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VOICE**



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LEADER

2015 SPRING CONFERENCE
LA CROSSE CENTER
LA CROSSE, WISCONSIN
MAY 6 – MAY 8, 2015

LeadingAge™
Wisconsin
Better Services for Better Aging

Winning Strategies

The LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting

LeadingAge Wisconsin invites you to attend our 2015 Spring Conference & Annual Business Meeting. Our educational mission is simple -- better services for better aging. This mission reflects our commitment to high quality education that serves the interests and needs of all aging service providers -- long-term care, assisted living, senior housing, and community service programs. Join us for this innovative educational opportunity that will guide your voice in the care you offer, the services you provide, the buildings you manage, the operations you lead, and the lives you touch.

This LeadingAge Wisconsin conference features a variety of educational sessions, each of which will get you speaking out on issues that are important to you, your organization, and the people you serve. More specifically, this conference will provide you the opportunity to be the voice in areas such as:

- The spirit of adventure
- The opportunity to be happy
- The changing world of health care
- Strategic positioning
- Changing payment systems
- Effective Board/CEO relationships
- Leadership development
- New approaches to dementia care
- Current legal issues
- Care transitions
- National policy strategies
- Reducing the incidence of falls
- Medically integrated wellness
- ICD-10 implementation
- Billing and collecting reviews
- Negotiating Family Care rates
- The role of the Power of Attorney for Health Care
- Pharmacy challenges
- Walking the walk of person-centered care
- Implementing QAPI in assisted living
- Measuring the quality of life
- Service standards, processes, and methods
- Internal and external marketing communications
- Recruiting and retaining outstanding employees
- Minimizing your risk for litigation
- Fundraising and donor retention
- Palliative care in long-term care
- Excellence in food service

The 2015 LeadingAge Wisconsin Spring Conference features six pre-conference seminars, 38 educational sessions, two exciting evenings of entertainment, unparalleled networking opportunities, the LeadingAge Wisconsin Annual Business Meeting, and the opportunity to build camaraderie with long-time friends and new ac-

quaintances. Join us in La Crosse for this conference where LeadingAge Wisconsin will *Be the Voice* for expanding the world of possibilities for aging.

Registration & Fees

To register for the LeadingAge Wisconsin 2015 Spring Conference and Annual Business Meeting, complete the enclosed registration form and return it, with the appropriate remittance, to: LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703.

LeadingAge Wisconsin Members/Subscribers	
Entire Conference	\$255 per person
May 6	*\$ 55 per organization
May 7 only	\$195 per person
May 8 only	\$125 per person

Non-Members

Entire Conference	\$280 per person
May 6	*\$ 80 per organization
May 7 only	\$220 per person
May 8 only	\$150 per person

*Only if individuals from your organization will be attending any or all of the pre-conference seminars (PC1, PC2, PC3, PC4, PC5, and/or PC6). Registration for any/all of the pre-conference seminars must be completed separately on the enclosed pre-conference seminar registration form.

If you mail your registration form after April 15, 2015, you must pay a late fee, which will increase each of the above listed fees by \$25.

Registration fees include all educational sessions and social events, the LeadingAge Wisconsin Annual Business Meeting, access to conference handouts, break refreshments, receptions, entertainment functions, and meals listed in this booklet.

Concurrent Educational Sessions: In order to assist us in planning for room sizes for the various concurrent educational sessions and to ensure that we have enough supportive materials and appropriate audio/visual equipment, please indicate on the registration form the code number of the session each registrant plans to attend during each time slot listed.

To Register: Complete the enclosed registration form and mail it with full payment to LeadingAge Wisconsin, 204 South Hamilton Street, Madison WI 53703.

Refund Policy: Refunds will be made only if requested by April 30, 2015.

Location

The LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting will be held May 6-8 at the La Crosse Center, 300 Harborview Plaza, La Crosse, Wisconsin.

LeadingAge Wisconsin has a block of sleeping rooms at four nearby facilities. Please direct all room reservation requests and related questions to the hotel of your choice.

Remember to request a room in the LeadingAge Wisconsin block.

Courtyard by Marriott
(\$120 to \$135 + Tax per night)
500 Front Street
La Crosse WI 54601
608-782-1000

Grand Stay Residential Suites
(\$89 + Tax per night)
525 Front Street North
La Crosse WI 54601
608-796-1615

Holiday Inn Hotel & Suites
(\$115 to \$125 + Tax per night)
200 Pearl Street
La Crosse WI 54601
608-784-4444

Radisson Hotel
(\$129 to \$169 + Tax per night)
200 Harborview Plaza
La Crosse WI 54601
608-784-6680

Please note: The listed rates are good only if you reserve your rooms by April 5, 2015 and request a room within the LeadingAge Wisconsin block.

Rooms are available on a first-come-first-served basis.

Conference Questions

If you have questions regarding the LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting, please contact:

LeadingAge Wisconsin
204 South Hamilton Street
Madison WI 53703
608-255-7060
www.LeadingAgeWI.org
info@LeadingAgeWI.org

Schedule

Wednesday, May 6, 2015

9:00 a.m. to 5:00 p.m.
Registration Open

9:30 a.m. to 11:00 a.m.
Program Committee Meeting

9:45 a.m. to 11:00 a.m.
Current Concerns Forum featuring discussion of the issues, questions, concerns, opportunities, and strategies that matter to you.

11:00 a.m. to 12:30 p.m.
Director of Nursing Network Meeting
Finance Director Network Meeting
Social Service Director Network Meeting
Assisted Living Network Meeting
Senior Housing Network Meeting

11:30 a.m. to 1:30 p.m.
LeadingAge Wisconsin Board of Directors Meeting

1:45 p.m. to 3:00 p.m.
Concurrent Pre-Conference Seminars

**PC1 *Clinically Integrated Networks:
Is Your Organization Ready
to Meet the Expectations?***

For post-acute and long-term care providers to answer this question, they first must understand what a clinically integrated network (CIN) is and what hospitals and physicians expect from provider members. There are many changing components and expectations. This discussion will provide information for post-acute and long-term care providers to be equipped to answer the tough questions when they are at the table with physicians and/or hospital systems. *(Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.)*

Instruction Level: Intermediate

Learner Objectives:

1. Define clinical integration and clinically integrated network (CIN).
2. Identify driving forces behind CIN development.
3. List common components of a CIN.
4. Outline how post-acute and long-term care providers fit into the CIN strategy.
5. Discuss benefits of being part of a CIN.

Intended Audience: This session is designed for board members, C-suite executives, executive directors, administrators, and directors of nursing.

Presenter:

Brian Zaletel, MBA, LNHA, Senior Practice Consultant, Schenck SC, Appleton, WI

**PC2 *Person-Centered Care in Assisted Living:
Being the Voice, Walking the Walk***

Care providers agree that providing person-centered care is the goal. You might mention it in your mission/vision statements. It might be part of your employee orientation. You might even refer to this concept in your operational policies. However, the day to day reality of providing truly person-centered care is fraught with barriers. In this interactive session, you will explore the benefits, realities, and inherent operational challenges of providing person-centered care in the assisted living setting. *(Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.)*

Instruction Level: Basic to Intermediate

Learner Objectives:

1. Identify resident preferences and discuss how to encourage residents (including residents with dementia) to express their desires.
2. List strategies for providing individualized care within the time frames and staffing models of the organization.
3. Adjust job duties/roles to accommodate changes in resident routine.
4. Discuss operational challenges, including policy revisions, staff training/expectations and time management concerns.
5. Outline how managers can best support front line caregivers and give them the au-

tonomy needed to be successful in honoring preferences and operationalizing person-centered care.

Intended Audience: CEOs, senior housing managers, assisted living managers/directors, assisted living nurses, assisted living caregivers, and anyone interested in learning how to successfully operationalize person-centered care will benefit from this session.

Presenter:

Amy Ruedinger, RN, RAC-CT, Founder and President, Pinnacle Innovative Healthcare Solutions, LLC, Black Creek, WI

**PC3 *What Every Fundraiser Can Do
to Stop Falling Donor Retention Rates***

This session will explore the Fundraising Effectiveness Project report commissioned by the Association of Fundraising Professionals (AFP) and the Urban Institute. The dismal news in this report can and should be an eye opener for every nonprofit engaged in fundraising. Discussion will focus on the root causes of poor retention rates and offer tips for improvement based on the principles of Dr. Adrian Sargeant and Tom Ahern, two world-renowned authorities on building donor loyalty. Sargeant's and Ahern's principles are based upon years of research conducted in the sector and can be used by any organization, whether you are a one-person shop or a large department. Participants will see examples of these principles in action. The re-

Diamond Conference Sponsor Welcoming Reception Hypnosis Show

Wednesday, May 6, 2015 -- 6:15 p.m. to 7:30 p.m.

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Community Living Solutions provides architecture, planning, and construction services that create, transform, and sustain your senior living community. Our unique process incorporates a multi-faceted approach including visioning, market assessment, and financial feasibility to ensure that the solutions delivered will enhance marketability, increase revenue, and maintain a strong financial bill of health for the future. We provide services only for senior living, guaranteeing a depth of knowledge and experience few others are able to offer.

Wednesday, May 6, 2015 (continued)

sults can be astounding when put into daily use! (Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.)

Instruction Level: Intermediate

Learner Objectives:

1. Analyze current research on donor retention, and outline how an increase or decrease can impact your bottom line.
2. Calculate your donor retention rate.
3. List new donor communications techniques that can be adopted to improve donor loyalty and retention.

Intended Audience: This session will be of interest to individuals involved with fundraising and executives who oversee the fundraising department.

Presenter:

Amy Sermersheim, Account Executive, Bloomerang, Indianapolis, IN

Important Note Pre-Conference Seminar Registration Information (PC1, PC2, PC3, PC4, PC5 and PC6)

Registration for any/all of the pre-conference seminars (PC1, PC2, PC3, PC4, PC5 and/or PC6) must be completed on the pre-conference session registration form, which is included in this conference booklet. This is separate from the conference registration form, and registering for the conference does not register you for these special pre-conference sessions.

There is one organizational fee (\$55 for members/subscribers; \$80 for non-members) to register your organization for the pre-conference seminars. Once you register and pay this organizational fee, you may send as many individuals as you deem appropriate from your organization to any/all of these six pre-conference sessions.

