2017 Fall Leadership Conference & Exhibitor Showcase

Power of Purpose

September 13-14, 2017
DoubleTree By Hilton Hotel Cedar Rapids Convention Complex
Program of Events

Wednesday, September 13

8:00 a.m. - 9:00 a.m.  Registration/Check-in
   Come early, network with colleagues, and have some breakfast.

9:00 a.m. – 11:00 a.m.  Emerge Leadership Academy Graduation Ceremony
   and Opening Keynote Address
   Purpose Camp: Tuned In and Turned Up!
   By: Christopher Ridenhour

11:00 a.m. - 12:30 p.m.  Lunch & Opening of Exhibit Hall

12:30 p.m. - 1:30 p.m.  Breakout Sessions: Block 1
   1A. Preventing Malpractice Claims in Senior Living
       By: D. Michelle Kinneer, MMIC
   1B. Light’Em Up and Watch’Em Go!
       By: Christopher Ridenhour
   1C. 2018 Is Almost Here - Are We Ready?
       By: Barbara Gay, LeadingAge

1:30 p.m. - 2:15 p.m.  Break & Exhibitor Showcase

2:15 p.m. - 3:15 p.m.  Breakout Sessions: Block 2
   2A. A New Diet for Our Nurses: Quality Without Cannibalism
       By: Christopher Ridenhour
   2B. Stepping into Authentic Leadership!
       By: Michele Roden and Bruce Kawahara, BluOpal Consulting
   2C. Strategic Leadership for Senior Living Organizations
       By: Will Carney, Ziegler

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

3:30 p.m. - 4:30 p.m.  Breakout Sessions: Block 3
   3A. LeadingAge NY Technology Solutions: How to Measure for QAPI Success
       By: Susan Chenail, LeadingAge
   3B. Creating a Succession Plan to Drive Strategy in Nonprofit Senior Care
       By: Cory Rutledge, CliftonLarsonAllen LLP
   3C. Governance and the Board’s Role in the Compliance/Ethics Program
       By: Gary Jones, Midwest Compliance Associates

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
   Sponsored By: Martin Bros. Distributing Co., Lee Agency, Inc &
   Community Living Solutions

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Exhibitor Showcase
Delivering Business Solutions to You!

Throughout September 13, connect with exhibitors, learn about new products and services, enjoy breakfast and 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 2017 LAI Award Winners and enjoy some great networking, food and drinks along the way!

Emerge Fall Leadership Conference Registration Discount
Register early for the 2018 Emerge Leadership Academy and receive a discount on your Fall Leadership Conference registration. Refer to page 11 for more details.
Thursday, September 14

8:00 a.m. – 8:30 a.m.  Registration/Day 2 Check-in

8:30 a.m. – 9:45 a.m.  Keynote Session
   The Value-Based Perspective: Positioning Aging Services to Thrive in the Future
   By: Andy Edeburn, Premier Performance Partners

9:45 a.m. - 10:00 a.m.  Break

10:00 a.m. – 11:00 a.m.  Breakout Sessions: Block 4
   4A. The Pharmacy Role in New Rules of Participation
      By: Justin Rash, Martin Health Services
   4B. Iowa Aging Services Providers and Health Insurance: What Does the Future Hold?
      By: Frederick S. Bounds, LMC Insurance & Risk Management
   4C. The Governance Partnership: The Role of the CEO and Board Chair in Leading Change
      By: Lloyd VanderKwaak, ChildServe

11:00 a.m. - 11:15 a.m.  Break

11:15 a.m. – 12:15 p.m.  Breakout Sessions: Block 5
   5A. Competency Based Staffing and the New RoPs
      By: Liz Davidson, LeadingAge Iowa
   5B. Enough! Managing Conflict in the Workplace
      By: Thomas Farley, Employee & Family Resources, Inc.
   5C. Follow the Money: Investors in Elder Care Exploding
      By: Andy Edeburn, Premier Performance Partners
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Keynote SPEAKERS

September 13 • 9:00 a.m. - 11:00 a.m.
Christopher Ridenhour
Purpose Camp: Tuned In and Turned Up!

