



Imagine the Possibilities

2019 Fall Conference
& 39th Annual Exhibitors Forum
KI Convention Center
Green Bay, Wisconsin
October 2-4, 2019

LeadingAge™
Wisconsin



FALL EVENT

Join LeadingAge Wisconsin in creating an exciting and memorable Fall Conference in 2019 for Wisconsin's long-term care, assisted living, senior housing, and community service program professionals. We expect nearly 600 individuals to attend this conference in Green Bay, WI. We hope to see you there.

OUR SPONSORSHIPS

The exhibitors forum and sponsorship opportunities available through this conference provide your company an avenue to reach the executive, administrative, management, and supervisory professionals throughout the state.

Imagine the Possibilities

CALL US WITH QUESTIONS
608-255-7060

YOU CHOOSE

Our exhibitors forum and sponsorship opportunities provide you a forum to promote your company's products and services and your support of quality educational programs. You choose the events that work best for you.

- 1 Exhibitors Forum
 - 2 Education Sponsor
 - 3 Social Function Sponsor
 - 4 Conference Promotion Sponsor
 - 5 Conference App Sponsor
 - 6 GCD Program
-

LeadingAge Wisconsin will be sponsoring our 2019 Fall Conference and 39th Annual Exhibitors Forum October 2-4, 2019 at the KI Convention Center in Green Bay, Wisconsin.

This is your invitation to participate in the largest tradeshow available to long-term care, assisted living, and senior housing professionals in Wisconsin. For each of the past 15 years, the booths at this tradeshow sold out very early. We have every reason to believe the available booth space will sell out very quickly. The conference will attract more than 500 registrants.

Our one-day tradeshow is scheduled for Thursday, October 3, 2019 – the largest day of the conference. We are building the tradeshow around the theme *Imagine the Possibilities*, and we are featuring four hours of dedicated show time!

While we have numerous initiatives built into our 39th Annual Exhibitors Forum, our goal is simple – to provide the best possible tradeshow experience for our Exhibitors Forum participants and our conference attendees.

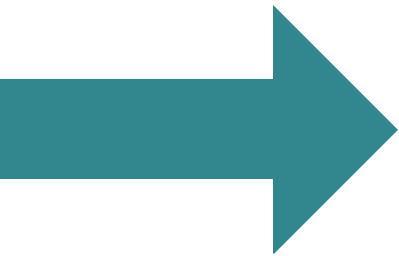
Returning participants of the LeadingAge Wisconsin Exhibitors Forum know that our tradeshow does not end with the conclusion of the conference – it continues throughout the year as the LeadingAge Wisconsin online virtual tradeshow. This virtual tradeshow averages more than 200 hits per month. Think about the incredible marketing potential this presents for you, your company, and the products and services you represent!

The enclosed materials discuss six avenues of participation for your consideration. Please select the avenues of promotion most appropriate for your company and respond immediately – booths and sponsorship opportunities will sell out fast. When you have selected the avenues of participation in which you are interested, please complete the online participation form, which you can access at: <http://www.cvent.com/d/3yqm1g/4W>. Past experience proves these exhibit booths and sponsorship opportunities are claimed fast, and participation forms will be honored on a first-come-first-served basis. If you have any questions, please feel free to contact Janice Mashak, Vice President of Member Services & Innovation, LeadingAge Wisconsin.

Don't delay; reserve your booth and sponsorships today!



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



Exhibitors Forum



The LeadingAge Wisconsin 39th Annual Exhibitors Forum

LeadingAge Wisconsin has designed the 39th Annual Exhibitors Forum for the maximum advantage of exhibitors. The theme for this year's conference and tradeshow is *Imagine the Possibilities*. In addition to a slate of outstanding educational sessions, the conference will feature a day with Teepa Snow, a Town Hall Meeting, a Welcoming Reception, and an Evening of Entertainment.

The LeadingAge Wisconsin Annual Exhibitors Forum will be an exciting one-day event. The tradeshow schedule allows for four hours of dedicated show time on Thursday, October 3, 2019. Our tradeshow will not end on October 3rd; rather, it will continue for the next 12 months with the LeadingAge Wisconsin online virtual tradeshow. The fee for participating in this virtual tradeshow is incorporated into the Exhibitors Forum participation fee. This Virtual Tradeshow is a year-long promotional opportunity that is available only to participants of the LeadingAge Wisconsin 39th Annual Exhibitors Forum.

We invite you to check out our Virtual Tradeshow. Go to the LeadingAge Wisconsin website at www.leadingagewi.org/members-services-education/virtual-tradeshow. You will have the option of viewing last year's Exhibitors Forum by company name or by product category. In the past 12 months, this virtual tradeshow averaged more than 200 hits/month. The virtual tradeshow will include a link to your website, so make sure you provide your web address on the participation form.

The LeadingAge Wisconsin 2019 Fall Conference, titled *Imagine the Possibilities*, will bring together more than 500 long-term care, assisted living, and senior housing professionals, including board members, executive directors, administrators, directors of nursing, and housing managers, as well as department heads and supervisors of departments such as nursing, social services, pastoral care, human resources, therapy, activities, food service, pharmacy, housing, housekeeping, maintenance, marketing, development, public relations, finance, and other professions.

The conference will feature knowledgeable presenters and timely topics focusing on current issues, future trends, and common concerns related to long-term care, assisted living, and senior housing. In addition to 36 educational breakout sessions, we will have a thought-provoking keynote addresses, numerous networking meetings, a pre-conference event featuring Teepa Snow, and a Town Hall meeting.