On the pre-conference registration form, please list the individuals from your organization who will be attending any of these pre-conference sessions, and mark the sessions each individual will attend. Please remember, conference registration must be completed separately on the conference registration form; separate registration fees do apply.

Diamond Conference Sponsor Welcoming Reception Beverages

Wednesday, May 6, 2015 -- 5:00 p.m. to 7:30 p.m.

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Senior Living &
Social Services

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3113 W. Beltline Hwy
Madison WI 53713

800-272-2443 • www.m3ins.com

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3:00 p.m. to 3:15 p.m.
Break

3:15 p.m. to 4:30 p.m.
Concurrent Pre-Conference Seminars

PC4 *For Those Who Care:
Heads-up on Providing Safer Care*

Recent research findings highlight frequent and costly professional liability claims, including short-term admissions. Events related to the data illustrate departures from safe practice. This discussion will explore common areas of risk for skilled nursing, assisted living, and continuing care retirement communities. Participants will acquire actionable suggestions to improve resident safety. Time will be given to reviewing issues on leaders' radar. (Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.)

Instruction Level: Intermediate

Learner Objectives:

1. Identify the most frequent and severe resident care-related risks encountered in aging services communities.
2. Develop strategies and drive change in clinical practices based on the data.
3. Discuss risk exposures of the future for providers of aging services.

Intended Audience: This session will be of interest to corporate-level directors of QAPI, risk, and resident safety; administrators; directors of nursing; and others who can drive change in resident care services.

Presenter:

Ellen F. Wodika, Risk Control Consulting Director, CNA Healthcare, Chicago, IL

PC5 *Palliative Care: Cutting Edge Comfort*

Palliative Care -- What is it and why do we keep hearing so much about it? This presentation will focus on defining palliative care and the many forms it may take. Participants will address the question of how palliative care and hospice overlap and how they differ, as well as how to access this care, how it is paid for, and how it can serve people struggling with serious illnesses. A key focus of this talk will be how all caregivers can apply the principles of palliative care to their day to day care practices. (Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.)

Instruction Level: Intermediate

Learner Objectives:

1. Define palliative care and the ways in which it is and is not like hospice care.
2. List the benefits of palliative care.

Diamond Conference Sponsors

Wednesday, May 6, 2015 (continued)

Diamond Conference Sponsor Welcoming Reception Hors d'oeuvres

Wednesday, May 6, 2015 -- 5:00 p.m. to 7:30 p.m.

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Hoffman Planning, Design & Construction, Inc.
122 East College Avenue, Suite 1G
Appleton, WI 54911
920-380-2175 • www.hoffman.net

Hoffman Planning, Design & Construction, Inc. is a Total Project Management firm whose mission is to make a positive impact on people's lives and their environment by providing creative ideas and responsible solutions. Through their integrated project delivery method, Total Project Management — which incorporates a sustainable approach throughout — they offer senior living providers efficient, healthy, and cost-effective building solutions that respect the environment while supporting their organization's mission. Creating inviting designs that consider the latest trends in senior housing, they help position providers for market success by balancing programmatic, phasing, and financing considerations.

3. Identify one way in which you can contribute to a palliative approach in your day to day work.

Intended Audience: Likely participants include managers, nurses, social workers, patient advocates, and direct care staff from senior service organizations.

Presenters:

Andrea Wipperfurth, Director of Clinical Services-Access, Agrace, Madison, WI; Karri Kelliher, BS, Outreach Supervisor, Agrace, Madison, WI

PC6 *From the Whisper of the Silent Generation to the Roar of the Boomers: Hearing Their Voice*

This session will focus on the dining and hospitality expectations of multiple generations within continuing care retirement communities (CCRCs). Discussion will include an interactive case study, a presentation of a hospitality dining service training tool, and possible solutions to the daily challenges you face in this ever-demanding environment. (*Registration for this event is separate from the conference registration. You must register for this session on the pre-conference seminar registration form if you wish to attend.*)

Instruction Level: Intermediate

Learner Objectives:

1. Define characteristics of each of the multiple generations you serve.
2. Identify the basics of hospitality and discuss how to deliver consistently.
3. Outline how to find, develop, and keep the people with whom your residents deserve to be surrounded.

Intended Audience: This discussion is geared to those involved in the CCRC dining experience inclusive of dining directors, general managers, food service and culinary managers, executive chefs, dietitians, and serving staff.

Presenter:

Daniel DeWitt, Director of Dining Services, Luther Manor, Wauwatosa, WI

4:30 p.m. to 5:30 p.m.

Ask Me about I-LEAD

(A Reception for New and Potential Leaders)

LeadingAge Wisconsin invites new and potential leaders within and throughout the association to attend a special reception to learn about I-LEAD. You will have the opportunity to talk with the I-LEAD coaches, facilitators, current fellows, and I-LEAD sponsors about the role, function, and value of this new

leadership development program and how, together, we can help build your leadership skills. Application forms for I-LEAD will be available.

5:00 p.m. to 7:30 p.m.
Welcoming Reception

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Madison, WI
800-272-2443

Hors d'oeuvres Sponsored By
Hoffman Planning, Design
& Construction, Inc.
Appleton, WI
920-380-2175

6:15 p.m. to 7:30 p.m.
The Power of the Mind Can Be Hilarious

In a hilarious presentation of stage hypnosis, Gary Owen, Comedy Hypnotist, will unleash the power in you to be the voice you want to be. Through hypnotic suggestions, willing volunteers will experience the rewarding benefits of being hypnotized. Participants will enjoy a sense of physical and emotional well-being while having a little fun at the same time. By the end of the show, subjects who participate will feel energized and refreshed because an hour is like getting a full night's sleep. Plus, they will receive motivational post-hypnotic suggestions that will eliminate negative thoughts and feelings and empower them to accomplish personal and career goals. If you've never seen a hypnosis show you won't want to miss this amazing presentation.

Comedy Hypnosis Show Sponsored By
Community Living Solutions
Appleton, WI
920-969-9344



Schedule

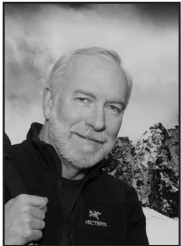
Thursday, May 7, 2015

7:00 a.m. to 5:00 p.m.
Registration Open

6:45 a.m. to 8:00 a.m.
Continental Breakfast

8:00 a.m. to 8:15 a.m.
Conference Opening

8:15 a.m. to 9:15 a.m.
Keynote Address
The Spirit of Adventure: Be the Voice



Today's ever-changing world requires people to go where they've never been before. By applying the skills of adventure, you will gain a new and inspiring perspective through a visually stunning high definition mix of artistry and adventure.

Instruction Level: Basic

Learner Objectives:

1. Identify your Everest.
2. List ways to challenge your perspective.
3. Explore the ABCs of leadership.
4. Discover your voice and begin using your voice for the benefit of yourself and others.

Intended Audience: This breath-taking keynote address will inspire everyone who takes to heart the mission of being a voice for others.

Presenter:
Brian O'Malley, Adventurer, Speaker, The Spirit of Adventure, Centennial, CO

Keynote Address Sponsored By
Ziegler
Chicago, IL
312-596-1585

9:15 a.m. to 10:00 a.m.
LeadingAge Wisconsin
2015 Annual Business Meeting

According to the LeadingAge Wisconsin By-laws, at the Annual Business Meeting, each provider member -- the owning corporation of the individual facility(s) -- with fifty (50) or more beds/units is entitled to two (2) voting representatives designated by the corporation's board of directors. Any provider member with less than fifty (50) beds/units is entitled to one (1) voting representative authorized by the corporation's board of directors.

10:00 a.m. to 10:15 a.m.
Refreshment Break Sponsored By
CliftonLarsonAllen LLP
Minneapolis, MN
612-376-4524

10:15 a.m. to 11:15 a.m.
Concurrent Educational Sessions

A01 Partnering with Hospital Systems
to Ensure Your Piece of the Medicare Pie
under the Affordable Care Act

Given the rapidly changing payment systems and the continued cuts to government funded programs, now is the time for LeadingAge Wisconsin members to assure themselves inclusion in the narrowing SNF and post-acute care (PAC) networks or lose access to Medicare and MA revenues -- a revenue source many LeadingAge Wisconsin members need to financially survive from year to year. Positive by-products of network inclusion include the enhancement of the continuum of care promise as care delivery between the CCRC, the larger health system, and the aligned physician groups all would be enhanced. There's also great potential for nonprofit hospitals and ACO medical partnerships wanting to invest in upgrading your campus facilities for the delivery of rehabilitative care. Attend this session and learn how to structure a PAC/acute partnership with your local hospital system.

Instruction Level: Advanced

Learner Objectives:

1. Analyze how the Centers for Medicare and Medicaid Services (CMS), under the Affordable Care Act, is pushing health care systems to create narrow exclusive Medicare SNF and home health delivery networks.
2. Outline how the CMS rush to bundled payments and value purchasing under Medicare is encouraging hospitals to seek business partnerships and joint venture investment opportunities with selective skilled nursing, acute rehab, and assisted living providers where they will then drive their patient referral business.
3. Discuss how exclusion from a hospital's post-acute referral network can undermine a CCRC's consumer promise of continuing care and aging in place.
4. Discuss how a growing Medicare ACO and Medicare Advantage patient flow can help attract low cost, no recourse financing and investment for campus repositioning, acquisitions, and growth.

Intended Audience: This discussion will provide valuable information for CEOs, CFOs, administrators, DONs, and trustees at all levels of the care continuum.

Presenter:
William R. Pomeranz, Managing Director, Cain Brothers, San Francisco, CA

Diamond Conference Sponsor
Keynote Address

The Spirit of Adventure: Be the Voice

Featuring Brian O'Malley

Thursday, May 7, 2015 -- 8:15 a.m. to 9:15 a.m.

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Thursday, May 7, 2015 (continued)

A02 *The Seven Most Common Mistakes Leaders Make*

Attend this mini workshop to learn about the seven common mistakes leaders make -- mistakes that become costly because of their impact on productivity, employee satisfaction and, ultimately, retention of our emerging talent. Learn what has appealed to organizations all over the country and in virtually all industries as it pertains to these mistakes.