Remember when you worked side-by-side with “that” one: that leader or colleague who inspired you, encouraged you, and rocked your professional world? It wasn’t their title, pedigree, certifications or job description that defined their brilliance. Our heroes are dynamic, passionate people, who stood for “something”. Our most revered colleagues model the mission, value the vision and walk in their purpose! How do we measure up? In this time of change and challenge, it’s crucial that we learn how our purpose aligns with the expectations and needs of our teams and building.

Every notable study points to an underutilized leadership competency: the ability to influence others by identifying a clear purpose and sharing a compelling story. A purpose-first leader is the catalyst for igniting passions around the building despite shift, length of tenure, or walk of life. All hearts and all hands are absolutely critical to moving your community’s benchmarks from possibility to probability. Sounds like a skill worth investing in, doesn’t it? PURPOSE CAMP: TUNED IN AND TURNED UP!” will bring to life research-tested tools with a high degree of interactivity, moments of self-reflection, honest belly laughs, and tons of opportunities to practice what matters most.

Christopher Ridenhour, LeadingAge’s Highest Rated Nationally Traveled Speaker, Healthcare Management Professional, Accountability Coach, Expert Team Energizer, The Most Interesting In-Services Trainer in the World, Czar of Leadership Retreats, Certified Staff Whisperer, Shenanigan Enthusiast, Mom’s Favorite!

September 14 • 8:30 a.m. - 9:45 a.m.
Andy Edeburn
The Value-Based Perspective: Positioning Aging Services to Thrive in the Future

For aging services organizations, the challenge and impact of value-based health care keeps driving big shifts in thinking: episodic payment displacing per diems, taking more risk, driving more care and service along the continuum, and, most importantly, tying success to outcomes. The intensity of these challenges grows on a nearly daily basis, and aging services providers must navigate a steady and informed course that balances big risks against big rewards, all while maintaining their mission-focused commitments. This session will examine the ever-shifting forces around post-acute reimbursement, the dawning opportunities around elder health management, and key strategic course adjustments organizations will need to consider.

Mr. Edeburn is a principal with Premier, Inc., with more than 15 years of health care consulting experience, specializing in acute, primary, post-acute, and senior care services. He is a nationally recognized expert on aging services and post-acute care. His areas of expertise include strategic planning, acute/post-acute integration, provider network development, and managed care. Mr. Edeburn guides organizations through their strategic thinking and planning around acute and post-acute partnerships, new program and facility development and redevelopment efforts, and establishing value- and outcome-oriented relationships as organizations transition from the fee-for-service environment.

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For LeadingAge Members

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For more information email: Marguerite Carroll at mcarroll@leadingageny.org
1A. Preventing Malpractice Claims in Senior Living
The role of risk manager in any senior living organization is to protect residents from injury and the organization from malpractice claim losses. Whether you’re an administrator, medical director or director of nursing, in order to be successful you need to have an understanding of the risks inherent in senior living and the risk management process.
D. Michelle Kinneer, RN, MSN, JD, CPHRM, CHC, CHPC, Senior Risk and Patient Safety Consultant, MMIC, Minneapolis, MN

1B. Light’Em Up and Watch’Em Go!
If we were honest, we’d recognize that our websites paint perfect pictures of HARMONY, TEAMWORK, and COMMITMENT to world class customer care. As we walk through the halls, however, does EVERYONE really appear as engaged as they do on our home pages? LIGHT’EM UP and WATCH’EM GO!, promises to take you into the hearts and minds of your colleagues to reveal what inspires and motivates them to truly LIVE your organization’s Mission, Vision and Values, every day!
Additionally, we will explode commonly held, but ineffective, beliefs about the onboarding process, recruitment, and retention! This unique offering will serve as the train-the-trainer for anyone interested in becoming a “Certified Staff Whisperer.”
Christopher Ridenhour, LeadingAge’s Highest Rated Nationally Traveled Speaker, Healthcare Management Professional, Accountability Coach, Expert Team Energizer, The Most Interesting InServices Trainer in the World!, Czar of Leadership Retreats, Certified Staff Whisperer, Shenanigan Enthusiast, Mom’s Favorite!