The conference includes activities designed to increase traffic throughout the exhibitor forum. These activities include dedicated show times, a special luncheon, a reception, and our popular parade of prizes, which is an opportunity for conference delegates to win prizes sponsored by our vendors.

LeadingAge Wisconsin
204 S Hamilton Street
Madison WI 53703
608-255-7060
www.LeadingAgeWI.org
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Exhibitors Forum Participation Fees

The fee to exhibit this year is as follows:

	Early Bird Fee*	Regular Fee
LeadingAge Wisconsin Members	\$700	\$850
Non-Members	\$850	\$1000

* In order to qualify for the early-bird fee, you must complete your online registration form and pay in full no later than September 6, 2019. All registrations or payments received after September 6, 2019 will be assessed the regular fees.

This participation fee includes:

- One booth 10 feet wide by 8 feet deep.
- Side and back draping for the booth, one table, one chair, and a booth identification sign. (Additional furnishings and equipment may be ordered directly through Green Bay Exposition Services. An exhibitor kit will be sent to you upon our receipt of your participation form.)
- Name badges for all booth representatives.
- Four hours of dedicated show time on Thursday, October 3, 2019. These hours include 2.5 hours during a luncheon and 1.5 hours during a reception.
- Tickets for up to three booth representatives to participate in the tradeshow luncheon on Thursday, October 3, 2019. Tickets for additional booth representatives will be available for purchase at a reasonable fee.
- A listing within the LeadingAge Wisconsin virtual tradeshow for the next 12 months. This virtual tradeshow generates more than 200 hits per month! Remember to include your website address so that we can link your virtual tradeshow listing to your website.
- Access to our conference app. All conference registrants are listed in the conference app.

Special Notes:

- **Registering for the tradeshow does not include registration for the conference.** If you are interested in registering for any part of the conference, you must complete separate conference registration materials, which will be available within the next month.
- Please note: Ballroom B of the tradeshow hall is carpeted. Convention Center C of the tradeshow hall is NOT carpeted. If you so desire, you may make arrangements through Green Bay Exposition Services to have your booth carpeted. Order forms for carpeting will be included in the exhibitor kit you will receive once you send us your participation form and payment.
- Your booth does not come with an electrical outlet. If you need electricity, you may order a hook-up through Green Bay Exposition Services when you receive the exhibitor kit.

Please complete your online registration and submit your payment for the full remittance of your participation fee. No booth will be reserved or held until the entire remittance is paid in full. The early bird discount applies only to those booths that are reserved and paid in full by September 6, 2019.

Exhibitor Registration, Set-Up and Show Times

The proposed schedule for the LeadingAge Wisconsin 39th Annual Exhibitors Forum is as follows:

Wednesday, October 2, 2019

12:00 noon to 5:00 p.m. -- Exhibitor Check-in

5:00 p.m. to 7:00 p.m. -- Exhibitor Set-up

Thursday, October 3, 2019

8:00 a.m. to 11:45 a.m. -- Exhibitor Check-in and Set-up

11:45 a.m. to 2:15 p.m. -- Lunch at the Exhibitors Forum

5:00 p.m. to 6:30 p.m. -- Reception at the Exhibitors Forum & Exhibitor Door Prize Drawings

6:30 p.m. -- Conclude Exhibitors Forum

We ask that all exhibitors keep their booths set up until the conclusion of the forum at 6:30 p.m. on Thursday, October 3, 2019. Please note that the exact time schedule is not yet final; therefore, any times listed are still tentative.

Registration

The LeadingAge Wisconsin 39th Annual Exhibitors Forum will be held at the KI Convention Center in Green Bay, Wisconsin. A proposed floor plan for the exhibit area is available by clicking [here](#). This floor plan allows for 145 booths.

A map of the tradeshow hall is on the next page. All booths will be assigned on a first-come-first-served basis. The following booths are reserved for LeadingAge Wisconsin members only: Booths # 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 117, 119, 121, 123, 125, 127, 208, 209, 210, 211, 308, 309, 310, 311, 408, 409, 410, 411, 508, 509, 510, 511. No booths will be held or reserved until LeadingAge Wisconsin receives your full payment. Credit card is our preferred method of payment.

Registration must be completed online at <http://www.cvent.com/d/3yqm1g/4W>. You may select your booth from all remaining booths. Because exhibitors are selecting their own booth assignments, ***LeadingAge Wisconsin is not able to guarantee that your booth will not be next to the booth of one of your competitors. Before selecting your booth, you may call LeadingAge Wisconsin at 608-255-7060 to see who is in any booth near your selection prior to finalizing your booth location.***

Remember, this floor plan and the booth numbers are temporary at this time. We reserve the right to revise the plan and the booth numbers to accommodate last minute changes. Although your assigned booth will stay as close as possible to its original position and location, the booth numbers will not be final until about two weeks prior to the conference.

As the conference approaches, we will send you a conference program booklet and your exhibitor services kit.