Instruction Level: Basic

Learner Objectives:

1. Discuss why effective leadership matters.
2. Cite information and examples related to the seven most common mistakes leaders make.
3. List specific ideas to overcome each of the seven most common mistakes leaders make.

Intended Audience: This mini workshop will benefit leaders at all levels of your organization, from front-line leaders to senior-level leaders.

Presenter:

Melanie Romas, Facilitator and Coach, Living As A Leader, Brookfield, WI

A03 *Dementia Beyond Disease: Enhancing Well-Being*

In this session, Dr. G. Allen Power will describe the drawbacks of our biomedical model of dementia. He then will envision a paradigm

shift to an "experiential" approach, introducing the topic of well-being as a framework for care and support. He will provide examples of the advantages of this approach for all living settings.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. Discuss the drawbacks of a narrow biomedical model of dementia.
2. Explore the concept of well-being and how it provides a strengths-based approach to support and care.
3. List the shortcomings of our typical "nonpharmacological interventions."

Intended Audience: This session is suitable for all care professionals from all care sectors and will have information that can be useful regardless of one's knowledge base; however, more advanced participants will be able to take the concepts significantly further.

Presenter:

Dr. G. Allen Power, Internist, Geriatrician, Clinical Associate Professor of Medicine, University of Rochester, Rochester, NY

A04 *Strategies for Improving Transitions from Hospital to Nursing Home*

Discharge from a hospital to a skilled nursing facility (SNF) is one of the strongest predictors for 30 day hospital readmission; however, little is known about barriers to effective and safe

transitions between hospitals and SNFs. Our research has identified multiple deficiencies related to poor quality communication between settings and lack of connectedness (patient, staff, institution, SNF, and community) between hospital and SNF that act as barriers to transition of care. This presentation will highlight barriers to effective transitions and possible solutions.

Instruction Level: Intermediate

Learner Objectives:

1. Discuss three critical components of effective communication to improve transitions of care.
2. Identify characteristics of a connected and disconnected system.
3. State four solutions which can be enacted within an organization to improve transitions of care.

Intended Audience: This session will be appropriate for all long-term care and assisted living professionals interested in reducing the incidence of hospital readmission.

Presenter:

Barbara King, PhD, APRN-BC, Assistant Professor, School of Nursing, University of Wisconsin - Madison, Madison, WI

A05 *Find Your Voice in Dealing with MCO Rate Negotiations*

It can be challenging for assisted living providers to negotiate rates with Managed Care Organizations (MCOs). Having good information about costs is critical but it is only part of what you need when you sit down with MCOs to discuss the overall rate structure as well as resident specific rates.

Level: Intermediate

Learner Objectives:

1. List tools for developing a basic cost report for your assisted living facility.
2. Discuss non-financial information you should have when entering rate negotiations.
3. Discuss resident specific rate negotiations.
4. State ways your assisted living facility can develop stronger working relationships with the MCOs.

Intended Audience: This session will be of interest to assisted living professionals responsible for or interested in negotiating for better rates from MCOs.

Diamond Conference Sponsor Refreshment Break

Thursday, May 7, 2015 -- 10:00 a.m. to 10:15 a.m.

Sponsored By



CliftonLarsonAllen

CliftonLarsonAllen LLP
Suite 300, 220 South 6th Street
Minneapolis, MN 55402

612-376-4524 • www.CLAconnect.com

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Schedule

Thursday, May 7, 2015 (continued)

Presenters:

Jim Williams, MA, NHA, Director of Operations, Cedar Community, West Bend, WI; Brian Schoeneck, Vice President of Financial & Regulatory Services, LeadingAge Wisconsin, Madison, WI; Jan Zimmerman, RN, Administrator/Director of Nursing, Heritage Homes Assisted Living/Memory Care, Watertown, WI

A06 Building a Winning Culture

Even with 55+ years of grocery experience, Dave Skogen would say that he actually is in the relationship business. It just so happens he sells groceries. In this session, Dave will cover how you can win in your work life and personal life using the key characteristics that have developed the winning culture that permeates Festival Foods.

Instruction Level: Basic

Learner Objectives:

1. Examine how developing an attitude of servant leadership will enhance the culture of your organization.
2. Outline the process to facilitate your team's ability to embrace change.
3. Develop a plan to ensure every member of your team takes ownership of his/her character and his/her accountability.

Intended Audience: Attendees will include people who lead others. This includes, but is not limited to, executives, owners, CEO's, assisted living and senior housing managers, department heads, supervisors, and other employees throughout your organization.

Presenter:

Dave Skogen, Chairman, Festival Foods, Onalaska, WI

11:15 a.m. to 11:30 a.m.

Light Refreshment Break

11:30 a.m. to 12:30 p.m.

Concurrent Educational Sessions

B07 Hospitals Are Listening: Let Your Voice Be Heard to Secure Your Place in the Continuum

As health reform takes shape, hospital systems in many markets are creating "preferred provider networks" with a select few post-acute providers. These networks create significant opportunity for some post-acute providers and momentous risks for others. Learn what hospital systems are looking for in post-acute providers, and how you can better position your organization as an attractive partner.

Instruction Level: Intermediate to Advanced

Learner Objectives:

1. Explore the innovative relationships that are occurring today between health systems and post-acute providers as a result of health care reform.
2. Identify the characteristics that are attractive to health systems as they seek to develop their preferred provider network.
3. Discuss what member organizations can do today to make themselves an attractive partner as health care reform evolves.

Intended Audience: This session will interest executive leadership, financial leadership, clinical leadership, and operations leadership from long-term care and assisted living organizations.

Presenter:

Cory R. Rutledge, CPA, Principal, Health Care, CliftonLarsonAllen LLP, Minneapolis, MN

B08 Leading Across Generations

The purpose of this mini workshop is to provide leaders with knowledge, tools, and strategies to more effectively lead multiple generations within the workplace. A key premise in this session is creating an environment in which members of each generation can be motivated to be productive and inspired to stay.

Instruction Level: Basic

Learner Objectives:

1. List the predictable differences in the generations.
2. List ideas to effectively motivate and lead each generation.
3. Discuss the importance of evolving generational cultures to meet the preferences of the emerging workforce.

Intended Audience: This mini workshop will benefit leaders at all level of your organization, from front-line leaders to senior-level leaders.

Presenter:

Melanie Romas, Facilitator and Coach, Living As A Leader, Brookfield, WI

B09 Operationalizing Well-Being: How Do We Get There?

In this session, Dr. G. Allen Power will describe several ways in which the well-being domains outlined in Session A03 can be realized — even for people living with advanced dementia — through operational transformations. Discussion will focus on immediate initiatives as well as those that may require more operational shifts for many organizations to accomplish.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. Name three well-being domains and suggest immediate steps that should be implemented to strengthen these.
2. List three benefits of dedicated staff assignments.
3. Discuss the application of a well-being framework to ongoing care planning, and demonstrate your understanding of distress.

Intended Audience: This session is suitable for care professionals from all care sectors and will have information that can be useful regardless of one's knowledge base; however, more advanced participants will be able to take the concepts further.

Presenter:

Dr. G. Allen Power, Internist, Geriatrician, Clinical Associate Professor of Medicine, University of Rochester, Rochester, NY

B10 Are You In or Are You Out? -- The Legislative Battle to Include Observation Days in SNF 3-Day Stay

To be eligible for Medicare SNF benefits, a patient must be hospitalized as an in-patient for three over-nights. When this requirement was put in place, the average hospitalization was close to 14 days; now it is less than a week. In addition, many hospitals are choosing not to admit patients but to treat them as "under observation," a status that can last many days. The health condition and care received by patients under observation often are indistinguishable from that of in-patients, and even if they clinically require or would benefit from SNF services after hospitalization, they discover they are not eligible for Medicare. They may end up paying privately or go home and receive less than optimal care and treatment. Legislation has been introduced in Congress to include observation days as part of the three-day requirement. This session will discuss the pending legislation and what LeadingAge Wisconsin members can do to help get it passed. Attendees will receive a brief update on the status of federal health, housing, and tax legislation currently pending or anticipated.

Instruction Level: Intermediate

Learner Objectives:

1. List the reasons underlying the in-patient stay requirement for Medicare SNF benefits, and discuss why this affects all providers and their residents and why it needs to change.
2. Discuss what you can do locally and nationally to support the legislation to include "observation days" as part of the three days required for SNF Medicare benefits.

Schedule

Thursday, May 7, 2015 (continued)

3. Outline federal legislation affecting LeadingAge Wisconsin members.

Intended Audience: This presentation has no limits on likely attendees. Seniors in housing and assisted living are affected the most by the observation stay issue, but SNFs are affected as providers. From board members and CEOs to line staff employees, if you are willing to advocate for what is best for your residents and your organizations, you should consider attending this session.

Presenter:

Marsha R. Greenfield, Vice-President, Legislative Affairs, LeadingAge, Washington, DC

B11 *I Still Have a Voice: Facilitating Person-Centered Decision-Making*

Persons receiving long-term care services have many needs and expectations; some are easily met, and others clash with those of other people or are opposed by surrogate decision-makers. This session will provide information about the boundaries of surrogate decision-makers, building effective resident/family councils, and the benefits of involving an ombudsman before conflicts arise.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. Analyze the roles and boundaries of surrogate decision-makers when conflicts arise over health care versus quality of life decisions.
2. Discuss solutions to challenges such as mediating family conflict, respecting residents' rights, and working with community resources.
3. Outline the role of the ombudsman in resolving resident concerns and complaints, providing education, and working with situations of conflict.

Intended Audience: Interested learners include, but are not limited to, social workers, administrators, assisted living managers, directors of nursing, nurse managers, client care staff of all types, activity professionals, professional and volunteer guardians, and managed care organization staff.

Presenter:

Kim Marheine, Ombudsman Services Supervisor, State of Wisconsin Board on Aging and Long-term Care, Madison, WI

B12 *You Are the Voice: Speak Service Excellence*

How do we demonstrate to each customer they are the most important? This panel discussion will focus on the mission, values, service excellence standards, and staff engagement that drives the experience you want for your customers.

Instruction Level: Basic

Learner Objectives:

1. Discuss strategies for defining the experience you want to create for external customers.
2. Outline service excellence standards to assist in creating your customer experience.
3. Identify the experience you want to create for staff and discuss strategies for achieving their buy-in to service excellence.