1C. 2018 Is Almost Here - Are We Ready?
Find out where aging services programs stand in Congress, the outlook for the coming year and how leaders can advance policies on behalf of those they serve. Also discuss regulatory issues affecting aging services providers, including requirements of participation, value-based purchasing, quality reporting and the home- and community-based services settings rule.
Barbara Gay, JD, Vice President, Public Policy Communications, LeadingAge, Washington, DC

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1-888-849-5680
2A. A New Diet for Our Nurses: Quality Without Cannibalism
Finally, a session for those seeking solutions to "cross-shift conflicts", and “floor wars"! It’s time to find a new diet for our nurses. What if we all got along across shifts, years of service, and walks of life? Increasing regulations, growing stressors and higher expectations from residents and families makes pressure cookers of our buildings. How many of the following behaviors have you observed: bickering, complaining, backstabbing, sarcasm, eye rolling, sabotaging behaviors, infighting, disinterest, shunning, and the appearance of disinterest? Today, let’s declare that all new employees, CNAs, med techs and all others remain safe and secure as they care for our customers. Imagine the end of uncooperative, unengaged, and uncommunicative behaviors. Our buildings deserve the peace that comes from departments defined by passion and purpose, cooperation and courtesy. As we all experience the challenge of change, it’s crucial that all staff pull in the same direction.

Christopher Ridenhour, LeadingAge’s Highest Rated Nationally Traveled Speaker, Healthcare Management Professional, Accountability Coach, Expert Team Energizer, The Most Interesting In-Services Trainer in the World!, Czar of Leadership Retreats, Certified Staff Whisperer, Shenanigan Enthusiast, Mom’s Favorite!

2B. Stepping into Authentic Leadership!
“What kind of leader am I?” People ask this question frequently. There is not only one kind of successful leader nor is there only one way to lead. As we grow, we learn there are many important dimensions of leadership. The Co-Active Leadership Model introduces a framework that first recognizes each person is a leader – no matter what their position is. This fun, active session explores 5 different dimensions of leadership that will have you step away looking at leadership, yours and others, in new ways. And, you’ll be more empowered to lead in ways that make a difference.

Michele Roden, MCC, Co-Principal, BluOpal Consulting, Alexandria, VA, and Bruce Kawahara, CPCC, Co-Principal, BluOpal Consulting, West Des Moines

2C. Strategic Leadership for Senior Living Organizations
The point can be made that the complexity of operating a senior living organization has increased in recent years, at both the executive leadership level and the board level. The impact that the affordable care act is having on organizations is significant, payment and reimbursement models are changing, competition is fiercer than ever, and the consumer of tomorrow will bring with them unprecedented changes to the sector. The not-for-profit providers need to be more focused than ever, willing to think differently about the future of their organization, and they need to have a proactive approach to preparing for and responding to the dynamic environment we are in. Sector trends from Ziegler’s strategic and industry-based research will be a primary focus of this session along with senior living capital markets. This session will highlight Ziegler’s senior living research findings, giving attendees the ability to identify critical trends for both single-site and multi-site providers in areas such as growth trends through partnerships and affiliations, home and community-based services, campus repositioning and development, and technological innovation. The current state of the senior living capital markets, senior living financing trends, ongoing changes in the banking climate and credit ratings will round out this information-packed session.

Will Carney, Managing Director, Ziegler, Chicago, IL
LeadingAge Iowa would like to thank the following Fall Leadership Conference sponsors for their support and for helping to make this conference possible.

