosis of barriers to team effectiveness and then to building better teams. The first part of the session will examine common team issues such as lack of accountability, commitment, conflict avoidance, and managing low performers. The second part will focus on how to build effective teams through the 5T Model (i.e., talent, task, team skills, thrust, and trust). Participants who attend the session will have a toolkit to begin improving the teams they manage including leadership coaching and running effective meetings, among others.

*Dr. Matthew C. Mitchell, Managing Partner, Bâton Global, Des Moines*

### 202. Power and Purpose of Social Accountability: Compliance and Beyond

Non-profit and tax-exempt are often closely related terms, but they are not interchangeable. A non-profit is not guaranteed tax-exempt status by the IRS or by local property tax assessors, and recently, local Iowa property tax assessors have been looking more closely at senior living communities. This session will help attendees understand the difference between the terms non-profit and tax-exempt and explain how to best protect your organization's tax-exempt status through a robust, documented social accountability program. Social accountability engagement activities not only help protect an organization's tax-exempt status but also grow your brand and attract and retain an engaged workforce. This session will explore strategies to challenge your board and management to create a robust community benefit initiative and highlight effective ways to document and report your organization's impact on your surrounding community.

*Cory Kallheim, Vice President of Legal Affairs and Social Accountability, LeadingAge, Washington, DC  
Edwin McIntosh, Partner, Dorsey & Whitney LLP, Des Moines*

### 203. An Exploration of the New Hazardous Waste Pharmaceutical Rules for LTC Organizations and Iowa's Drug Donation Repository

Long-term care providers have long enjoyed a "household exemption" from environmental laws governing the management of pharmaceutical waste. That exemption has come to an end for certain long-term care providers. Effective August 21, 2019, hospices, nursing facilities, skilled nursing facilities, and the nursing and skilled nursing care portions of continuing care retirement communities must comply with significant new environmental regulations which govern the storage, disposal, record keeping, training and other operations related to unused pharmaceuticals. The new rules do NOT apply to home-based hospice programs, private residences with visiting nurses, group homes, independent living communities, assisted living facilities, and the independent and assisted living portions of continuing care retirement communities. This means that a single senior services provider may offer settings of care which are exempt from the rules and other settings of care which are not exempt from, and thus must comply with, the rules. This session will provide an overview of the new regulations that govern pharmaceutical waste, including the definitions which trigger compliance obligations, the details that long-term care providers must understand to comply with the new law, certain exemptions that will continue to apply going forward, and the penalties for non-compliance. This session will also help attendees understand Iowa's Drug Donation Repository, SafeNetRx including how donation to SafeNetRx can be accomplished and how such donations fit into an organization's overall compliance with the new EPA pharmaceutical waste regulations. At the end of this session, attendees will have the opportunity to discuss their current operations and approaches to management of pharmaceutical waste and to both answer and ask questions regarding these topics.

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

*Jon Rosmann, CEO, SafeNetRx, Urbandale*

**BREAKOUT BLOCK 200**  
**WEDNESDAY, SEPTEMBER 11**  
**1:30 P.M. - 2:45 P.M.**

## SAVE THE DATE



## Nurse Leadership Symposium & Social Worker Conference



**November 14, 2019**



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### 301. Avoiding HR Landmines: Legal Issues for Supervisors

Congratulations you have been promoted! Now what? Many managers and supervisors struggle with the legal aspects of being in a supervisory role. Issues like what you can and cannot ask in an interview, social media, pregnancy accommodation, sexual harassment, wage and hour, discipline, terminations, and so much more can make being a manager feel like walking through a mine field. This session will be a primer on some of the basic legal principals every supervisor/manager, new or seasoned, faces on a regular basis.

*Gary Jones, Founder/Attorney, Midwest Compliance Associates, Cedar Falls*

### 302. Strategy Demystified!

A key responsibility of the leadership of any organization is the ability to serve clients effectively today while also proactively planning for future success in an ever-changing environment. This session will focus on equipping participants for the latter task through the four key ingredients of successful strategy including 1) Know Thyself, 2) Know thy Environment (or Enemy), 3) Think Big, and 4) Work Hard. Practical tools that can be used

to implement each of these facets will be included in this interactive session. For instance, participants will leave knowing the critical role of developing mission, vision and values that underlie strategy, performing a robust SWOT analysis, creating metrics and targets to track progress, etc... Leaders will leave with a holistic and demystified view of the strategic process and the tools.