Intended Audience: This presentation will be directed at assisted living and senior housing supervisors and direct care staff.

Presenters:

Teresa Gatto, Director of Resident Services, Clement Manor, Inc., Greenfield, WI; Mary Beth Graves, Health and Wellness Director, Oakwood Village, University Woods, Madison, WI; Jolene K. Hans-Wedl, RN, Health and Wellness Director, Oakwood Village, Prairie Ridge, Madison, WI; Peggy Husby, Director, Grace Willowbrook Assisted Living, Grace Lutheran Foundation, Menomonee, WI; Karen Sepich, Community Services Administrator, Bethany St. Joseph Corporation, La Crosse, WI

12:30 p.m. to 1:15 p.m.

Lunch

Winners of the Safe Resident Assistance Program awards (sponsored by the West Bend Charitable Grant Foundation) will be announced.

Lunch Sponsored By

**Wipfli LLP
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1:15 p.m. to 2:45 p.m.

Concurrent Educational Sessions

C13 *Strategic Positioning: Staying Relevant*

Today's senior service professionals are facing more challenges than ever before. Keeping pace with the changing market and ensuring the long-term sustainability of each community will be critical to the continued success of not-for profit providers. This session will cover the steps from strategic planning through development and then show you the results.

Instruction Level: Intermediate to Advanced

Learner Objectives:

1. List ideas on how to grow your community or organization by setting strategic objectives.
2. Discuss case studies of recent campus repositioning projects.
3. Analyze market trends for CCRCs.

Intended Audience: This discussion will be relevant for executive level staff, marketing and development professionals, and board members.

Presenter:

Brian McLemore, President/CEO, Pacific Retirement Services, Medford, OR

C14 *Communicate By Design*

The #1 response of leaders to a difficult situation is avoidance. The purpose of this session is to equip leaders with a proven, versatile, six-step process for conducting a firm, yet respectful

Diamond Conference Sponsor Lunch

Thursday, May 7, 2015 -- 12:30 p.m. to 1:15 p.m.

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Schedule

Thursday, May 7, 2015 (continued)

conversation when expectations are not being met in the areas of performance, conduct, or attendance/timeliness.

Instruction Level: Basic

Learner Objectives:

1. Discuss the importance of setting employees up for success, taking into consideration the responsibilities of the organization, the leader, and the employee.
2. Demonstrate your ability to assess situations objectively, minimizing the tendency to automatically place blame on the employee for unmet expectations.
3. List tools for effectively conducting difficult conversations in a way that maximizes results.

Intended Audience: This mini workshop will benefit leaders at all level of your organization, from front-line leaders to senior-level leaders.

Presenter:

Melanie Romas, Facilitator and Coach, Living As A Leader, Brookfield, WI

C15 Skill-Based Dementia Communication Coaching: Transforming Culture and Preventing Behaviors without Antipsychotic Medications

Hands-on coaching has been described as the missing link in many organizations' dementia care initiatives. Rather than focusing on how to respond to challenging behaviors when they occur, the coaching focuses on communication skills known to prevent challenging behaviors. The session includes many take-home skills and coaching tips, as well as a discussion of outcomes, including reductions in antipsychotic use and workplace injuries and improvements in team morale.

Instruction Level: Intermediate

Learner Objectives:

1. Identify dementia-appropriate "introductions" team members can use to reduce the likelihood of triggering anxiety or combativeness when approaching a person with dementia.
2. Discuss how challenging behaviors are generally not unpredictable occurrences, but rather, a predictable response to a team member approach that is too rushed or task-focused.
3. List outcomes linked to skill-based dementia communication coaching, including reductions in antipsychotic use and workplace injury.

Intended Audience: This session is designed for CEOs, executive directors, administrators, nurses, therapists, social service professionals, and activity/recreation professionals from skilled nursing home, assisted living, memory care, adult day, and home health settings.

Presenter:

Erin M. Bonitto, MS, ADC, Founder & Lead Coach, Gemini Consulting, Cold Spring, MN

C16 Be the Voice to Reduce Falls: What Works in Skilled Nursing Facilities?

This breakout session will explore methods and rationale for tailoring approaches to falls prevention in skilled nursing facilities to meet different residents' mobility levels. Participants also will explore common strategies that work across all residents at risk in a facility.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the causes of falls among patients in skilled nursing facilities.
2. Outline what has been proven to reduce falls in SNFs.
3. Discuss how approaches to falls prevention should be tailored depending on the mobility level of residents.

Intended Audience: This presentation will be appropriate for directors of nursing, nursing staff, therapy directors, and administrators of skilled nursing facilities.

Presenter:

Jane Mahoney, MD, Professor of Medicine, Division of Geriatrics and Gerontology, Department of Medicine, University of Wisconsin, School of Medicine and Public Health; Executive Director, Wisconsin Institute for Healthy Aging, Madison, WI

C17 Talking Medication Management in Assisted Living

This session will discuss some of the common challenges that assisted living providers incur related to managing medications. Discussion will focus on medication orders, packaging, administration, monitoring, and disposal. Assisted living can have a wide range of resident characteristics which require unique medication management solutions. Attend this session and learn about these solutions.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. Discuss barriers and options for physician orders.
2. Outline options for medication monitoring.
3. List medication disposal options.

Intended Audience: This presentation is specific to professionals working in adult family homes, residential care apartment complexes, and community based residential facilities.

Presenter:

Doug Englebert, R.Ph., BS, MBA, Pharmacy Practices Consultant, Wisconsin Department of Health Services, Division of Quality Assurance, Madison, WI

C18 Harness Your Most Important Marketing Asset: The Words People Use to Talk about Your Community

Word of mouth forms the bedrock of strong marketing programs, but your people's words might not be helping you. When you get everyone saying the right (and same) thing, you strengthen your marketing and help your team leaders communicate your vision and values among the staff.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. List the key selling points and competitive differentiators that communicate value to the customer and uniqueness in the marketplace.
2. Discuss how to build morale and support the community mission through educating team members on the common way to talk about the community.
3. Develop a plan to build occupancy through referral development best practices.

Intended Audience: The session is designed for senior housing and assisted living managers and marketing professionals.

Presenter:

Tim Bracken, Vice President, Business Development, Love & Company, Frederick, MD

2:45 p.m. to 3:00 p.m.

Refreshment Break

3:00 p.m. to 4:30 p.m.

Concurrent Educational Sessions

D19 Hearing the Roar of Value-based Purchasing

Medicare and Medicaid initiatives rapidly are transforming the environment from rewarding

Thursday, May 7, 2015 (continued)

volume to value, and not everyone is prepared for the coming tidal wave. This session will explore the implications of the growth in bundling, accountable care, and Medicare Advantage on transforming care delivery and payment for post-acute care. Attendees will learn how value-based purchasing will affect their world and key strategies to share in the gains from this transformation.

Instruction Level: Advanced

Learner Objectives:

1. Analyze the dynamics of the changing marketplace for post-acute care and the need for a value-based approach by providers.
2. Explore emerging value-based concepts, such as episodic payment, gain-sharing, care redesign, and risk stratification.
3. List the important next steps that post-acute providers should take in implementing value-based strategies.

Intended Audience: This discussion is designed specifically for executive level professionals from post-acute and long-term care organizations.

Presenter:

Brian Ellsworth, MA, Director, Payment Transformation, Health Dimensions Group, Higanum, CT

D20 *The Difference You Make: Understanding Your Influence*

Administrators, directors of nursing, and other top managers who are leading our long-term care organizations often fail to appreciate the many ways their decisions and actions influence the people who work in the organization. This presentation focuses on how management influences staff and, ultimately, the success of the organization.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the link between managers' decisions and staff morale.
2. Discuss the link between managers' actions and staff turnover.
3. List the limitations of open door policies.

Intended Audience: This session will be most appropriate for upper and mid-level managers (both new and experienced) from skilled nursing, assisted living, senior housing, and community support program organizations.

Presenter:

Barbara J. Bowers, PhD, RN, FAAN, Associate Dean for Research and Sponsored Programs and

the Charlotte Jane and Ralph A. Rodefer Chair, School of Nursing, University of Wisconsin, Madison, WI

D21 *Creating a Strengths-based World to Prevent Challenging Behaviors*

Drawing on real-world examples from aging services communities, the presenter will explore the difference between a "reactive response" to challenging behaviors (which is rarely effective) and a whole-team, preventive, activity-based strategy. Attendees will explore how a strengths-based approach not only reduces the frequency and intensity of challenging behaviors, but provides the person with dementia moments of genuine pleasure, purpose, and peace.

Instruction Level: Intermediate

Learner Objectives:

1. Define common strengths that last long into the disease process for persons with Alzheimer's-type dementia.
2. List and describe the elements of a strengths-based approach for persons with dementia: Trigger-free environment, dementia-appropriate communication and cuing, and strengths-based opportunities.
3. Describe how strengths-based activities can be used preventively to reduce the frequency and intensity of challenging behavioral symptoms of Alzheimer's disease and related dementias.

Intended Audience: This session is designed for administrators, nurses, therapists, social service professionals, and activity/recreation professionals from skilled nursing home, assisted living, memory care, adult day, and home health settings.

Presenter:

Erin M. Bonitto, MS, ADC, Founder & Lead Coach, Gemini Consulting, Cold Spring, MN

D22 *The Medical Fitness Difference*

This presentation will identify and review unique programs and services provided in a medical fitness center that differentiates it from those provided by traditional fitness and recreation providers. You will review ways your organization, participants, and residents at senior health care and residential centers, and the senior adult community at large, can benefit from affiliations with medical fitness centers.

Instruction Level: Intermediate

Learner Objectives:

1. Discuss the unique programs and services provided by medical fitness centers.
2. Identify potential ways your organization can affiliate with medical fitness centers.
3. Identify ways your customers (patients, residents, etc.) personally can benefit from medical fitness programs.

Intended Audience: This session will be of interest to long-term care, assisted living, senior housing, and community support program professionals, including executive leadership, physicians, nurses, directors of therapy and programming, as well as facility planners.