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3A. LeadingAge NY Technology Solutions: How to Measure for QAPI Success
2017 is an important time for quality. Members will be presenting their QAPI plans to surveyors in November. LeadingAge New York has a long history of providing technology solutions to assist you in continuously improving resident outcomes, including Quality Metrics, 5-Star Analysis and the newest tool, Quality Apex. In this session using a case study, attendees will learn how to use these tools in selecting, implementing, measuring and displaying Process Improvement Projects.
Susan Chenail, RN, CCM, RAC-CT, Senior Quality Improvement Analyst, LeadingAge NY, Latham, NY

3B. Creating a Succession Plan to Drive Strategy in Nonprofit Senior Care
Non-profit senior living organizations are facing a significant shift in leadership as current executives plan to retire in the near future. Even organizations without leaders nearing retirement age are at risk of leadership changes due to talented leaders transitioning to other organizations or even other fields. Organizations have one of two options – they can silently hope that a leadership change never occurs, or they can proactively plan for transitions and develop their emerging talent. In this session, we will explore how organizations can create a succession plan that addresses not only looming retirements but also unplanned transitions while also looking more broadly at their organization and the strategies that will drive their future success.
Cory Rutledge, CPA, Principal, CliftonLarsonAllen LLP, Minneapolis, MN

3C. Governance and the Board’s Role in the Compliance/Ethics Program
This presentation will look at the importance of the Board of Directors in setting the tone for the compliance/ethics program; the responsibilities of the board and the common law duties each director must follow. It will also reference the greater expectations for boards of nursing facilities outlined in the new requirements of participation. Attendees will also take away strategies on how to best partner with their boards to ensure compliance in this area.
Gary Jones, JD, CHC, CHPC, Attorney, Midwest Compliance Associates, Cedar Falls

Breakout Block 3
Wednesday, September 13
3:30 P.M. - 4:30 P.M.

LeadingAge Iowa

RECEPTION AND AWARDS CEREMONY
September 13, 2017 • 5:15 P.M. - 7:00 P.M.

Join us as we recognize the best among us for their excellence in service - those that lead by example. The LeadingAge Iowa awards ceremony presents an opportunity to pause the increasingly fast pace of life and recognize how the services our members provide every day make such a difference in the lives of others.
The LeadingAge Iowa Emerge Leadership Academy has been completely redesigned for 2018 and will:

- Equip new and emerging leaders with the essential insights, knowledge, and skills to directly improve leadership effectiveness.
- Integrate adaptive and technical learning for a comprehensive training experience.
- Focus on what it takes to be a successful and effective leader in today’s workplace; specifically within the aging services profession.
- Provide unique, thought-provoking opportunities for dialogue with aging services coaches, mentors, and executives.
- Cultivate leadership excellence and make a positive impact within the organization through applied learning.

Who should participate?
The Academy experience is for high-potential professionals who aspire to become better managers and leaders and take their abilities to their own next level. LAI encourages participants from various positions, disciplines, experience, and organization size to ensure a vibrant exchange of ideas and discussion.

Why register early?
Register at: www.LeadingAgeIowa.org/Emerge for the 2018 LAI Emerge Leadership Academy by August 22 to receive a discounted registration rate to attend the 2017 Fall Leadership Conference for $175.