Tentative Exhibit Floor Plan

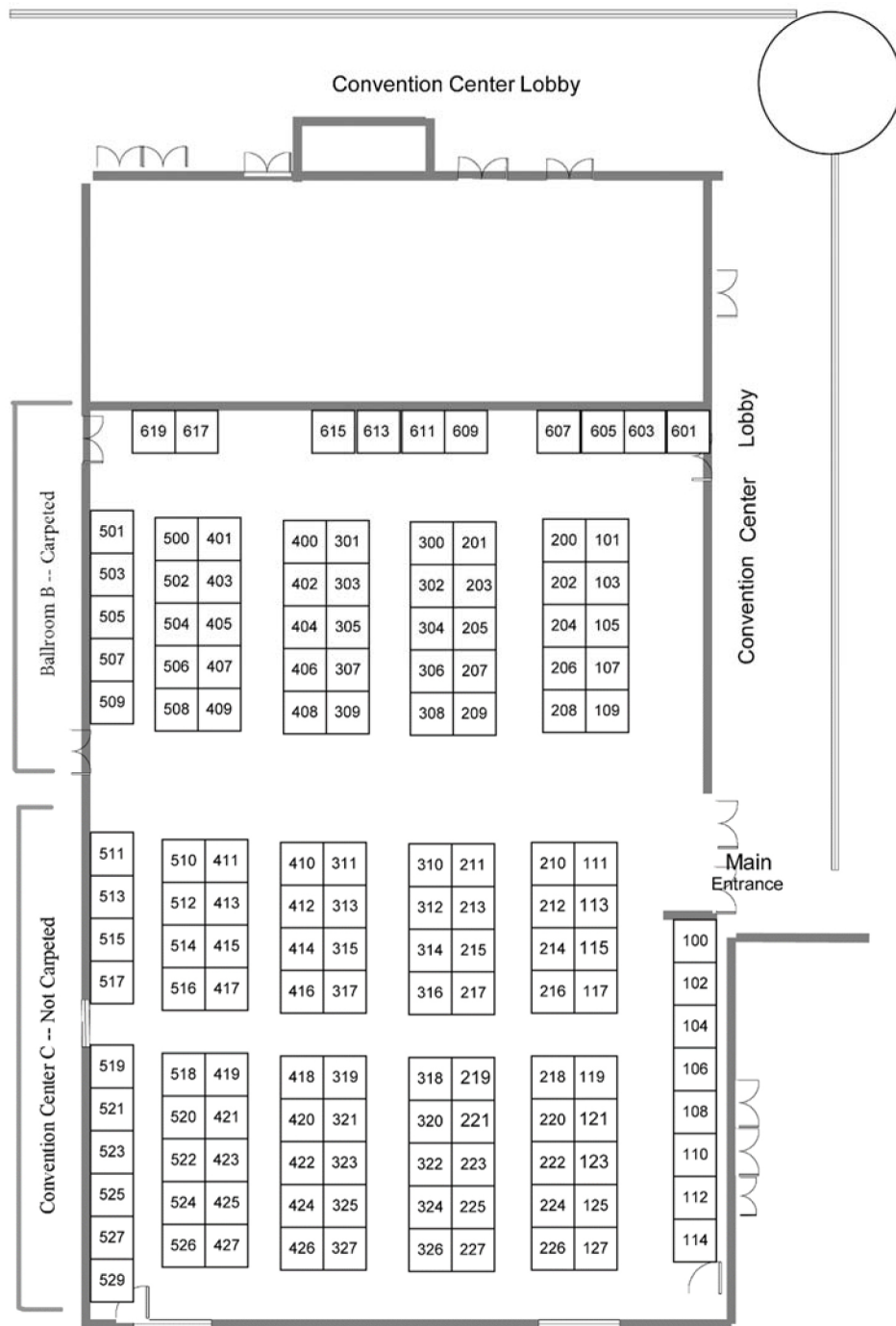
The LeadingAge Wisconsin 38th Annual Exhibitors Forum – October 3, 2019

KI Convention Center – Ballroom B & Convention Center C

Green Bay, Wisconsin

Note: Ballroom B is carpeted. Convention Center C is not carpeted.

The following booths are reserved for LeadingAge Wisconsin members only: 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 117, 119, 121, 123, 125, 127, 208, 209, 210, 211, 308, 309, 310, 311, 408, 409, 410, 411, 508, 509, 510, 511.



Overnight Accommodations

The LeadingAge Wisconsin 2019 Fall Conference and 39th Annual Exhibitors Forum will be held October 2-4, 2019 at the KI Convention Center in Green Bay, Wisconsin. LeadingAge Wisconsin has reserved a block of sleeping rooms at six nearby hotels. Please direct all room reservation requests and related questions to the hotel of your choice. Remember to indicate you are attending the conference of LeadingAge Wisconsin and you wish a room within the LeadingAge Wisconsin block. Overnight accommodations are available on a first-come-first-served basis at each of the hotels.

Hyatt Regency

(Connected to the KI Convention Center)

333 Main Street

Green Bay, WI 54301

To Reserve a Room, Click This Link: <https://www.hyatt.com/en-US/group-booking/GRBRG/G-LA19>

Room rates begin at \$110

Hampton Inn

(Connected to the KI Convention Center)

201 Main Street

Green Bay, WI 54301

920-437-5900

Room rates begin at \$129

Hotel Northland

(less than one-half mile to the KI Convention Center)

304 North Adams Street

Green Bay, WI 54301

920-393-7499

Room rates begin at \$119

Hawthorn Suites by Wyndham

(5 minutes from the KI Convention Center)

335 W. St. Joseph Street

Green Bay, WI 54301

920-435-2222

Room rates begin at \$99

Quality Inn and Suites

(6 minutes from the KI Convention Center)

331 South Washington Street

Green Bay, WI 54301

920-437-8771

Room rates begin at \$89

Tundra Lodge Resort

(9 minutes from the KI Convention Center)