Presenter:

David Evans, Founding Managing Partner, Meritage Health Care Strategies, LLC, Irving, TX

D23 *How the I'm Sorry Bill and Domestic Violence Law Impact Assisted Living and Senior Housing Providers*

The State of Wisconsin passed a law in 2014 that makes apologies, condolences, and other expressions of sympathy inadmissible as evidence in a number of judicial and extrajudicial proceedings. This session will address the impact that the new law could have on assisted living and senior housing providers. The presenters also will address domestic violence law and the obligations that assisted living and senior housing providers have to prevent and/or remedy violent or potentially violent situations.

Instruction Level: Intermediate

Learner Objectives:

1. Discuss how to train staff to respond to family members and residents when mistakes happen.
2. Identify what information would be inadmissible and what could be admissible under the new law.
3. List what steps to take when you suspect or learn that a resident might be a victim or perpetrator of domestic violence.

Intended Audience: This presentation will be appropriate for assisted living and senior housing executives, administrators, and staff.

Presenters:

Rob Heath, Shareholder, Health Care Practice Group, Chair, Post-Acute Care and Long-Term Services Practice Group Reinhart Boerner, Van Deuren, Milwaukee, WI; John Kramp, Attorney, Health Care Practice, Reinhart Boerner Van Deuren, Milwaukee, WI

Schedule

Thursday, May 7, 2015 (continued)

**D24 Be the Voice to Reduce Falls:
What Works in Assisted Living Facilities?**

This breakout session will discuss evidence-based interventions to prevent falls in older adults without cognitive impairment in assisted living facilities, and will discuss how these approaches change when working with cognitively impaired older adults.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the causes of falls among older adults in assisted living.
2. List evidence-based falls interventions that are applicable to the assisted living setting.
3. Discuss how approaches to falls prevention should be tailored depending on residents' cognitive status.

Intended Audience: This session will be appropriate for assisted living administrators and providers, senior housing directors, therapy and nursing staff, and other managers and supervisory personnel from assisted living and senior housing.

Presenter:

Jane Mahoney, MD, Professor of Medicine, Division of Geriatrics and Gerontology, Department of Medicine, University of Wisconsin, School of Medicine and Public Health; Executive Director, Wisconsin Institute for Healthy Aging, Madison, WI

**5:00 p.m. to 6:00 p.m.
Hospitality Reception**

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**6:15 p.m. to 7:45 p.m.
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**8:00 p.m. to 11:00 p.m.
Band-O-Rama in Downtown La Crosse**

Experience nightlife in downtown La Crosse with four bands in four bars. Each bar has its own unique character, and each band reflects the character of the bar. Each of the four featured bands is rapidly making a national acclaim to fame.

**Wine Guyz featuring Matthew Santos
122 King Street, La Crosse, WI**

Wine Guyz is an independent wine bar offering a conversation salon atmosphere, 35 featured wines, an extensive craft beer selection, and fresh

cheese plates. Wine Guyz also features local art talent with a rotating exhibit each month.

Matthew Santos has established himself as one of the most exceptional talents to emerge from the Chicago music scene in decades. With a voice consistently compared to that of the late Jeff Buckley, he has been the subject of praise from such artists as Kimbra, Eddie Vedder, and John Legend. His highly acclaimed collaborations with Lupe Fiasco, for which he received two Grammy nominations, have served to broaden international awareness of Santos whose own style is a unique, homegrown hybrid touching on alternative/indie-rock/soul and folk genres. Out-of-this-world voice; abundance of soul – that sums up signer, songwriter Matthew Santos.

**Bodega Brew Pub featuring Clockwork
122 S 4th Street, La Crosse, WI**

Bodega Brew Pub is home for great beer and features over 400 varieties of beer from all over the world. Known for their outstanding service and a few ghost stories as well, the Bodega also is known for their beer wheel. Stop in and give it a spin.

With a sound and style all their own, Clockwork makes you quickly forget that their songs and performances are coming from such a young band. The St. Louis-based band has perfected their brand of acoustically-infused rock, slathered in memorable melodies and striking harmonies. The many flavors of Clockwork range from mellow

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Beverages for the Hospitality Reception

Thursday, May 7, 2015 -- 5:00 p.m. to 6:00 p.m.

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Hors d'oeuvres for the Hospitality Reception

Thursday, May 7, 2015 -- 5:00 p.m. to 6:00 p.m.

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Schedule

Thursday, May 7, 2015 (continued)

acoustic ballads to raucous electric goodness and from thought provoking to absolute fun.

John's Bar featuring Noah Guthrie
109 3rd Street N, La Crosse, WI

At John's Bar, the staff is cool, the drinks are great. John's boasts a great selection of beer and mixed drinks at an affordable price. It's been said there's a lot of history at this bar, and if you stay long enough, you're bound to hear about it.

Described as having a Pop/Americana sound with soul, 20-year old Noah Guthrie co-wrote the majority of the thirteen original songs on his debut album, *Among The Wildest Things*. He may have been called the male version of Adele or a mix of John Legend and Dave Matthews in the past, but as his social media username shows, there is Only 1 Noah. Noah has been steadily building a name for himself in the music business through his live performances and cover videos and currently has over 53 million views on YouTube. Noah has been featured on NBC's Today Show, Jay Leno's Tonight Show, Dancing With The Stars, and Glee. He has opened concerts for Ed Sheeran, Neon Trees, Ben Rector, Cobra Starship, Matisyahu, Matt Nathanson, and Selena Gomez.

Helm Bar featuring Moonlight Social
108 3rd Street N, La Crosse, WI

The Helm Bar is a sports bar and restaurant located in La Crosse, WI. The Helm has been hosting tournaments and special events since 1987. The friendly and courteous staff guarantees quality service and total customer satisfaction. The Helm is known for their pool tables and nightly specials.

To do big things, you have to make big noise. In Austin, Texas, the up-and-coming country duo Moonlight Social is doing just that. Mixing a penchant for flowing melodies, poignant lyrics, and powerful vocals, Jeremy Burchard and Jennica Scott combine their talents to offer a sound that is wholly accessible yet undeniably refreshing. In 2013, Moonlight Social was named one of the Best New Bands in Austin and was featured as a rising artist on Nashville-produced TV show, Welcome To Indie Country.

All venues are within a couple of blocks of the La Crosse Convention Center; however, for the convenience of our conference attendees, bus shuttle service will be available.

There will be two buses available beginning at 7:00 p.m., picking participants up at the La Crosse Convention Center and making stops at each of

the above listed bars. These buses will continue to run until 11:15 p.m., stopping at each of the four bars and at the four hotels at which conference attendees are staying -- Courtyard by Marriott, Grand Stay Residential Suites, Holiday Inn Hotel & Suites, and Radisson Hotel.

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Dinner

Thursday, May 7, 2015 -- 6:15 p.m. to 7:45 p.m.

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Band-O-Rama in Downtown La Crosse -- Thursday, May 7, 2015 -- 8:00 p.m. to 11:00 p.m.

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Schedule

Friday, May 8, 2015

7:00 a.m. to 12:30 p.m.

Registration Open

7:00 a.m. to 8:15 a.m.

Breakfast Buffet

8:15 a.m. to 9:30 a.m.

Concurrent Educational Sessions

E25 *Be the Voice for Visionary Board Governance*

To be successful, nonprofits must have a board that is strongly committed to the mission, possess substantial leadership skills, and is structured for strategic and visionary leadership. The difference between a board that fulfills basic oversight and fiduciary responsibilities and a board that is mission driven lies in thoughtfulness, intentionality, action, engagement, knowledge, and communication. Visionary and strategic boards of directors understand that good governance requires the board to balance its role as an oversight body with its role as a strategically oriented board. The unrelenting pace of change challenges the nonprofit board of directors to look and act differently.

Instruction Level: Intermediate to Advanced

Learner Objectives:

1. Discuss how you can build an effective board of directors and chief executive leadership team.
2. List steps you can take to engage your board of directors to think strategically.
3. Outline how you can work with your board of directors to create a strategic vision for your organization.

Intended Audience: Session attendees will include board members, board officers, CEOs, executive directors, and administrators from not-for-profit long-term, assisted living, and senior housing organizations.

Presenter:

Joyce Mallory, Organization Development Consultant, Nonprofit Center of Milwaukee, Milwaukee, WI

E26 *Be the Voice of Leadership*

There is no cookie-cutter approach to effective leadership, but there are leaders who have learned to be effective through experience and through trial and error. Join five leaders, each with different roles in a long-term care organization, as they share thoughtful views, opinions, perspectives, perceptions, and strategies about their own leadership journey and what they have learned along the way.

Instruction Level: Basic to Intermediate

Learner Objectives:

4. Define “effective leadership.”
5. List characteristics that effective leaders have in common.
6. Identify one practice you can operationalize immediately to become a more effective leader.

Intended Audience: This session will benefit new leaders throughout long-term care, assisted living, senior housing, and community service programs.

Presenters:

Marion Wozniak, President/CEO, Cedar Crest, Inc., Janesville, WI; Laura J. Englesby, Advanced Practice Social Worker, Director of Community Programs, Farnam Community Living Center, Whitehall, WI; Nancy J. Johnson, RN, BSN, Director of Nursing, Onalaska Care Center, Onalaska, WI; Jeff Marks, LCSW, Director of Support Services, Brewster Village, Appleton, WI; Erika J. Tole, Director of Information Technology, Luther Manor, Wauwatosa, WI

E27 *SNF Therapy Contracts: Reduce Citation Risk by Implementing a Shared Risk Arrangement*

Skilled nursing facilities (SNFs) that contract with outside rehabilitation therapy providers will increasingly be held liable for false claims submitted to Medicare for unreasonable or unnecessary services by outside providers. This session will outline the benefits of, and how to implement, a shared risk arrangement with outside therapy contractors.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the risk of using contractors to provide therapy services.
2. List important considerations when structuring a contractual arrangement with outside providers to share risk.
3. Discuss whether a shared risk arrangement would be beneficial for your facility.

Intended Audience: This presentation will be appropriate for skilled nursing facility executives and administrators.