Questions?
Contact Amy Huisman (ahuisman@leadingageiowa.org or 515-440-4630) with any questions or assistance in registration.
4A. The Pharmacy Role in New Rules of Participation
The new rules of participation not only impact the work you do in your facilities but also the relationships you have with your vendors. This session will focus on the new RoPs and what they will mean related to your medication use processes and what to expect from your provider pharmacy. The work the pharmacy and consultant pharmacist provide play a vital role in all aspects of medications from psychoactive drugs and antimicrobial stewardship to emergency preparedness; utilizing their expertise will help your facility thrive with these rule changes.
Justin Rash, PharmD, Vice President of Clinical Services, Martin Health Services, Johnston

4B. Iowa Aging Services Providers and Health Insurance: What Does the Future Hold?
This presentation will lay the groundwork of what LeadingAge Iowa members offer their employees for benefit coverage through benchmark data. In an ever-increasingly competitive market for employees, we will consider how these offerings compare to other employers. We will discuss trends in the marketplace and will include an update on the AHCA and Iowa law and the potential impact on Iowa employers. Finally, best practices will be shared regarding plan design and cost control for benefits programming.
Frederick S. Bounds, ARM, ALCM, Senior Vice President, LMC Insurance & Risk Management, West Des Moines

4C. The Governance Partnership: The Role of the CEO and Board Chair in Leading Change
The key to an effective board is the partnership between the CEO and the Board Chair. This “Governance Partnership” is especially critical as the board must consider how to lead during a time of significant change and upheaval. This session will focus at two key areas: 1. The four dimensions of an effective governance partnership between the CEO and Board Chair; and 2. Five governance practices that will re-position the board to better prepare for the future.
Lloyd VanderKwaak, EdD, President/Chief Executive Officer, ChildServe, Johnston

5A. Competency Based Staffing and the New RoPs
The new Rules of Participation (RoPs) have a heavy focus on staff competencies and expectations based on how we define ourselves as providers through our Facility Assessment. This session will explore the new requirements specific to staff competency and provide best practices and strategies to valuate our staff while simultaneously meeting the regulatory requirements. We'll look at strategies for nursing leadership to operationalize the training process for this requirement.
Liz Davidson, Director of Clinical Services, LeadingAge Iowa, Urbandale

5B. Enough! Managing Conflict in the Workplace
While workplace conflict is natural and healthy, destructive conflict can easily occur when things get tough. Senior living communities need to effectively manage conflict not only between staff, but also between staff and residents. Poorly managed conflict can become a costly business problem that destroys employee and team performance. During this session participants will learn effective conflict management approaches to ensure healthy engagement, respectful dialogue, and an opportunity for growth. This session will introduce participants to tools and skills that can be applied to create constructive dialogue and improve relationships among employees as well as between residents and employees.
Thomas Farley, MPA, Leadership Coach & Mediator, Employee & Family Resources, Inc., Des Moines

5C. Follow the Money: Investors in Elder Care Exploding
As the aging wave keeps building, the flood of dollars flowing into elder care grows ever greater. Is this threat, opportunity, or just a fad? This session will examine expanding investor interest in aging services and products, characterize the key players and investment foci, and consider opportunities for aging services organizations to jump in the water.
Andy Edeburn, MA, Principal, Population Health, Premier Performance Partners, Charlotte, NC
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Check out the list of exhibitors!
Many of our fine exhibitors are also Annual Sponsors, Conference Sponsors, and Associate Members.

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Preferred Podiatry Group
Select Rehabilitation, LLC
Story Construction
The Samuels Group, Inc.

Exhibitor Showcase Hours
Wednesday, September 13
11:00 a.m. - 2:15 p.m.
Exhibit Hall Open
1:30 p.m. - 2:15 p.m.
Exhibitor Prize Drawings
Winners will be displayed at Exhibitor Booths

Other Exhibiting Companies
LeadingAge New York Technology Solutions
LMC Insurance & Risk Management
Residex Software