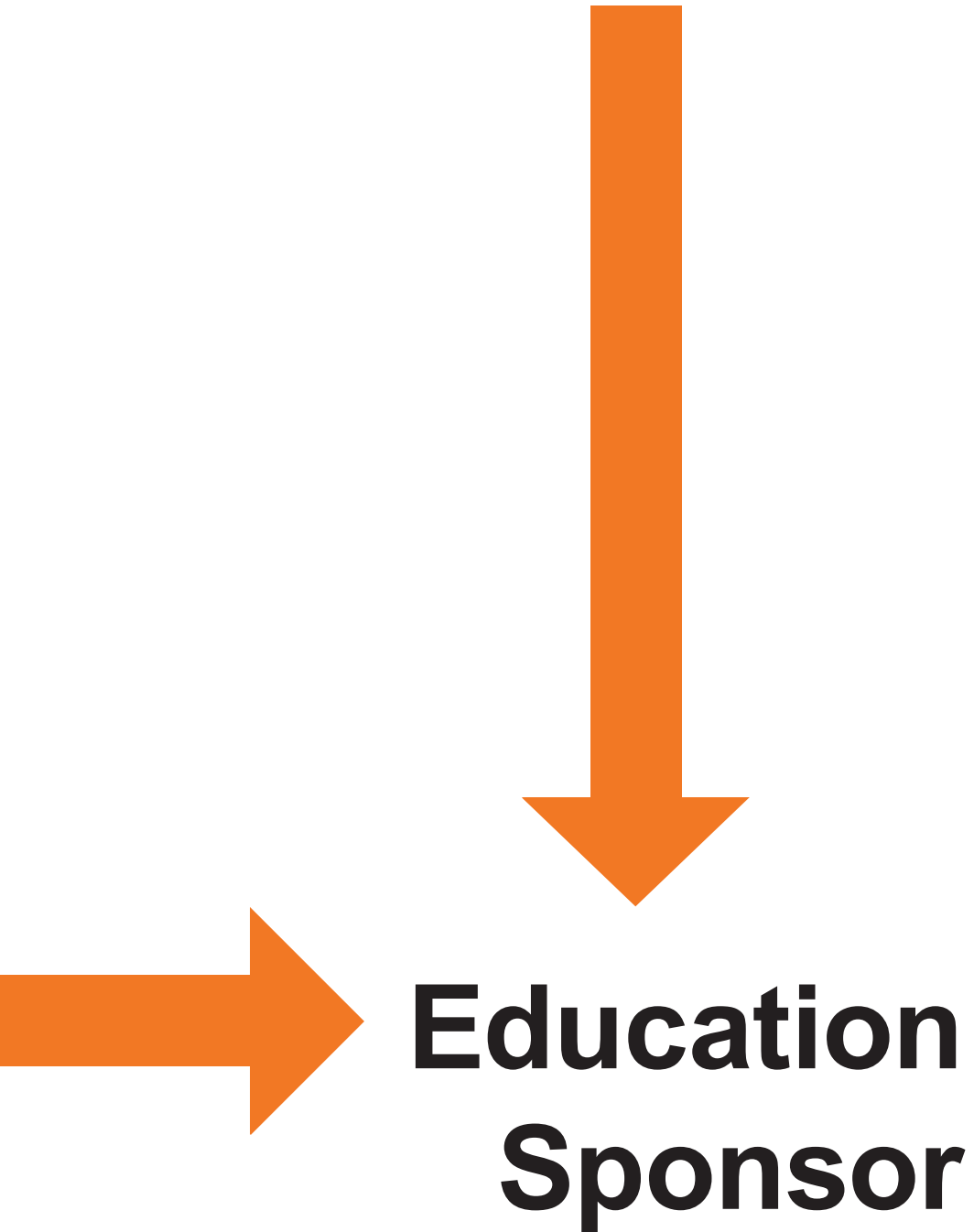
865 Lombardi Avenue

Green Bay, WI 54304

920-405-8700

Room rates begin at \$99

As time moves on, rooms will rapidly disappear. Please book your 2019 Fall Conference overnight accommodations now!



Education Sponsor

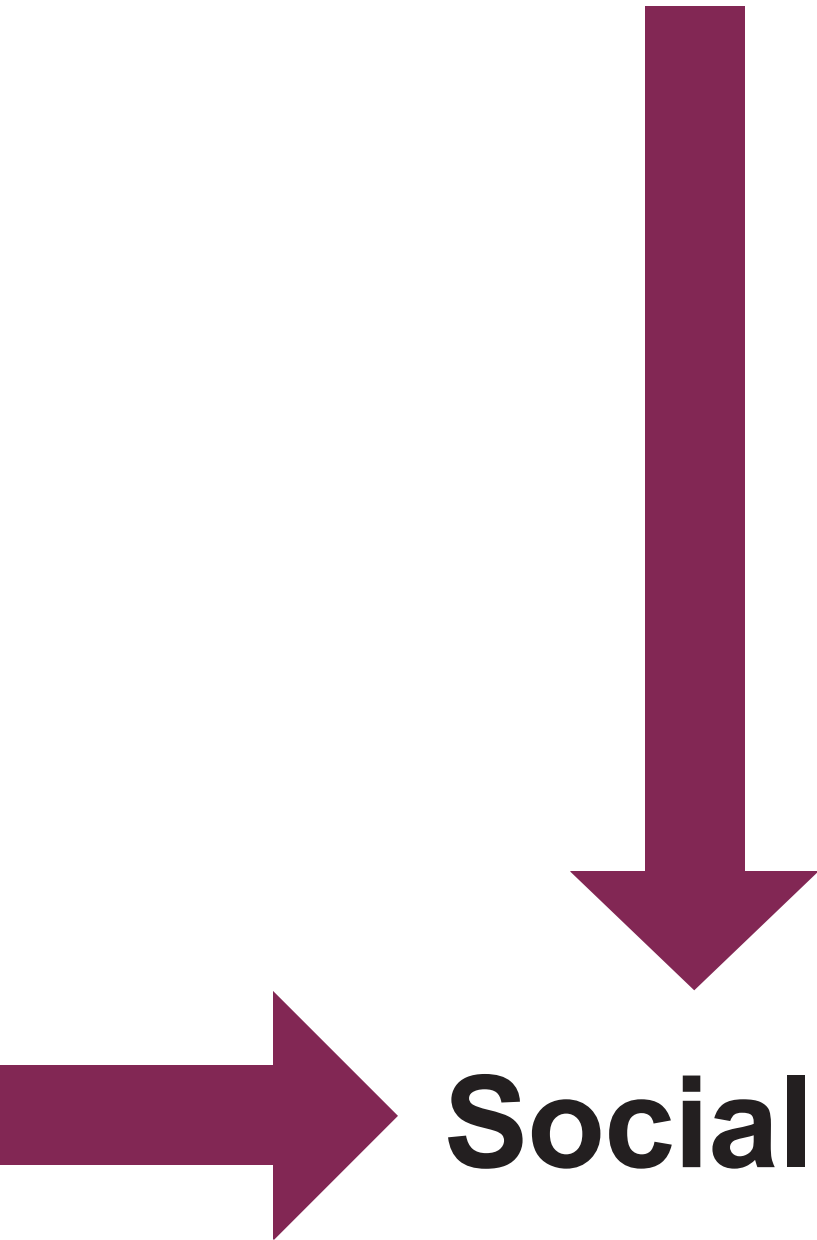
The LeadingAge Wisconsin Fall Conference will be held October 2-4, 2019 at the KI Convention Center in Green Bay, Wisconsin. The theme for this conference is *Imagine the Possibilities*.