Presenters:

Rob Heath, Shareholder, Health Care Practice Group, Chair, Post-Acute Care and Long-Term Services Practice Group Reinhart Boerner, Van Deuren, Milwaukee, WI; John Kramp, Attorney, Health Care Practice, Reinhart Boerner Van Deuren, Milwaukee, WI

E28 *ICD-10 Ready Set Code*

Since the delay of the implementation of ICD-10 until October 1, 2015, has your facility put it on the back burner? As the implementation deadline looms, it is time to turn up the heat. This course will assist you in identifying where your strengths and weaknesses are in relationship to ICD-10 implementation as well as guide you in what the next steps are. Session participants will review what each team member's role is in the coding process and will review coding errors to avoid in order preventing billing delays and audits.

Instruction Level: Intermediate

Learner Objectives:

1. Identify the role of different team members in the coding process.
2. Discuss the basics of ICD-10, including how to use the coding guidelines to avoid errors that could cause payment delays and audits.
3. Develop a plan for creating a team approach to a successful and smooth ICD-10 transition so that you can avoid costly coding errors, audits, denial payments, and scrutiny during the survey.

Intended Audience: This session will be of interest to administrators, directors of nursing, nurse managers, MDS coordinators, dietary professionals, activity professionals, social service personnel, and others involved in the resident assessment process.

Presenters:

Patricia Boyer, MSM, RN, NHA, Director of Clinical Services, Wipfli LLP, Milwaukee, WI; Karin Schuman, CPC, AHIMA, Approved ICD-10-CM Trainer, Senior Coding and Revenue Cycle Consultant, Wipfli LLP, Milwaukee, WI

E29 *High Involvement: The Key to QAPI Compliance but So Much More*

In assisted living facilities, the process of high involvement grows shared leadership within the staff as well as resident involvement in directing their own lives. It also helps to meet the QAPI process expectations in every element. Come to this session to learn why and how.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the importance of high involvement of assisted living staff and residents in QAPI implementation.
2. State three approaches to achieve high involvement in the QAPI process.
3. Discuss the impact of shared leadership and the exhilarating results of high involvement.

Schedule

Friday, May 8, 2015 (continued)

Intended Audience: This session is for leaders and professional staff interested in incorporating QAPI into assisted living operations.

Presenters:

LaVrene Norton, MSW, Executive Leader, Action Pact, Milwaukee, WI; Glenn Blacklock, MA, NHA, Consultant, Action Pact, Milwaukee, WI

E30 *Tell Your Story (Part 1): Getting Noticed in the Recruiting Frenzy*

In a recent review of CNA job openings, a popular long-term care website showed 98 organizations advertising for the same job, within a 50 mile radius. As a candidate, where do you even start? It's time to differentiate yourself from the rest of the crowd. In this session you will review some up-and-coming options and explore ways to use social media to make your facility stand out with recruitment marketing.

Instruction Level: Intermediate to Advanced

Learner Objectives:

1. Discuss why job postings no longer work well.
2. Define recruitment marketing.
3. Analyze the impact of social media and the digital age.

Intended Audience: This discussion will be of most benefit to individuals responsible for recruiting top talent to their organizations. This includes executives, managers, supervisors, and HR professionals from senior housing, assisted living, and skilled nursing facilities.

Presenter:

Zach Lehmann, Senior Consultant, Human Resource Consulting, Wipfli LLP, Eau Claire, WI

9:30 a.m. to 9:45 a.m.
Light Refreshment Break

9:45 a.m. to 11:00 a.m.
Concurrent Educational Sessions

F31 *Finding a Voice with Medicare Advantage Plans: Pursuing Opportunities to Partner*

Medicare Advantage — the private insurance option for Medicare beneficiaries — continues to grow, as Baby Boomers show preference for private insurance over traditional Medicare. To effectively compete, Medicare Advantage sponsors must collaborate with partners that can help them effectively administer benefits, deliver quality health care, and optimize member experience and well-being.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the state of Medicare Advantage in 2015.
2. Outline requirements and expectations of Medicare Advantage sponsors for their partners.
3. List pointers for effective management of those requirements and expectations to aid contract performance, minimize administrative burden, and enhance compensation.

Intended Audience: The program's intended audience is executives and managers in organizations across the long-term care continuum responsible for or involved in initiating or maintaining external relationships and business arrangements for the benefit of the seniors those organizations serve.

Presenter:

Kathryn A. Roe, Attorney, Managing Member, The Health Law Consultancy, Chicago, IL

F32 *Getting It All Done*

Felling overwhelmed? Attend this session to hear from a panel of young leaders on how they manage to get their jobs done at a high level and balance the needs of work, family, and life.

Instruction Level: Basic

Learner Objectives:

1. List strategies to achieve work/life balance.
2. Identify ways to effectively manage the needs of your employees while getting the job done.
3. Discuss how to prioritize the needs of your position and delegate lower priority tasks.

Intended Audience: This discussion is best suited for people new in their position. This includes people in any position, at any level, within any department, for any care setting.

Presenters:

Tim Conroy, Executive Director, Capitol Lakes, Madison, WI; Michelle Godfrey, NHA, Executive Director, Oakwood Village – University Woods, Madison, WI; Kris Krentz, NHA, President/CEO, Skaalen Retirement Services, Stoughton, WI; Sondra Norder, NHA, JD, President & CEO, St. Paul Elder Services, Kaukauna, WI

F33 *Listen to Your Inner Voice When Seconds Count*

(Do to overwhelming requests, this session is being repeated from our 2014 Fall Conference.) An active shooter situation is something everyone needs to think about and be prepared for because when seconds count, you need to have a plan and you

need to know your plan to save your life. The presenter for this session, Betty Brunner, was in this situation at the Azana Salon in October of 2012, sitting in a chair about to get her hair done. In less than five seconds she went from reading a People Magazine to facing a gunman and, for the next 23 minutes, caught in a shooting that resulted in four deaths and three people seriously injured around her before she escaped. Betty will share what she did and how she responded using emergency response tools she learned throughout her life.

Instruction Level: Basic

Learner Objectives:

1. Identify how to react when coming upon an active shooter situation.
2. List protective interventions to stay out of harm's way and remove yourself from the shooters environment.
3. Analyze current policies in your facility for proactive response to domestic violence.

Intended Audience: This is a must-attend presentation for all your team members, especially those who can teach emergency response to others.

Presenter:

Betty Brunner, RN, NHA Retired, Jackson, WI

F34 *Accounts Receivable Management in a Changing Payer Environment*

This session will cover an overview of the status of the skilled nursing facilities (SNFs) regarding billing and collections. Accounts receivable is not just for the business office to manage. This session will discuss the interdisciplinary approach to working accounts and collecting data. The struggle to collect cash quickly is only increasing with the demands of the payers in our profession and the addition of many contracted payers. This session will allow you to learn ways to manage and understand your facility's accounts receivable.

Instruction Level: Basic to Intermediate

Learner Objectives:

1. List key measures to look for on the aging report and in the overall billing function.
2. "That is the problem of our business office" -- Discuss why this phrase is no longer true for SNFs.
3. Outline the management of increased payers and discuss why the time to collect is increasing with these payers.

Intended Audience: This session will be of interest to administrators, business office professionals, those responsible for billing and collecting, and other department heads throughout the SNF.

Schedule

Friday, May 8, 2015 (continued)

Presenter:

Mary Petersen, NHA, Vice President Financial Consulting, Specialized Medical Services, Inc, Milwaukee, WI

F35 *Measuring Vibrant Living*

As your days grow more busy and dollars grow more scarce, you are increasingly pressured to utilize a multiple of tools to measure the quality of life you provide for the residents in your senior housing and/or assisted living facilities. The problem with these measures, however, is they focus more on what you and your team do rather than focusing on what is going on in the life of your residents. For the sake of your residents, this session will take you from quality of life and resident satisfaction into a truly vibrant living experience. Learn why and how.

Instruction Level: Intermediate

Learner Objectives:

1. Compare and contrast quality of life (residents being satisfied) and vibrant living (residents being happy).
2. State three approaches to measuring vibrant living using the QAPI process.
3. Discuss the importance of measuring vibrant living in meeting quality outcomes.

Intended Audience: This session is for leaders and professional staff who work to ensure residents in assisted living are happy.

Presenters:

LaVrene Norton, MSW, Executive Leader, Action Pact, Milwaukee, WI; Glenn Blacklock, MA, NHA, Consultant, Action Pact, Milwaukee, WI

F36 *Tell Your Story (Part 2): What Are Your "Glues"?*

(Continued from Session E30) Recruiting is only half the employment story. Getting people to "stick" with you is critical. At its heart, it's all about culture and management. This session will explore several thoughtful ways to promote employee retention (especially with Millennials) and introduce the concept of retention accountability. Participants will look at different ideas to make sure your people know how special and important they are.

Instruction Level: Intermediate to Advanced

Learner Objectives:

1. Outline how to strengthen the link between retention and culture.
2. List retention principles and strategies that work.
3. Discuss retention accountability.

Intended Audience: This session is for individuals responsible for retaining key employees. This includes executives, managers, supervisors, and HR professionals from senior housing, assisted living, and skilled nursing facilities.

Presenter:

Stephanie Ferrario, Senior Consultant, Human Resource Consulting, Wipfli LLP, Eau Claire, WI

11:00 a.m. to 11:15 a.m.

Refreshment Break

11:15 a.m. to 12:30 p.m.

**Closing General Session
*Be Vocal; Be Happy***

Have you ever noticed how some people can quickly turn you on or off simply by the way they communicate? Human emotions and moods are detected quickly by the tone of your voice. Vocal attitude can make or break a relationship simply by how you speak to others. This closing address will be a humorous, motivational presentation featuring award-winning ventriloquist, Gary Owen. This up-beat and VENTertaining program will change the way you think about the power of your voice. Discover the "happy" in your vocal attitude, and learn how to express yourself in a more positive tone. Through funny characters and audience participation, Gary will offer insight, ideas, and suggestions on how to put on a happy face in stressful situations. Learn how to be calm, smile, and laugh your way to being compassionate, supportive, encouraging,

and motivating by using positive communication skills.

Instruction Level: Basic

Learner Objectives:

1. Discuss the power of your voice in communication.
2. Demonstrate that you can use your voice to be compassionate, supportive, encouraging, and motivational.
3. Discuss how you can use your voice to diffuse stressful situations.

Intended Audience: This message is appropriate for all long-term care, assisted living, senior housing, and community service program professionals.

