

Why starts with You

**LeadingAge Iowa  
Leadership Academy**



An opportunity to learn more about yourself in order to be  
a better leader for your organization.

## Overview

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The LeadingAge Iowa Leadership Academy is a self-reflective journey, preparing new and seasoned leaders to better understand their leadership strengths and take their leadership to another level. Throughout the journey, authentic transformational leadership will be explored. The resources shared during the summits are thought provoking and ones that can be shared with fellow organizations.

## Background

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The LeadingAge Iowa Leadership Academy is a self-reflective journey, preparing new and seasoned leaders to better understand their leadership strengths and take their leadership to another level. Throughout the journey, authentic transformational leadership will be explored. The resources shared during the summits are thought provoking and ones that can be shared with Fellow organizations.

The four summits, which begin in February and end at the 2020 LeadingAge Iowa Fall Leadership Conference, will provide a unique path to your leadership development.

The adventure will begin with a custom 360-degree leadership evaluation. At the end of the Academy, Fellows will complete the 360-degree evaluation again to show how they have evolved during the 2020 LeadingAge Iowa Leadership Academy.

## Faculty

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### **Matt Garcia, Chief People and System Operations Officer, Western Home Services, Cedar Falls**

Matt Garcia has worked in health care for more than 24 years. He received his MBA from the University of Iowa in 2004 and became certified as a Six Sigma Black Belt by the American Society for Quality in 2009. Matt started his health care career as a CNA and worked in health care operations for more than 12 years, primarily as administrator and chief operating officer at Bishop Drumm Retirement Center in Des Moines. He also worked in health care quality and performance improvement for more than six years for Catholic Health Initiatives primarily as the director of performance excellence, Iowa division. Matt has worked the last five years for Western Home Services in Cedar Falls supporting 10 different retirement communities in Iowa. Matt is an adjunct faculty member of the department of management at the University of Northern Iowa. He is a graduate of and served as a coach in the LeadingAge Larry Minnix Leadership Academy and completed the LeadingAge Leadership Educator program in August of 2019. Matt is currently on the board for UnityPoint Hospital – Waterloo and on the board of LeadingAge Iowa and serves on committees nationally for LeadingAge.



### **Julie Thorson, CEO, Friendship Haven, Fort Dodge**

Julie Thorson began her career with Friendship Haven as a part-time social worker. After working as activity director, admission coordinator, sales director, sales and marketing director, development director, administrator of Tompkins Health Center, in 2012 she was named president/CEO. Julie graduated from the University of Kansas with a BA in broadcast news. After working in her field for two years in Mason City, she longed to return to her hometown, so she returned to Fort Dodge and got that first job with Friendship Haven. She knew almost immediately that long term care was her passion. Julie was the 2018 recipient of the LeadingAge Dr. Herbert Shore Outstanding Mentor of the Year award. She is a graduate of the Larry Minnix LeadingAge Leadership Academy and will be serving as a coach for the Academy beginning this year. She also completed the LeadingAge Leadership Educator program in August of 2019. Julie currently serves as the LeadingAge Iowa board chair.

## Summits

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### ~Summit 1~

*February 18-19, 2020*

Friendship Haven, Fort Dodge.

Theme: Introduction and self-leading

### ~Summit 2~

*May 5-7, 2020*

The Meadows Conference Center, Altoona

Theme: Transformational leadership and leading without title

### ~Summit 3~

*August 11-12, 2020*

Western Home Communities, Cedar Falls

Theme: Leading and coaching others

### ~Summit 4~

*September 15-17, 2020*

DoubleTree by Hilton Hotel, Cedar Rapids

Theme: Reflection and going forward

## Participant Criteria

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- Class members (referred to as “Fellows”) will be members of LeadingAge Iowa and must complete a one page application form to be considered for acceptance.
- The selection committee will consist of Matt Garcia, Julie Thorson, Shannon Strickler and LAILA coaches.
- There will be a minimum class size of 15 Fellows and a maximum class size of 21 Fellows.
- Only one person will be accepted from single-site communities (exceptions may be made if an organization has more than one location).
- All Fellows will complete a 360-degree leadership evaluation prior to the start of the program. In order to measure growth, another 360-degree evaluation will be completed at the end of the program and will be shared with other fellows.

## Application Process:

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[Click here](#) for the application. Applications are due **January 17, 2020**. Tuition is \$2,500 per participant. Refreshment breaks and lunches for each of the summits is included in the tuition fee, as well as dinner with faculty, mentors, and fellows on the first night of each summit. Small group and individual coaching sessions are included throughout the Academy experience. No cancellations, refunds or partial refunds will be processed after the application deadline. Substitutions are welcome only until the first day of summit 1.

Sponsors agree to provide tuition in full and cover any other travel, meals, and lodging costs associated with the program for all four summit sessions. It is necessary to make a firm commitment to allow the Fellow to attend all four summits and to allow them to participate in conference calls with his/her mentor and/or faculty.

## CEU Information

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**Nursing Home Administrators** – 11.5 contact hours for each summit. 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 certificate for four years.

**Social Workers** – 11.5 contact hours for each summit. 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 certificate for four years.

**Iowa Board of Nursing Provider #67** – 11.5 contact hours for each summit. Providership regulations do not allow for partial credit to be given for any portion of this program. Retain certificate for four years.

**Assisted Living Leadership Recertification** - 11.5 contact hours for each summit towards continuing education for maintaining Assisted Living Leadership Certification.

**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.

### Sponsored by:



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