The conference will guide long-term care and senior housing professionals on a journey of exploring the opportunities that are ahead of us if we only dare to imagine the possibilities. Imagine the possibilities when we dare to pursue the opportunities that will impact the people, the ideas, the places, and the programs served by our member and subscriber organizations. This LeadingAge Wisconsin conference will feature a variety of educational sessions, each of which will explore opportunities as we imagine possibilities. More specifically, this conference will address:

- The changes and challenges of health care
- New roles and new players in health care
- Cooperatives, collaborations and partnerships
- Campus expansions and facility closures
- Leading boards through change
- Regulatory issues
- Leadership opportunities
- Clinical considerations
- Dementia care
- Quality improvement and quality assurance
- Workforce strategies
- Realities in assisted living
- Trends and technology
- Ethics and boundaries
- Sales and marketing
- Culture
- Life enrichment
- And much more

We anticipate more than 500 participants at the conference, mostly representing voluntary board members, chief executive officers, executive directors, administrators, directors of nursing, activity and therapy directors, directors of finance, directors of social services, retirement living/senior housing managers, assisted living providers, adult day care professionals, chaplains, human resource directors, and other managers and supervisory personnel from long-term care, assisted living, retirement living/senior housing, and community service programs. Typically, about 80 percent of the attendees are from not-for-profit organizations.

There are multiple opportunities available for sponsoring educational sessions at this conference, including the pre-conference workshop (featuring Teepa Snow) on October 2nd, the keynote address on October 3rd, and conference sessions throughout the conference on October 3rd through October 4th. To sign up to be a 2019 Fall Conference Education Sponsor, please go to: <http://www.cvent.com/d/3yqm1g/4W>. The deadline for registering is July 26, 2019.



**Social Function
Sponsor**



Social Function Sponsor

The LeadingAge Wisconsin Fall Conference will feature a variety of social functions. These social functions provide time for conference attendees not only to kick back and relax, but also to enjoy camaraderie and networking conversations with their peers from across the state. Social functions available for sponsorship at this conference include:

Wednesday, October 2, 2019

Lunch for Pre-Conference Attendees (estimated cost: \$4500)

Welcoming Reception

- Beverages (already sponsored)
- **Hors d'oeuvres (estimated cost: \$3000)**

Thursday, October 3, 2019

Refreshment Break (estimated cost: \$1500)

Conference Luncheon (estimated cost: \$5000)

Evening Event

- Host for the Evening (already sponsored)
- Reception Hors d'oeuvres (already sponsored)
- Beverages (already sponsored)
- Dinner (already sponsored)
- Entertainment (already sponsored)

Friday, October 4, 2019

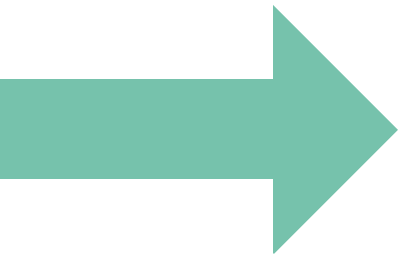
Light Refreshment Break (estimated cost: \$1500)

LeadingAge Wisconsin has more sponsorship options available. If you don't see something that interests you, please call Janice Mashak at the LeadingAge Wisconsin office (608-255-7060) to discuss other options.

For additional information on any of the above listed activities or to discuss bundling multiple sponsorship opportunities into a Diamond Sponsor Package please contact Janice Mashak at the LeadingAge Wisconsin office.

You may sponsor a function in part or in total; co-sponsorship also is an alternative. Estimated costs will vary according to the sponsor's wishes and the actual conference attendance. LeadingAge Wisconsin staff will work with sponsors to determine the specifics in each instance.

To sign up to be a 2019 Fall Conference Social Function Sponsor, please go to: <http://www.cvent.com/d/3yqm1g/4W>. The deadline for registering is July 26, 2019.



