



**Jan. 14, 2021**

**Jan. 29, 2021**

**Feb. 11, 2021**

**Feb. 25, 2021**

**Mar. 11, 2021**

**10 – 11:15 a.m. CT**

## Registration Deadline:

Jan. 12, 2021

## Questions?

Contact LAI at 515-440-4630 or email us at

[info@LeadingAgeIowa.org](mailto:info@LeadingAgeIowa.org)

## Refund Policy

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](mailto:ahuisman@LeadingAgeIowa.org)). A full refund will be given to all cancellations received 10 or more business days prior to the first session of the series. A \$50 administrative fee will be charged to all cancellations received six to nine business days prior to the first session in the series. No refunds will be given to cancellations received five or fewer business days prior to the first session in the series. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the first session in the series. 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.

## Register at

[www.LeadngAgeIowa.org](http://www.LeadngAgeIowa.org)

5003-21

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.

## Series Overview

HJ Sims is sponsoring this series of comprehensive virtual content geared directly toward the Governance of senior living providers. Targeting board members, leadership teams, and those new to these roles, but a benefit to all leaders in our field, the sessions will tap the intellectual capital of industry experts from governance, law, finance, development, and strategic planning. The series will explore the role of the board as well as its legal responsibilities. Included will be a discussion of the financial outlook coming out of the pandemic as well as recent and future financial trends. There will be a session dedicated to strategic planning in unprecedented times. And, the series will culminate with a panel discussion amongst CEOs and Board Chairs with a passion for and demonstrated excellence in not-for-profit senior living governance.

## About Our Sponsor

Established in 1935 on Wall Street in the midst of the Great Depression, HJ Sims, a finance and investment bank, has been assisting it's client's expand their missions and leave a mark on their communities. Throughout this 85-year period, the firm has taken a long-term approach to client solutions – providing committed, creative, and consistent advice and execution to their clients at all times. Sims underwrote the first tax-exempt long-term care bond issued in the United States in 1965 and has since arranged over \$25 billion in senior living financings nationwide. Reflective of its year of establishment, HJ Sims is committed to assisting their client's during all economic cycles.

## The Role of the Board

**Thursday, Jan. 14, 2021 10 – 11:15 a.m. CT**

This session will delve into board structure/composition, meaningful meetings, recruitment, orientation, advocacy, and PR/media relations.

**Facilitator:** Melissa Andrews, President & CEO, LeadingAge Virginia

## Legal Responsibilities of Boards

**Friday, Jan. 29, 2021 10 – 11:15 a.m. CT**

Legal responsibilities of boards include accepting and encouraging the need to keep moving, rejecting paralysis, fighting the resistance to hunker down, maintaining recruitment efforts, and continuing to train staff.

**Facilitator:** Eileen Johnson, Partner, Whiteford Taylor Preston

## Financial Trends and Outlooks for Providers

**Thursday, Feb. 11, 2021 10 – 11:15 a.m. CT**

This session will review the new reality of COVID expenses that are here to stay.

**Facilitator:** Tom Bowden, Vice President – Investment Banking, HJ Sims

## Strategic Planning in Unprecedented Times

**Thursday, Feb. 25, 2021 10 – 11:15 a.m. CT**

During unprecedented times, it is still feasible for communities to consider various repositioning perspectives and scenario planning for the “what if's”.

**Facilitators:** Dana Wollschlager, Partner, Plante Moran Living Forward and Tom Bowden, VP HJ Sims

## Governing During Challenging Times

**Thursday, Mar. 11, 2021 10 – 11:15 a.m. CT**

A panel of CEOs and Board Chairs will provide best practices in governing during difficult and challenging times.

**Facilitator:** Aaron Rulnick, Managing Principal, HJ Sims

## Who Should Attend

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

## Faculty

[Click here](#) to view the faculty biographies for this webinar series.

## Continuing Education Credit

Iowa Board of Nursing Provider #67 – 1.25 contact hours for each webinar. Providership regulations do not allow for partial credit to be given for any portion of this program. You must attend the entire session to receive credit. Retain certificate for four years.

Nursing Home Administrators – Each webinar is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators for 1.25 contact hours. You must attend the entire session to receive credit. 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 Information & Fees

Register at [www.LeadingAgeIowa.org](http://www.LeadingAgeIowa.org). Registration deadline for the series is **Jan. 12, 2021**. Fees are per connection at a campus. Registration instructions and handout materials will be sent to the contact person listed on the registration 1-2 days prior to each webinar.

LeadingAge Iowa Member for Series	\$250
Prospective Member for Series	\$500

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

LeadingAge Iowa webinars deliver value to you with:

- No travel cost and time out of the office.
- No limit to the number of staff who can participate LIVE and receive CE credit.

## Upcoming Education

Jan. – Dec.	<a href="#">Standards of Care Webinar Series: Master the Core Elements of LTC Clinical Excellence</a>
Jan. 14	<a href="#">Managing Therapy Needs to the Client with Compromised Respiratory Function Webinar</a>
Jan. 21	<a href="#">Treatment and Documentation for In-Room Therapy Sessions Webinar</a>
Jan. 28	<a href="#">PDPM: Creating Efficiencies and Maximizing Reimbursement</a>
Feb. 9-10	<a href="#">Tissue Health 360 Workshop: Preventing, Closing, Preventing Recurrence of Hard-to-Heal Wounds</a>
Apr. 1, 8	<a href="#">Assisted Living Nurse Delegation Virtual Training</a>
Apr. 1, 8, 15, 22	<a href="#">Assisted Living Leadership Certification Virtual Training</a>
May 4-6	<a href="#">Virtual Conference</a>
Sept. 15-16	<a href="#">Fall Conference &amp; Solutions Expo</a>