Presenter:

Gary Owen,
VENTertainer,
Gary Owen
Productions,
Edmond, OK



**Closing General
Session Sponsored By
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**12:30 p.m.
Adjournment**

Diamond Conference Sponsor Closing General Session

***Be Vocal; Be Happy*
Featuring Ventriloquist Gary Owen**

Friday, May 8, 2015 -- 11:15 a.m. to 12:30 p.m.



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**Community Living Solutions
2801 E Enterprise Avenue, Suite 202
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920-969-9344**

www.communitylivingsolutions.com

Community Living Solutions provides architecture, planning, and construction services that create, transform, and sustain your senior living community. Their unique process incorporates a multi-faceted approach including visioning, market assessment, and financial feasibility to ensure that the solutions delivered will enhance marketability, increase revenue, and maintain a strong financial bill of health for the future. They provide services only for senior living, guaranteeing a depth of knowledge and experience few others are able to offer.

Concurrent Session Planner

Wednesday, May 6, 2015

9:00 a.m. to 5:00 p.m.	Registration Open				
9:30 a.m. to 11:00 a.m.	Program Committee Meeting				
9:45 a.m. to 11:00 a.m.	Current Concerns Forum				
11:00 a.m. to 12:30 p.m.	Director of Nursing Network Meeting	Finance Director Network Meeting	Social Service Director Network Meeting	Assisted Living Network Meeting	Senior Housing Network Meeting
11:30 a.m. to 1:30 p.m.	LeadingAge Wisconsin Board of Directors Meeting				
1:45 p.m. to 3:00 p.m.	PC1 <i>Clinically Integrated Networks: Is Your Organization Ready to Meet Expectations?</i> Brian Zaletel	PC2 <i>Person-Centered Care in Assisted Living: Being the Voice; Walking the Walk</i> Amy Ruedinger		PC3 <i>What Every Fundraiser Can Do to Stop Falling Donor Retention Rates</i> Amy Sermersheim	
3:00 p.m. to 3:15 p.m.	Break				
3:15 p.m. to 4:30 p.m.	PC4 <i>For Those Who Care: Heads-up on Providing Safer Care</i> Ellen Wodika	PC5 <i>Palliative Care: Cutting Edge Comfort</i> Andrea Wipperfurth & Karri Kelliher		PC6 <i>From the Whisper of the Silent Generation to the Roar of the Boomers: Hearing Their Voice</i> Daniel DeWitt	
4:30 p.m. to 5:30 p.m.	Ask Me About I-LEAD Reception				
5:00 p.m. to 7:30 p.m.	Welcoming Reception				
6:15 p.m. to 7:30 p.m.	Hypnosis Show - <i>The Power of the Mind Can Be Hilarious</i> - Gary Owen				

Thursday, May 7, 2015

7:00 a.m. to 5:00 p.m.	Registration Open					
6:45 a.m. to 8:00 a.m.	Continental Breakfast					
8:00 a.m. to 8:15 a.m.	Conference Opening					
8:15 a.m. to 9:15 a.m.	Keynote Address - <i>The Spirit of Adventure: Be the Voice</i> - Brian O'Malley					
9:15 a.m. to 10:00 a.m.	LeadingAge Wisconsin 2015 Annual Business Meeting					
10:00 a.m. to 10:15 a.m.	Break					
10:15 a.m. to 11:15 a.m.	A01 <i>Partnering with Hospital Systems to Ensure Your Piece of the Medicare Pie under the Affordable Care Act</i> William Pomeranz	A02 <i>The Seven Most Common Mistakes Leaders Make</i> Melanie Romas	A03 <i>Dementia Beyond Disease: Enhancing Well-Being</i> G. Allen Power	A04 <i>Strategies for Improving Transitions from Hospital to Nursing Home</i> Barbara King	A05 <i>Find Your Voice in Dealing with MCO Rate Negotiations</i> Jim Williams Brian Schoeneck Jan Zimmerman	A06 <i>Building a Winning Culture</i> Dave Skogen
11:15 a.m. to 11:30 a.m.	Break					
11:30 a.m. to 12:30 p.m.	B07 <i>Hospitals Are Listening: Let Your Voice Be Heard to Secure Your Place in the Continuum</i> Cory Rutledge	B08 <i>Leading Across Generations</i> Melanie Romas	B09 <i>Operationalizing Well-Being: How Do We Get There?</i> G. Allen Power	B10 <i>Are You In or Are You Out? -- The Legislative Battle to Include Observations Days in SNF 3-Day Stay</i> Marsha Greenfield	B11 <i>I Still Have a Voice: Facilitating Person-Centered Decision-Making</i> Kim Marheine	B12 <i>You Are the Voice: Speak Service Excellence</i> Teresa Gatto Mary Beth Graves Jolene Hans-Wedl Peggy Husby Karen Sepich
12:30 p.m. to 1:15 p.m.	Lunch					
1:15 p.m. to 2:45 p.m.	C13 <i>Strategic Positioning: Staying Relevant</i> Brian McLemore	C14 <i>Communicate By Design</i> Melanie Romas	C15 <i>Skill-Based Dementia Communication Coaching: Transforming Culture and Preventing Behaviors without Antipsychotic Medications</i> Erin Bonitto	C16 <i>Be the Voice to Reduce Falls: What Works in Skilled Nursing Facilities?</i> Jane Mahoney	C17 <i>Talking Medication Management in Assisted Living</i> Doug Englebert	C18 <i>Harness Your Most Important Marketing Asset: The Words People Use to Talk about Your Community</i> Tim Bracken
2:45 p.m. to 3:00 p.m.	Break					
3:00 p.m. to 4:30 p.m.	D19 <i>Hearing the Roar of Value-based Purchasing</i> Brian Ellsworth	D20 <i>The Difference You Make: Understanding Your Influence</i> Barbara Bowers	D21 <i>Creating a Strengths-based World to Prevent Challenging Behaviors</i> Erin Bonitto	D22 <i>The Medical Fitness Difference</i> David Evans	D23 <i>How the I'm Sorry Bill and Domestic Violence Law Impact Assisted Living and Senior Housing Providers</i> Rob Heath John Kramp	D24 <i>Be the Voice to Reduce Falls: What Works in Assisted Living Facilities?</i> Jane Mahoney
5:00 p.m. to 6:00 p.m.	Hospitality Reception					
6:15 p.m. to 7:45 p.m.	Dinner					
8:00 p.m. to 11:00 p.m.	Wine Guyz featuring Matthew Santos	Bodega Brew Pub featuring Clockwork	John's Bar featuring Noah Guthrie	Helm Bar featuring Moonlight Social		

Concurrent Session Planner

Friday, May 8, 2015

7:00 a.m. to 12:30 p.m.	Registration Open					
7:00 a.m. to 8:15 a.m.	Breakfast Buffet					
8:15 a.m. to 9:30 a.m.	<p>E25 <i>Be the Voice for Visionary Board Governance</i> Joyce Mallory</p>	<p>E26 <i>Be the Voice of Leadership</i> Marion Wozniak Laura Englesby Nancy Johnson Jeff Marks Erika Tole</p>	<p>E27 <i>SNF Therapy Contracts: Reduce Citation Risk by Implementing a Shared Risk Agreement</i> Rob Heath John Kramp</p>	<p>E28 <i>ICD-10 Ready Set Code</i> Patricia Boyer Karin Schuman</p>	<p>E29 <i>High Involvement: The Key to QAPI Compliance but So Much More</i> LaVrene Norton Glenn Blacklock</p>	<p>E30 <i>Tell Your Story (Part 1): Getting Noticed in the Recruiting Frenzy</i> Zach Lehmann</p>
9:30 a.m. to 9:45 a.m.	Break					
9:45 a.m. to 11:00 a.m.	<p>F31 <i>Finding a Voice with Medicare Advantage Plans: Pursuing Opportunities to Partner</i> Kathryn Roe</p>	<p>F32 <i>Getting It All Done</i> Tim Conroy Michelle Godfrey Kris Krentz Sondra Norder</p>	<p>F33 <i>Listen to Your Inner Voice When Seconds Count</i> Betty Brunner</p>	<p>F34 <i>Accounts Receivable Management in a Changing Payer Environment</i> Mary Petersen</p>	<p>F35 <i>Measuring Vibrant Living</i> LaVrene Norton Glenn Blacklock</p>	<p>F36 <i>Tell Your Story (Part 2): What Are Your "Glues"?</i> Stephanie Ferrario</p>
11:00 a.m. to 11:15 a.m.	Break					
11:15 a.m. to 12:30 p.m.	Closing General Session - <i>Be Vocal; Be Happy</i> - Gary Owen					
12:30 p.m.	Adjournment					

Wisconsin Health & Educational Facilities Authority

WHEFA, created by the Legislature in 1973 (Chapter 231, Wisconsin Statutes), has been providing active capital financing assistance to Wisconsin non-profit health care institutions since 1979. In July 2013, WHEFA's charter was permanently expanded to permit all Wisconsin 501(c)(3) non-profit organizations access to WHEFA's low-cost capital financing. As of December 31, 2014, WHEFA successfully completed 25 financings totaling over \$910 million during the first half of its fiscal year. 65% percent of the bonds issued were used to refinance outstanding debt, thus substantially reducing debt service costs. Five borrowers used WHEFA for the first time.



As of December 31, 2014, WHEFA has participated in 778 bond issues in excess of \$20 billion over its 35-year history.

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Registration Information

Be the Voice

To register for the LeadingAge Wisconsin 2015 Spring Conference and Annual Business Meeting, complete the enclosed registration form and return it, with the appropriate remittance, to: LeadingAge Wisconsin, 204 South Hamilton Street, Madison, WI 53703.

If you mail your registration form and fees by April 15, 2015, registration fees are as follows:

	Entire Conference	May 6 Only	May 7 Only	May 8 Only
LeadingAge Wisconsin Member/Subscriber Fee	\$255 per person	\$55 per organization*	\$195	\$125
Non-Member Fee	\$280 per person	\$80 per organization*	\$220	\$150

If you mail your registration form after April 15, 2015, your registration fees are as follows:

	Entire Conference	May 6 Only	May 7 Only	May 8 Only
LeadingAge Wisconsin Member/Subscriber Fee	\$280 per person	\$ 80 per organization*	\$220	\$150
Non-Member Fee	\$305 per person	\$105 per organization*	\$245	\$175

*This fee applies only if individuals from your organization will be attending any or all of the pre-conference seminars (PC1, PC2, PC3, PC4, PC5, and/or PC6). Registration for any/all of the pre-conference seminars must be completed separately on the enclosed pre-conference seminar registration form.