**Conference
Promotion
Sponsor**



Conference Promotion Sponsor

LeadingAge Wisconsin will promote the annual Fall Conference through a variety of media, including a professional PDF document that is posted to our website and sent via email to key contact people in long-term care, assisted living, senior housing, and community support services throughout the state.

LeadingAge Wisconsin is providing you the opportunity to be a sponsor of this electronic publication. Sponsorship acknowledgments will be sold only in the sizes as specified below:

\$ 500	Quarter-page	(3½" wide x 4¾" tall)
\$ 800	Half-page	(7¼" wide x 4¾" tall)
\$1200	Full-page	(7¼" wide x 9¾" tall)

The deadline for submitting your participation form, payment, and a high resolution electronic file of your acknowledgment is July 26, 2019.

You must submit your acknowledgment in the correct size proportions. Placement of your acknowledgment is at the discretion of the LeadingAge Wisconsin staff and will be determined based on an overall pleasing layout design of the document.

To sign up to be a 2019 Fall Conference Promotion Sponsor, please go to: <http://www.cvent.com/d/3yqm1g/4W>. The deadline for registering is July 26, 2019.

Other Registration & Conference Enhancements

LeadingAge Wisconsin works continuously to enhance the conference experience for attendees and to build new and innovative opportunities for companies interested in sponsorships. Recent enhancements include:

Free WI-FI throughout the conference (estimated cost: \$500)

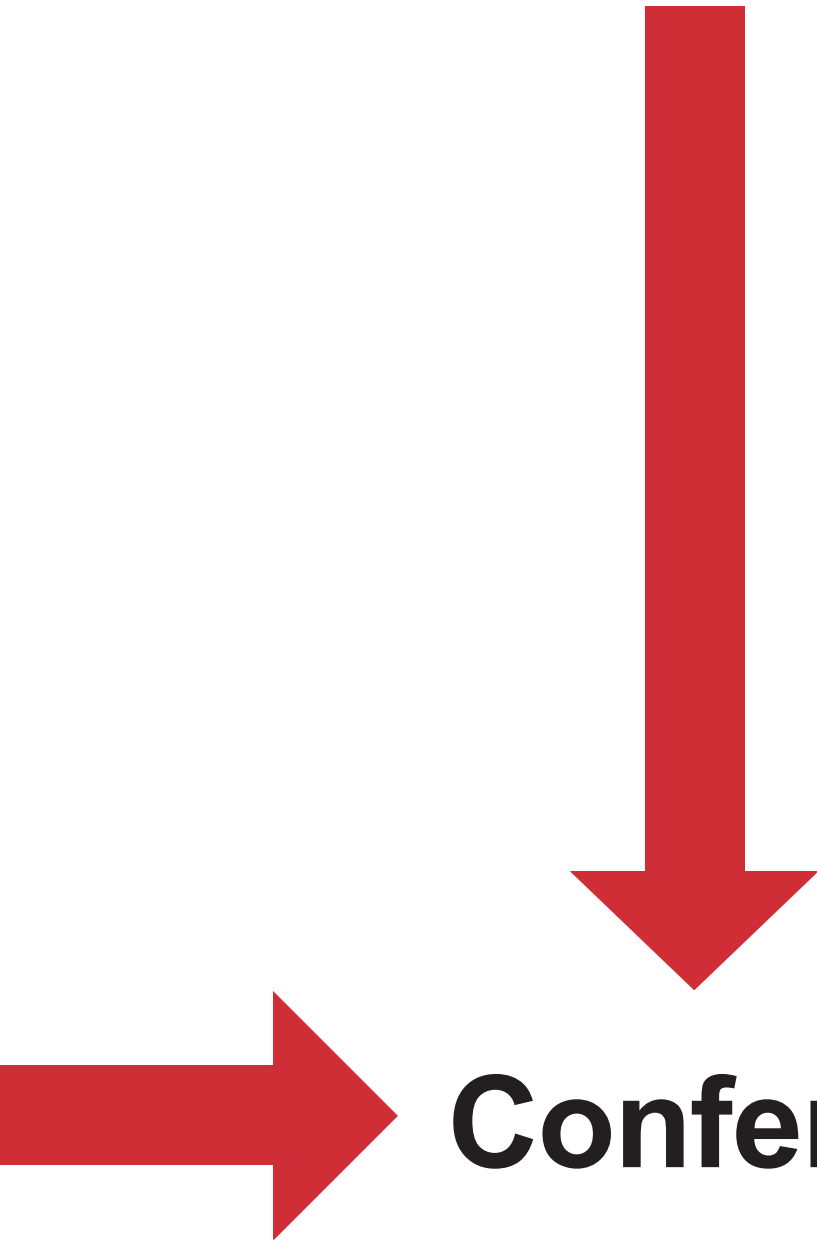
- To sign up to be the 2019 Fall Conference WI-FI Sponsor, please go to: <http://www.cvent.com/d/3yqm1g/4W>. The deadline for registering is July 26, 2019.

Online Registration (already sponsored)

- All conference attendees must register through our online system and, when they do, they will see the logo for our sponsoring organization.

Conference Name Badges (already sponsored)

- Our newly designed large format conference name badges not only list the name of the attendee and the logo of the sponsoring company, but also the full conference agenda and a map of the conference site.



