

**Schedule of Events: LEADINGAGE MAINE NEW HAMPSHIRE 2021 VIRTUAL CONFERENCE EXPO** As of 5/3/21

Timeslot	Session #	TITLE	SPEAKER	DESCRIPTION
<b>Day 1</b>		<b>Thursday, May 13th</b>		
5/13 - 9:00-10:15	Keynote 1	<b>KEYNOTE: Moving Forward</b>	Carol Silver Elliott, CEO - Jewish Family Homes & Chair - LeadingAge Board of Directors	To move forward doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. Moving Forward is a inspirational keynote presentation focused on building on the lessons from the COVID era to help inform change and progress for the future.
5/13 - 10:15-10:45	EXPO & Biz Intel Sessions	<b>EXPO and Concurrent Business Intelligence Sessions</b>		Visit over 20 exhibitors and view mini-education session from thought leaders and supporters of the field of aging services. Network and discuss innovative products and services. Earn points for prizes just by stopping by!
5/13 - 10:45-12:30 (includes 15 min. break)	DEEP DIVE 1	<b>DEEP DIVE: Governance Essentials (Pt. 1) &amp; Next Level Governance (Pt. 2)</b>	Melissa Andrews - Governance Consultant & CEO - LeadingAge Virginia; Justine Vogel - CEO, The RiverWoods Group	What's holding your Board back from achieving good governance? Is there a healthy synergy between senior leadership and the Board? Are your Board meetings productive and a driver of organizational success? Every Board needs grounding in the fundamentals, including clear roles and responsibilities, thoughtful recruitment, and self-assessment. Is your Board confident in its fiduciary role but not yet meaningfully engaged in strategy and "legacy" work? You may be ready for next-level governance. While there is no one "right" governance model that works for every organization, high-functioning boards share some common practices, interests, and approaches. If you work with or serve on a Board of Directors, this session is for you! Join us for an engaging, 90-minute session presented as a LIVE Zoom meeting in two parts.
5/13- 10:45-11:30	A2	<b>Healing a Traumatized Workforce</b>	Dr. Robert Figlerski, Regional Director, CHE Behavioral Health Services, Inc.	Gain guidance on sustaining leadership, team building and appreciating the effects of COVID-19 on staff, families and residents. Areas to be reviewed include reactions to trauma, posttraumatic stress disorder and the concept of post-traumatic growth.
5/13- 10:45-11:30	A3	<b>Predictable Success &amp; The New Gold Standard of Post-Acute Care</b>	Kris Mastrangelo - President & CEO - Harmony Healthcare International	In order to remain competitive and viable in the market today, providers need to cultivate a new vision, embed strong organizational values and quality improvement methods, redesign care delivery using evidence-based practices and integrate the use of technology to ensure interoperability and efficiency across the continuum. This session will discuss the principles of The New Gold Standard, changing demographics and trends in the post-acute market, where and why providers will look for growth as well as reimbursement/regulatory policies that are driving decision-making.
		<b>BREAK</b>		
5/13- 11:45-12:45	B2	<b>Multi-Sensory Stimulation Rooms for Persons with Dementia</b>	Kathleen Weissberg - National Director of Education - Select Rehabilitation	Sensory stimulation uses everyday objects to arouse one or more of the five senses for an engaging or calming effect, without the need for pharmacological interventions. Multi-sensory stimulation rooms/spaces are designed for individuals living with dementia to safely explore and stimulate the senses in a therapeutic fashion. This practical and motivating session will offer a "design on a dime" approach using videos and photos of actual spaces to inspire you to develop your own multi-sensory space!
5/13- 11:45-12:30	B3	<b>Selling During a Pandemic and Beyond</b>	Michael Marlow - Sales Engagement Manager - Life Care Services	In this highly interactive presentation, we will discuss eight critical behaviors that must be consistently executed to break our addiction to a "Marketing to the Collective" mindset and replace it with a "Selling to the Individual" culture. Research has proven that understanding the uniqueness of each customer and then developing a customized experience for each is THE MOST effective means to increasing your occupancy and revenue...and it is also the right thing to do.
5/13- 12:30-1:30	EXPO & Biz Intel Sessions	<b>EXPO and Concurrent Business Intelligence Sessions on demand)</b>		Visit over 20 exhibitors and view mini-education session from thought leaders and supporters of the field of aging services. Network and discuss innovative products and services. Earn points for prizes just by stopping by!
5/13- 12:45-1:30	Bonus 1	<b>Bonus Content: The Joy of Aging - From the Street View</b>	Jack York, - Co-Founder - iN2L, Larry Minnix - Author, Retired CEO - LeadingAge National	It goes without saying that 2020-21 was grueling -- exponentially so for administrators, team members and the older adults we serve in the aging services field. This session provides laughter through tears as Jack and Larry share stories of their cross-country journey interviewing residents and individuals across our continuum of care. May the wisdom of these elders leave you with a renewed purpose in the work you do... and perhaps a joyful perspective on your own aging process!