*Dr. Matthew C. Mitchell, Managing Partner, Bâton Global, Des Moines*

### 303. Ready, Set, Go! Latest Update on PDPM: Integration of Final Rule Changes for October 1 Launch

Hear ye, hear ye! It's been 17 months since CMS released the major overhaul to the skilled nursing facility Prospective Payment System (PPS) reimbursement system. Are you ready for October 1, 2019, implementation of the Patient-Driven Payment Model (PDPM)? Join Katherine Davis from Health Dimensions Group to glean final directions from CMS as final rule guidance is released.

*Katherine Davis, MS, CCM, CDMS, RCP, CRC, Manager, Consulting Services Health Dimensions Group, Minneapolis, MN*

BREAKOUT BLOCK 300  
WEDNESDAY, SEPTEMBER 11  
3:15 P.M. - 4:30 P.M.



## RECEPTION AND AWARDS CEREMONY

SEPTEMBER 11 • 5:15 P.M. - 7:00 P.M.

Sponsored By: BrownWinick Law Firm; Community Living Solutions; Dorsey & Whitney; Lee Agency; Martin Bros. Distributing Co., Inc.; Nextaff; United Heartland; and Williams & Company PC.

### 401. Your Reputation is Your Asset: Building Your Personal Brand

Have you ever considered what people say about you when you are not in the room? Do you fully recognize what unique talents, experiences and knowledge you possess that others find valuable? Have you received feedback on whether the emotional connection you establish with partners, peers, and leaders is positive, negative or non-existent? Do you know whether the words that others use to describe you are congruent with how you want to be perceived? These are just a few of the intriguing questions that will be addressed by Chick Herbert as he explores the critically important topic of personal brand. In today's world of constant change, it is more important than ever to establish and maintain an authentic and powerful personal brand that drives engagement, accountability and high performance.

*Chick Herbert, Senior Vice President, Enterprise Organizational Development, NCMIC Group, Des Moines*

### 402. Emergency Preparedness: Lessons Learned

Emergency plans address the expected, but there are always lessons learned when those plans are actually tested in the instance of a real emergency

or natural disaster. Learn from the experience of others who have recently encountered real-life emergency situations which are a risk for Iowa communities. Attendees will hear what went well and what was unexpected, before, during, and after these events so that they can enhance their own emergency preparedness plans. Come prepared to ask questions and interact to gain the most from this session.

*Andy Schoepf, Risk & Claims Manager, Lee Agency, Muscatine*

*Brance Rivera, Sales Advisor, Lee Agency, Muscatine*

### 403. When Being the Compliance Officer Isn't the Only Hat You Wear

This session will focus on how to be an effective compliance officer when you also wear several other hats. Learning how to prioritize and determine when a compliance issue jumps to the top of the pile, and how to utilize the resources available, such as the compliance committee, to help carry the load is invaluable. In a world where everything is changing and everything is important, making sure compliance has a seat at the table is essential.

*Gary Jones, Founder/Attorney, Midwest Compliance Associates, Cedar Falls*

BREAKOUT BLOCK 400  
THURSDAY, SEPTEMBER 12  
10:00 A.M. - 11:00 A.M.



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### 501. Navigating Conflict in a Complex World

The rate of communication in today's world has reached mind-numbing numbers. Consider these statistics. Every minute, approximately 350,000 tweets are tweeted. For the same 60-second interval on Facebook, 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. Surely this onslaught of communicative activity is having a positive effect on how we converse with others in the workplace. With everyone expressing their unfiltered opinions, our organizations must be improving in terms of achieving a mutual understanding around issues and gaining an appreciation about different viewpoints. How could it be otherwise? If only that were the case. Conflict is commonplace and there is a widening chasm between individuals and groups who are on opposing sides of an issue. The skill of effective dialog is diminishing, and the result is decreased engagement, diminished trust and lost productivity. How do you view and respond to conflict? Do you look at conflict as an opportunity to strengthen relationships and improve collaboration, or do you simply avoid tough conversations and hope everything will get better. In this session you will learn practical tools that will allow you to successfully navigate conflict, preserve relationships and behave in a manner that reflects your values. *Chick Herbert, Senior Vice President, Enterprise Organizational Development, NCMIC Group, Des Moines*