**Conference App
Sponsor**



Conference App Sponsor

LeadingAge Wisconsin is developing a comprehensive conference app, which offers unparalleled parity between devices, giving every attendee full use of the app no matter what mobile device they choose to use. Attendees can integrate their social media accounts, sync their conference schedules, set reminders for sessions, rate sessions, share contacts, send messages, navigate the event, and more. There are two options for sponsoring the conference app:

Conference App Banner

Sponsors have access to measurable banner ads, have access to push notifications, and are recognized with rotating banners while the app is open on any device. Like attendees, sponsors can easily navigate the conference from any mobile device. All educational, social, registration, and app conference sponsors will be highlighted in this mobile app.

Based on historical data, the banner for each of our sponsors is viewed approximately 7,000 times! Now, you can bring this level of exposure to your company with a banner on our Fall Conference App. Please note, however, that **we will accept up to six banners for the app, so please reserve your banner ad quickly!**

With your sponsorship of an app banner, you can design your banner to take attendees directly to your company's website.

You must submit your banner in two formats to ensure it works with all mobile devices. The two formats are:

- Mobile Phone Banner -- 640 x 150 pixels, PNG or JPG only
- Tablet/Online Event Banner -- 552 x 150 pixels, PNG or JPG only

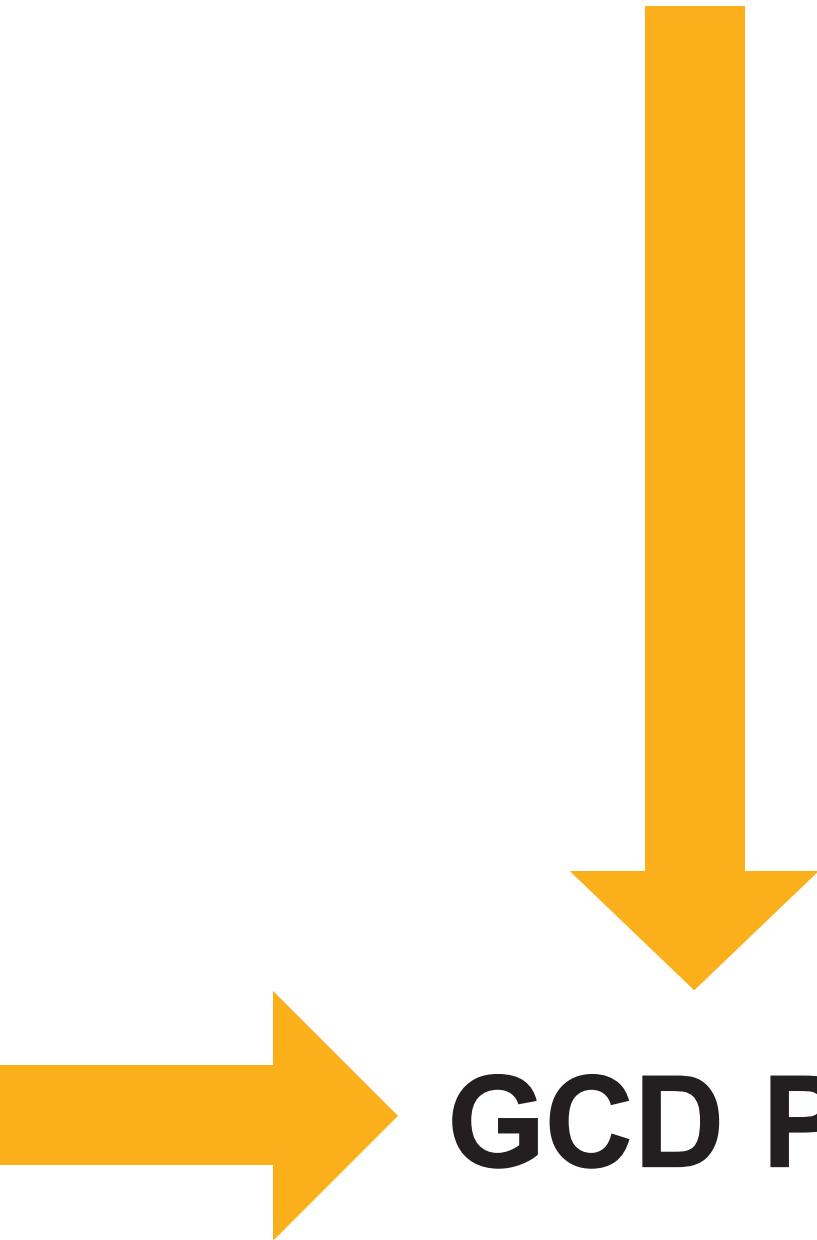
Grab a banner sponsorship today! The deadline for submitting the participation form and full payment is July 26, 2019 or until each banner has been claimed (whichever comes first).

App Banner Fees:

LeadingAge Wisconsin Members:	\$600.00
Non-Members:	\$850.00

Overall Conference App Sponsor (already sponsored)

This app puts every detail of the conference right into the hands of every conference attendee. Conference sessions, speakers, agendas, handouts, attendees, sponsors, maps and more all are available and easily accessible. If you are the overall sponsor of the conference app, your logo will splash across the screen every time anybody accesses our conference app, which brings incredible visibility to your company.



GCD Program



Geriatric Career Development Program

LeadingAge Wisconsin has a subsidiary foundation known as the Wisconsin Association of Homes for the Aging Research and Education Foundation (R&E). The R&E is a 501(c)(3) organization. The mission of the R&E is to advance the delivery of long-term services and supports and senior housing services through the financial support of education, training, and research. The R&E is visible, viable and responsive to the Wisconsin long-term services and supports and senior housing provider community. The R&E is organized exclusively for charitable, religious, educational, scientific, and research purposes.

R&E is seeking funds and donations to grow and sustain the Geriatric Career Development Program in Wisconsin.