The conference registration fees include all educational sessions and social events, the LeadingAge Wisconsin Annual Business Meeting, access to conference handouts, break refreshments, receptions, and meals listed in this booklet.

Refunds will be made only if requested by April 30, 2015.

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BE THE VOICE

The LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting

Registration (registration for pre-conference seminars must be completed separately on the enclosed form)

General Information

Organization _____ Phone # _____

Address _____

City, State, Zip Code _____

_____ If anybody attending from your organization requires special accommodation as specified under the ADA, please check here and attach a separate sheet explaining these needs in detail.

_____ If anybody attending from your organization requires special menus for food functions, please check here and attach a separate sheet explaining these needs in detail.

Names, Titles, eMail Address, and Track Selection of Participants

Complete this section for all persons attending the entire conference (May 7-8, 2015).

For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from pages 16-17.

Name & Title of Participant	eMail Address We must have your eMail address so that we can eMail you information for accessing the conference handouts.	List the track code # for each registrant (pp. 16-17)						Fee
		May 7 10:15 to 11:15	May 7 11:30 to 12:30	May 7 1:15 to 2:45	May 7 3:00 to 4:30	May 8 8:15 to 9:30	May 8 9:45 to 11:00	
1.								\$255
2.								\$255
3.								\$255
4.								\$255
5.								\$255
6.								\$255
7.								\$255
8.								\$255
9.								\$255
I. Total fee for participants attending the entire conference (May 7-8)								\$

Complete this section for all persons attending May 7 only.

For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from page 16.

Name & Title of Participant	eMail Address We must have your eMail address so that we can eMail you information for accessing the conference handouts.	Track code # for each registrant (p. 16)				Fee
		May 7 10:15 to 11:15	May 7 11:30 to 12:30	May 7 1:15 to 2:45	May 7 3:00 to 4:30	
1.						\$195
2.						\$195
3.						\$195
II. Total fee for participants attending May 7 only						\$

Please provide remainder of registration information and calculate fees on the reverse side of this form.

Complete this section for all persons attending Friday, May 8 only.
 For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from page 17.

Name & Title of Participant	eMail Address We must have your eMail address so that we can eMail you information for accessing the conference handouts.	Track code # (p.17)		Fee
		May 8 8:15 to 9:30	May 8 9:45 to 11:00	
1.				\$125
2.				\$125
3.				\$125
III. Total fee for participants attending Friday, May 8 only				\$

Calculation of Registration Fees

A. Subtotal of registration fees for all participants from lines I, II, and III above	\$ _____
B. Total number of registrants: _____ people	
C. Non-LeadingAge Wisconsin Members/Subscribers only: Number from Line B times \$25	\$ _____
D. Calculated Registration Fee (Line A plus Line C)	\$ _____
<p>If your registration form and total remittance are mailed after April 15, 2015, you must pay a late processing fee. If your registration form and total remittance are mailed after April 15, 2015, please complete Line E and Line F below and pay the amount shown on Line F.</p>	
E. If mailed after April 15, 2015, number from Line B times \$25	\$ _____
F. If mailed after April 15, 2015, number from Line D plus number from Line E	\$ _____

Registration for Meals, Receptions and Activities

In order to plan efficiently and keep registration fees as low as possible, LeadingAge Wisconsin needs to know exactly how many people will be attending each meal function, reception, and activity. Please indicate the number of registrants listed above who will participate in each of the following:
 (Guests of paid conference registrants may purchase tickets for these activities at LeadingAge Wisconsin's registration table.)

Of the people from your organization who are listed on this form as a paid registrant:
_____ How many will attend the I-LEAD Reception on Wednesday, May 6?
_____ How many will attend the Welcoming Hospitality and Hypnosis Show on Wednesday, May 6?
_____ How many will participate in the Continental Breakfast on Thursday, May 7?
_____ How many will attend the Annual Business Meeting on Thursday, May 7?
_____ How many will attend the Luncheon on Thursday, May 7?
_____ How many will attend the Hospitality Reception and Dinner on Thursday, May 7?
_____ How many will participate in Band-O-Rama on Thursday, May 7?
_____ How many will participate in the Breakfast Buffet on Friday, May 8?
Please note that all meals and social activities <i>are included in your registration fee</i> . Since the registration fee is calculated as an all-inclusive package, there is no adjustment in the fee for attending or not attending any of these functions. Your cooperation in indicating the number of participants will enable LeadingAge Wisconsin to plan appropriately for each event. Thank you.

Complete and return this form no later than April 15, 2015 to:

LeadingAge Wisconsin

204 South Hamilton Street, Madison, WI 53703

Phone: 608-255-7060 ~ Fax: 608-255-7064 ~ E-mail: info@LeadingAgeWI.org

www.LeadingAgeWI.org

Continuing Education

LeadingAge Wisconsin has requested this educational program, including the pre-conference seminars, be approved for up to twelve and one-quarter (12.25) hours of continuing education for nursing home administrators. Our request has been submitted to (but not yet approved by) the NAB/NCERS. Call LeadingAge Wisconsin at 608-255-7060 for further information.

Many sessions of this conference meet the requirements for continuing education for social workers as required by Chapter MPSW 8 of the Wisconsin Administrative Code.

Continuing education credit also will be available through the following professional organizations:

- National Certification Council for Activity Professionals
- Certifying Board for Dietary Managers
- Wisconsin Dietetic Association's Commission on Dietetic Registration

What to Wear

We encourage you to dress casually for all LeadingAge Wisconsin convention activities. May weather in La Crosse can be unpredictable; plan accordingly. Everyone responds differently to climate-controlled environments. The La Crosse Center does its best to provide a comfortable climate for our conference; however, sometimes it is warmer or cooler than you prefer. We hope you will take this into consideration when preparing for this conference and wear clothing that can be layered.

Avoid Late Registration Surcharges

To qualify for the standard conference registration fee, your registration form and full remittance must be mailed to LeadingAge Wisconsin by April 15, 2015. If your registration is mailed after April 15, 2015, you will be charged a late registration surcharge of \$25 per person.

Meal Tickets

Tickets for all meal functions are *included* in the registration fee for conference delegates. Because the registration fee is calculated as an all-inclusive package, no discounts will be given to delegates who opt not to participate in meal functions or special activities. In order to keep your registration fees as low as possible, LeadingAge Wisconsin needs to know how many people will be attending each meal function. On your registration form, please indicate the number of registrants from your organization who will participate in each of these functions.

Special Needs

If you have dietary restrictions, or if you have a disability and would like special accommodation, please check the appropriate space on the registration form and describe your request in writing on a separate sheet of paper. Send this information with your conference registration form.

Location

The LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting will be held May 6-8 at the La Crosse Center, 300 Harborview Plaza, La Crosse, Wisconsin.

LeadingAge Wisconsin has a block of sleeping rooms at four nearby facilities. Please direct all room reservation requests and related questions to the hotel of your choice.

Remember to request a room in the LeadingAge Wisconsin block.

Courtyard by Marriott

(\$120 to \$135 + Tax per night)
500 Front Street
La Crosse WI 54601
608-782-1000

Grand Stay Residential Suites

(\$89 + Tax per night)
525 Front Street North
La Crosse WI 54601
608-796-1615

Holiday Inn Hotel & Suites

(\$115 to \$125 + Tax per night)
200 Pearl Street
La Crosse WI 54601
608-784-4444

Radisson Hotel

(\$129 to \$169 + Tax per night)
200 Harborview Plaza
La Crosse WI 54601
608-784-6680

Please note: The listed rates are good only if you reserve your rooms by April 5, 2015 and request a room within the LeadingAge Wisconsin block.

Rooms are available on a first-come-first-served basis.

Conference Questions

If you have questions regarding the LeadingAge Wisconsin 2015 Spring Conference & Annual Business Meeting, please contact:

LeadingAge Wisconsin
204 South Hamilton Street
Madison WI 53703
608-255-7060
www.LeadingAgeWI.org
info@LeadingAgeWI.org


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Pre-Conference Seminar Registration

Wednesday, May 6, 2015

Registration (registration for the 2015 Spring Conference must be completed separately on the enclosed form)

General Information

Organization _____ Phone # _____

Address _____

City, State, Zip Code _____

_____ If anybody attending from your organization requires special accommodation as specified under the ADA, please check here and attach a separate sheet explaining these needs in detail.

Names, Titles, eMail Address, and Pre-Conference Seminar Selection of Participants

Complete this section for all persons attending any of the pre-conference seminars on Wednesday, May 6, 2015.

You must specify which pre-conference seminar each participant will attend by using the discussion code numbers from page 16 (PC1, PC2, PC3, PC4, PC5 and/or PC6).

Name & Title of Participant	eMail Address We must have your eMail address so that we can eMail you information for accessing the conference handouts.	Check the seminar code # for each registrant (p. 16)					
		PC1	PC2	PC3	PC4	PC5	PC6
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							

Pay one organizational fee and bring as many individuals from your organization as you deem appropriate to attend the pre-conference seminars on Wednesday, May 6, 2015. Individuals will not be allowed to attend these seminars if they are not pre-registered.

Pre-Conference Seminar Organizational Registration Fees:

LeadingAge Wisconsin Members/Subscribers:

\$55 per Organization if mailed by April 15, 2015

(\$80 per organization if mailed after April 15, 2015)

Non-Members:

\$80 per Organization if mailed by April 15, 2015

(\$105 per organization if mailed after April 15, 2015)

Total Amount of Pre-Conference Seminar Registration Fee Enclosed \$ _____

Complete and return this form no later than April 15, 2015 to:

LeadingAge Wisconsin

204 South Hamilton Street, Madison, WI 53703

Phone: 608-255-7060 ~ Fax: 608-255-7064

E-mail: info@LeadingAgeWI.org ~ www.LeadngAgeWI.org



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Contracting Power: Members have access to more than 400 actively utilized contracts negotiated by MedAssets.

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Denise May
Director of Business Development
608.255.7060
dmay@LeadingAgeWI.org

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