### 502. Healthy Strategic Planning: Engaging Your Organization for Success

Strategic planning is often considered a painful process that only leads to frustration, failed attempts, or a document that ends up as a doorstop. Yet, when done well, strategic planning helps organizations identify options and alternatives to better meet the needs of their customers, stakeholders and workforce and can help transform organizational cultures. This presentation provides an overview of critical success factors needed for successful, simplified strategic planning that is both aspirational and actionable. Utilizing the successful process used by Green Hills Retirement Community of Ames, Iowa, as a case study, and supplementing with other real-world examples, the presenters will engage the audience with how planning can be done for senior living in a manner that works well.

*Ted Kniker, Executive Vice President, IMPACT Paradigm Associates, LLC, Herndon, VA*  
*Charles Kniker, PhD, Senior Associate, IMPACT Paradigm Associates, LLC, Ames*

### 503. Nursing Home Regulatory Update

Are you ready for the fall? Fall 2019, that is. Between PDPM, RoPs Phase 3, and recent congressional and media attention on abuse and neglect, nursing homes are busy! Learn about the most recent policy changes that affect your work and what you need to know to remain compliant.

*Jodi Eyigor, Director, Nursing Home Quality & Policy, LeadingAge, Washington, DC*

BREAKOUT BLOCK 500  
THURSDAY, SEPTEMBER 12  
11:15 A.M. - 12:15 P.M.

### \*\*\*BONUS SESSION\*\*\*

#### Iowa Public Policy Town Hall Conversation

The aging services environment continues to evolve, and it will require the expertise of professionals working within the field to identify meaningful opportunities for change within the system to advance the quality of care and services provided to older adults in Iowa. Otherwise, the void may be filled with unworkable 'solutions' that do not serve the needs as intended.

The Iowa Public Policy Town Hall Conversation will explore the current status of aging services and the health care workforce in Iowa, identify the projected needs for the future, and discuss strategies to improve care, meet the evolving needs of older adults and recruit and retain a competent workforce. This important discussion among leaders and health care providers across the state will inform LeadingAge Iowa and LeadingAge national's education and advocacy efforts to improve quality, ensure the availability of needed services, and grow the workforce serving older adults.

*Jodi Eyigor, Director, Nursing Home Quality & Policy, LeadingAge, Washington, DC*

BONUS SESSION  
THURSDAY, SEPTEMBER 12  
12:30 P.M. - 2:30 P.M.

**Faculty bios and other session details available at:  
[www.leadingageiowa.org/2019fallconference](http://www.leadingageiowa.org/2019fallconference)**

# 2019 Save the Date

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

Aug. 2	PDPM Speech Language Pathology (SLP) Component Webinar
Aug. 7	PDPM: Operational Strategies for Success Under PDPM Webinar
Aug. 14	Polypharmacy Risks with Seniors Webinar
Aug. 16	PDPM Non-Therapy Ancillary (NTA) Component of PDPM
Aug. 21	Using Your Cost Report for More Than a Cost Report Webinar
Aug. 29	QAPI: Designing, Implementing and Sustaining Excellence, Urbandale
Aug. 30	PDPM Nursing Component Webinar
Sept. 4	Phase 3 RoP: Trauma Informed and Culturally Competent Care Webinar
Sept. 11-12	Fall Leadership Conference & Solutions Expo, Cedar Rapids
Sept. 18	ICD-10 Coding Workshop, Fort Dodge
Sept. 23	MDS Updates Webinar
Sept. 25	Understanding Medicare Advantage Flexibility Webinar
Sept. 26	Falls Workshop, Urbandale
Oct. 2	PDPM Triple Check Process & Billing Accuracy Webinar
Oct. 2	One-Day Restorative Nursing Assistant Training, Cedar Falls
Oct. 3	Assisted Living Nurse Delegation, Urbandale
Oct. 3 & 24	Assisted Living Leadership Certification, Urbandale & Ankeny
Oct. 16	Supporting the Caregiver Through Stress Management Strategies Webinar
Oct. 23	Dementia Workshop, Des Moines
Oct. 24	Assess Your Quality & Using it to Show Value & Make Service Delivery Changes Webinar
Nov. 14	Nurse Leadership Symposium & Social Worker Conference, West Des Moines
Nov. 21	Value-based Contracting and I-SNPs Webinar
Dec. 10	Wound Workshop, Urbandale