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Day 2		Thursday, May 20th		
5/20 - 9:00-10:15	Keynote 2	<b>KEYNOTE: The Changing Landscape of Senior Living</b>	John Cochrane - President & CEO - HumanGood	2020 was an unprecedented year which brought new challenges and opportunities. The pandemic, technology, climate change and important social issues are continuously changing the marketplace and how we serve our customers and team members. In this dynamic general session from John Cochrane, President and CEO of HumanGood, one of the largest, not-for-profit aging services providers in the country, we'll discuss the impact of these changes on our core business model and what we must do to meet changing consumer demands in 2021 and beyond.
5/20 - 10:15-10:45	EXPO & Biz Intel Sessions	<b>EXPO and Concurrent Business Intelligence Sessions</b>		Visit over 20 exhibitors and view mini-education session from thought leaders and supporters of the field of aging services. Network and discuss innovative products and services. Earn points for prizes just by stopping by!
5/20 - 10:45-12:30 (includes 15 min. break)	DEEP DIVE 2	<b>DEEP DIVE: Balancing Acts: Re-engineering Your Business Model Post-COVID-19</b>	Brad Straub, Executive Vice President—Client Services and Stuart Jackson, SVP of Client Services - Greystone; Keith Robertson, Managing Director - Zeigler	There's no doubt that COVID-19 has changed the way we do business, the way communities operate, and the levels of service and safety that residents now expect. While many providers have adapted to these changes in the short-term, it's time to explore the long-term effects on our business models. How do you modify your service mix to meet senior needs and wants? What type of impact does that have on your margins? How can you adjust your plans if a project has already begun? Hear real-life examples about how other providers in the industry have done just this. Join us for an engaging, 90-minute session presented as a LIVE Zoom meeting with a variety of guest speakers from our field.
5/20 - 10:45-11:30	C2	<b>Vital Living in Resident-Directed Communities</b>	Moriah Bernhardt - Director of Community Life - Christian Living Communities, Verna Cavey - Elder Advocate - Independent Living Resident, Clermont Park CLC, Denver, CO	Different from traditional senior living management styles which foster "customers," resident-directed communities develop attitudes and practices which enable residents to have a healthy balance of giving and receiving. Residents experience empowerment as active, valued and fulfilled citizens. Based on their own experiences as practitioner/administrator and independent resident/participant, Moriah and Verna offer a detailed case study of vital living in resident directed communities and provide three simple tools on how to <u>begin your journey to become a more resident-directed community.</u>
5/20 - 10:45-11:30	C3	<b>Through the Eyes of Families: How to Best Serve the Families of Residents in Your Community</b>	Bailie Hillman, OT, NHA - leadership & staff engagement consultant	When welcoming an older adult into your care, you are truly admitting two: the older adult and their family! Learn game changing-strategies to improve communication and confidently approach the inevitable "hard" conversations. Relationships built on a foundation of trust ensure happier residents and families.
		<b>BREAK</b>		
5/20 - 11:45-12:30	D2	<b>Reigniting Employee Engagement with a High-Performance CommuniTEAM</b>	Bruce Berlin, founder and Chief Experience Officer - Prioriteams	In 2020, aging services staff came together to provide heroic care and services to residents. This "Covid-Care Culture" brought about high levels of engagement and performance. But now the after-effects of Covid-19 are taking their toll on employee morale, engagement, and productivity. It's vital that leaders recalibrate their workplace by creating a "community" care culture in order to attract and retain top talent and re-ignite and sustain high levels of employee engagement.
5/20 - 11:45-12:30	D3	<b>Nurse Leadership: Enhancing Your Influence</b>	Amy Siple, Nurse Practitioner, President of the Kansas Advanced Practice Nurses Association	Nurse leaders are responsible for quality outcomes, but you can't do it alone! Learn how to lead your team to success by maximizing your sphere of influence. It all starts with learning about and investing in your team members and then influencing them by your example.
5/20 - 12:30-1:30	EXPO & Biz Intel Sessions	<b>EXPO and Concurrent Business Intelligence Sessions (on demand)</b>		Visit over 20 exhibitors and view mini-education session from thought leaders and supporters of the field of aging services. Network and discuss innovative products and services. Earn points for prizes just by stopping by!
5/20 - 1:00-1:40	Bonus 2	<b>Bonus Content: Refilling Our Tanks</b>	Carol Silver Elliott, CEO - Jewish Family Homes & Chair - LeadingAge Board of Directors	This past year has left many of us feeling depleted, like our gauge is far closer to empty than to full. In this session we'll focus on ways to refill our tanks and to help others refill theirs. Learn about finding resilience and renewed energy during this time of Covid recovery.