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Visit www.leadingageiowa.org/2017FallConference to register
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<td>July 19-20</td>
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<td>July 25</td>
<td>Compliance, Ethics &amp; Internal Investigations Workshop, Pleasant Hill</td>
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<td>July 26</td>
<td>Restorative Nursing Workshop, Aurora Training Center, Urbandale</td>
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<td>Aug. 7</td>
<td>New RoPs - Phase 2 - Infection Control, Antibiotic Stewardship Program Webinar</td>
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<td>Aug. 7 &amp; 14</td>
<td>New RoPs - Phase 2 - Admission, Transfer &amp; Discharge Webinar</td>
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<td>Aug. 14 &amp; 21</td>
<td>New RoPs - Phase 2 - Behavioral Health Services Webinar</td>
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<td>Aug. 21 &amp; 28</td>
<td>New RoPs - Phase 2 - Developing Competency &amp; Skill Abilities for Nursing Staff Webinar</td>
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<td>Aug. 28</td>
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<td>Assisted Living Nurse Delegation, Urbandale</td>
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<td>Nov. 16</td>
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<td>Dec. 14</td>
<td>DON 101: The Basics, Urbandale</td>
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Visit www.LeadingAgeIowa.org for additional training opportunities.
2017 Annual SPONSORS

Special Thanks

LeadingAge Iowa would like to thank the following 2017 Annual Sponsors for helping advance our mission and supporting important programs and initiatives.

Visit www.leadingageiowa.org/2017FallConference to register
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 22.

DoubleTree Hotel: $115/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

As a volunteer you will be the liaison between LeadingAge Iowa 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. LeadingAge Iowa will provide you with the information and resources you need to do this important job and be successful in doing it. **No previous experience is required! No need to do public speaking!**

If interested, please sign up in one of the three ways listed below by **Friday, August 18, 2017**. Coordinator positions will be assigned on a first-requested basis. A confirmation e-mail will be sent to volunteers prior to the conference.

**Willing to Volunteer? Signing Up is Easy!**

1. Complete the easy online Session Volunteer form at www.leadingageiowa.org/FallConferenceVolunteers;
2. E-mail Amy Huisman at ahuisman@leadingageiowa.org; or
3. Call Amy Huisman at 515-440-4630.

Continuing EDUCATION INFORMATION

**Iowa Board of Nursing Provider #67**: .60 CEUs maximum for Wednesday, September 13, and .39 CEUs maximum for Thursday, September 14. Maximum for the full conference is .99 CEUs. Retain your certificate for four years.

**Nursing Home Administrators**: 5 hours maximum for Wednesday, September 13, and 3.25 hours maximum for Thursday, September 14. Maximum for the full conference is 8.25 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 hours maximum for Wednesday, September 13 and 3.25 hours maximum for Thursday, September 14. Maximum for the full conference is 8.25 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 hours maximum for Wednesday, September 13, and 3.25 hours maximum for Thursday, September 14. Maximum for the full conference is 8.25 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 accomodate 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

How to Register
All registrations for LeadingAge Iowa events take place online. To register for the conference, visit: www.leadingageiowa.org/2017FallConference.

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 with any questions about the online registration process.

Cancellation and Refund Policy
The online registration deadline is September 6, 2017. 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 cancellations and substitution requests must be sent to Amy Huisman (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
Full Conference Registration includes access to handouts, refreshment breaks, lunch, Exhibitor Showcase, general sessions, breakout sessions, evening social, and CEUs. Single day registration for September 13 only includes access to handouts, refreshment breaks, Exhibitor Showcase, lunch, opening keynote, breakout sessions, evening social, and CEUs. Single day registration for September 14 only includes access to handouts, refreshment breaks, general session, breakout sessions, and CEUs.

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

Special & Dietary Needs
Please notify the LeadingAge Iowa office by September 6, 2017, 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 2017 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
The Early Bird Registration Rates and the Full Price Registration Rates are for providers only. Individuals employed by companies that supply products or services to providers fall under the “Exhibiting Business Employee” or “Non-Exhibiting Business Employee” fee structure.

Visit www.leadingageiowa.org/2017FallConference to register
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 22nd and SAVE with the Early Bird Discount!

2017 Fall Leadership Conference & Exhibitor Showcase

September 13-14, 2017
DoubleTree By Hilton Hotel
Cedar Rapids Convention Complex