The Optum care model is now available to participating skilled nursing facilities in Iowa.



**Impact** in **your facility**

## **Elevates quality**

while reducing costs

## **Improves**

census stability

## **Financial benefits**

include quality incentives

## **Care on site**

reduces ER and hospital visits



Let's talk about a partnership in care. Visit us at our booth.



[optum.com/longtermcare](http://optum.com/longtermcare)



# Solutions Expo

Wednesday, September 11 • 12:00 p.m. - 3:15 p.m

Our 2019 Partners and Exhibitors welcome you to this year's Solutions Expo. Discover new and innovative solutions for all the challenges you face in providing the best care possible for your residents, your clients and your organization! Discuss service and environmental challenges with knowledgeable vendors. Lunch (from 12:00 p.m. - 1:30 p.m.) and refreshments (from 2:45 p.m. - 3:15 pm.) will be available to all registered attendees while the Solutions Expo is open. The 2019 LAI Solutions Expo is definitely the place to be on Wednesday!

## Look for these exceptional exhibitors at our Solutions Expo: *(Exhibitors as of July 18)*

American Medical Technologies, Inc.  
Basic American Medical Products  
BioTech X-ray  
Cardinal Construction, Inc.  
CBS Construction Services, Inc.  
Choice Rehabilitation  
Community Living Solutions  
EasyShifts  
Elim Preferred Services, Inc.  
Encore Rehabilitation Services  
Functional Pathways  
Graham Construction  
Hartig Pharmacy Services  
Healthcare Services Group  
Ideacom Mid-America  
Iowa Aging Services Network  
Lee Agency, Inc.  
LMC Insurance & Risk Management

Marsh & McLennan Agency LLC  
Martin Bros. Distributing Co., Inc.  
Medline Industries, Inc.  
Nextaff  
NIT Therapy  
NuCara Pharmacy & Home Medical  
Optum  
Piper Jaffray & Co.  
RehabVisions  
Ryun, Givens & Co.  
Select Rehabilitation  
SeniorTV  
Tri State Nursing  
United Heartland  
US Foods  
Williams & Company PC  
Ziegler



Insurance & Risk Management

LMC Insurance & Risk Management is dedicated to developing solutions for Iowa non-profit, long-term support and service providers.

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West Des Moines, IA 50266



Fred Bounds  
[fred.bounds@lmcins.com](mailto:fred.bounds@lmcins.com)



Brynna Dooley  
[brynna.dooley@lmcins.com](mailto:brynna.dooley@lmcins.com)



Joel Hull  
[joel.hull@lmcins.com](mailto:joel.hull@lmcins.com)



# Location and Lodging

The conference will be held at DoubleTree by Hilton Hotel Cedar Rapids Convention Complex, located at 350 1st Ave NE, Cedar Rapids, Iowa. Visit <http://www.cedar-rapids.com/> to learn more about area attractions and plan your visit to Cedar Rapids.

The DoubleTree 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 **August 16. Hotel rooms sold out last year, so be sure to make your reservation early.**

DoubleTree Hotel: **\$119/night**

350 1st Ave NE, Cedar Rapids, Iowa 52401

800.774.1500 option 1

Group Code: LAI

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

*Reservations for the Fall Leadership 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 DoubleTree Hotel.*

# Session Volunteer Information

Interested in taking an active insider's role at the 2019 Fall Leadership 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 LAI 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. LAI 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.