Overview of the Geriatric Career Development (GCD) Program

R&E is building a bridge between high school at risk students and long-term care providers. Through the GCD program, we are working to:

- Ensure at risk students have promising career paths to ensure family stability, regional vitality, and long-term economic mobility.
- Ensure new healthcare workers have the opportunity to sharpen their skills and stay current on aging-related issues.
- Address critical gaps in the healthcare workforce and strengthen programs that enhance the quality of care provided to older adults throughout Wisconsin.

The community and statewide support of our program has far surpassed our expectations. Various organizations are beginning to donate money and/or volunteer time to help these students. Our first pilot of this program is going well, and we are gearing up to launch this program in several more communities throughout the state. This puts us more than one year ahead of schedule!

We have determined that the program costs more than we had imagined and requires more time than we had anticipated, but the outcomes and benefits far surpass what we had ever dreamed. We have calculated that the cost of the program is approximately \$4300 per student per year.

With our current finances, we are confident we can begin working with up to five additional organizations with the goal that they will be ready to enroll students by fall of 2019. We hope this next roll out includes some rural communities as well as at least one program dedicated to the Young Adult Program. The GCD Young Adult Program works with individuals who are 18-24 years old, who dropped out of high school, and who find it difficult to find meaningful employment. We use the same curriculum that we use for our at-risk students, but it is taught at an accelerated pace, preparing them for employment in as little as two months.

You Can Help!

You can help grow and sustain this very necessary innovative program in Wisconsin by making a donation to the R&E Foundation. LeadingAge Wisconsin will acknowledge donors, sponsors, and contributors in printed and online publications.

Geriatric Career Development Program Donation

I am making a donation to help the Wisconsin Association of Homes for the Aging Research & Education Foundation (R&E) grow and sustain the Geriatric Career Development Program (GCD) in Wisconsin.

Level of Donation (please check one):

Major Donor (More than \$5,000) – Please enter amount: \$ _____

Platinum Sponsor: \$5000

Gold Sponsor: \$2500

Silver Sponsor: \$1000

Bronze Sponsor: \$500

Contributor – Please enter amount: \$ _____

This Amount is Donated by (please check one):

A Company/Organization

An Individual

Name of Company/Organization _____

Name of Individual/Contact Person _____

Mailing Address _____

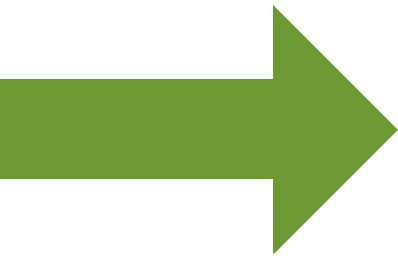
City, State, Zip _____

Telephone _____

Email Address _____

Return this form with your donation made payable to Wisconsin Association of Homes for the Aging Research & Education Foundation (R&E), 204 South Hamilton Street, Madison, WI 53703.

Thank you for your interest and support in helping R&E grow and sustain the Geriatric Career Development Program.



LeadingAge[™]
Wisconsin
Better Services for Better Aging



LeadingAge Wisconsin is a statewide membership organization of not-for-profit corporations principally serving seniors and persons with a disability. Membership is comprised of 152 religious, fraternal, private, and governmental organizations which own, operate and/or sponsor 163 nursing homes, 7 facilities for the developmentally disabled, 88 residential care apartment complexes (RCACs), 105 community based residential facilities (CBRFs), 11 adult family homes, 93 senior housing facilities, and more than 300 community service agencies which provide programs such as Alzheimer's support, adult day care, home health, hospice, home care, and meals on wheels. In addition, we have 14 for-profit organizations (owning a total of 95 skilled nursing and assisted living facilities) which subscribe to the services the association provides. All totaled, LeadingAge Wisconsin serves 562 long-term care, assisted living, senior housing, and other community-based providers principally serving elderly persons and individuals with a disability. LeadingAge Wisconsin members employ over 38,000 people who provide compassionate care and service to over 48,000 individuals each day.

LeadingAge Wisconsin enhances not-for-profit members' dedication to excellence in providing programs and services to assist members in meeting the needs of seniors and individuals with a disability. LeadingAge Wisconsin demonstrates a caring commitment to the highest quality of life and greatest independence for each individual served.

LeadingAge Wisconsin believes in taking a leadership role in representing and promoting the interests of its members through activities of advocacy, education, professional development, research and services. LeadingAge Wisconsin also believes in enhancing its members' ability to meet the social, health, environmental and quality of living needs of the individuals and communities they serve.

The association serves and represents its members to better enable them to enhance the quality of life for residents and others served by member programs. LeadingAge Wisconsin does this by:

- Providing professional development
- Interpreting social, economic, and political trends
- Influencing public policy formation
- Sharing information
- Providing a broad array of services

LeadingAge Wisconsin recognizes that not-for-profit facilities are community based, community owned, and community accountable. Leading-Age Wisconsin promotes the community responsiveness inherent in the philosophy of all nonprofit facilities. The association is dedicated to the development of a continuum of care that meets the physical, spiritual, emotional and social needs of aging persons while providing the individual with options and a means of achieving maximum independence. LeadingAge Wisconsin encourages its members to achieve high professional standards and to provide innovative approaches to the delivery of quality services that are both effective and efficient and which result in the enhancement and enrichment of the lives of those served. Overall our goal is to work tirelessly toward expanding the world of possibilities for aging.

Detailed information about LeadingAge Wisconsin, the services we provide, and benefits of membership and subscriber services are available at www.LeadngAgeWI.org.