Registered attendees and exhibitors are eligible to volunteer. If interested, please sign up by using the webpage link listed below by **Friday, August 28, 2019**. Coordinator positions will be assigned on a first-requested basis.

A confirmation e-mail will be sent to volunteers a week prior to the conference.

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

You can sign up by completing the easy online Session Volunteer form at:

[www.leadingageiowa.org/2019FallConferenceVolunteers](http://www.leadingageiowa.org/2019FallConferenceVolunteers)

# Continuing Education Information

**Iowa Board of Nursing Provider #67:** 5.1 contact hours maximum for Wednesday, September 11, and 5.5 contact hours maximum for Thursday, September 12. Maximum for the full conference is 10.6 contact hours. Retain your certificate for four years.

**Nursing Home Administrators:** 5.1 contact hours maximum for Wednesday, September 11, and 5.5 contact hours maximum for Thursday, September 12. Maximum for the full conference is 10.6 contact hours. 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.

**Social Workers:** 5.1 contact hours maximum for Wednesday, September 11, and 5.5 contact hours maximum for Thursday, September 12. Maximum for the full conference is 10.6 contact hours. 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.

**Assisted Living Managers:** 5.1 contact hours maximum for Wednesday, September 11, and 5.5 contact hours maximum for Thursday, September 12. Maximum for the full conference is 10.6 contact hours.

**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 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 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.

# Registration and General Information



EARLY BIRD Submitted by August 16	STANDARD ONLINE Submitted by August 17 - September 6	PHONE September 7-9 ON-SITE September 11-12
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<b>Provider Rate Full Conference</b>			
LAI Member Rate	\$275	\$325	\$350
Board Member (Board Members of a member organization, not of LAI), Direct Care Worker or Student	\$175	\$225	\$250
Prospective Member Rate	\$450	\$500	\$525
<b>Member Provider Rate One Day Only</b>			
Wednesday, September 11	\$200	\$250	\$275
Thursday, September 12	\$150	\$200	\$225
<b>Business Partner/Associate Rate</b>			
Exhibiting Business Employee	\$175	\$225	\$250
Non-Exhibiting Business Employee Associate Member	\$550	\$600	\$625
Non-Exhibiting Business Employee Prospective Associate Member	\$850	\$900	\$925

\*\*\*Board Members of member organization, not of LeadingAge Iowa.

## How to Register

All registrations for LeadingAge Iowa events take place online. To register for the conference, visit:

[www.leadingageiowa.org/2019FallConference](http://www.leadingageiowa.org/2019FallConference).

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 September 6, 2019. No-shows will be billed. Substitutions welcome anytime via fax or email. A full refund will be given to all cancellations received 10 or more business days prior to the program. A \$75 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. All cancellation and substitution requests must be sent to Amy Huisman ([ahuisman@leadingageiowa.org](mailto:ahuisman@leadingageiowa.org)). Organizations that have an unannounced annual survey by DIA during the meeting dates will be eligible for a full refund.

## Intended Audience

Members of the organization leadership team, administrators, directors of nursing, managers, human resource professionals, and other disciplines in the variety of services for the aging. Board members are also encouraged to attend.

## What's Included

Registration includes refreshment breaks, lunches, solutions expo (September 11), general sessions, breakout sessions, reception & awards ceremony (September 12), Bonus Town Hall Session, CEUs, electronic handouts and pocket agenda.

## Attire

Dress for the conference is business casual. Layered clothing is recommended for your comfort.

## ADA & Dietary Needs

Please notify the LeadingAge Iowa office by September 6, 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 2019 Fall Leadership Conference. By registering for this event, you agree to allow LAI to use your photo in any LAI 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 or non-exhibiting vendors that are registered 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  
**LeadingAgelowa.org**

**Please route to:**

- Board Members
- CEO/Administrator
- CFO/Finance/Business Office
- Human Resources
- Nursing/Clinical Services
- Site Leader/Department Manager

**Don't delay - register before August 16  
and *SAVE* with the Early Bird Discount!**



**2019 Fall Leadership Conference & Solutions Expo**  
DoubleTree by Hilton Hotel Cedar Rapids Convention Complex  
September 11-12, 2019