Thank You

LeadingAge Illinois would like to thank the following members who so generously gave of their time to help develop the 2017 Annual Meeting’s educational agenda.

Krista Borbely, Clark-Lindsey Village
Laura DeBruin, LifeStyle Options, Inc.
Dean Dellaria, Friendship Village of Schaumburg
Charlotte Doyle, Covenant Retirement Communities
Michael Duffy, Good Samaritan Home of Quincy
Jon Dunker, Covenant Retirement Communities
Michelle Hart-Carlson, Oak Trace
Michele Heil, Clark-Lindsey Village
Jo Hilliard, The Christian Village
Angela Jalloh, CJE SeniorLife
Nina Kuzniak, Mather LifeWays
Anna-Liisa LaCroix, Central Baptist Village
Paula Ledbetter, Mather LifeWays
Molly Miceli, LifeStyle Options, Inc
Karen Miller, King-Bruwaert House
Ellen Tierney, Riverside Senior Life Communities - Kankakee
Pamela Wyatt, The Greens of Elgin

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Key Deadlines

Early Registration Deadline ............ Tuesday, February 28, 2017
Registration deadline ................. Tuesday, March 28, 2017
Cancellation/refund deadline .......... Tuesday, March 28, 2017
No Fee Substitution ............... Wednesday, April 19, 2017

OPENING RECEPTION

Lakeview Terrace, Navy Pier | 4:45 – 6:00pm (following General Session)
Enjoy Hors D’Ouevres, Cash Bar, Music and Networking

Exclusive Sponsorship by:

BB&T Capital Markets
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Why attend?

The 2017 LeadingAge Illinois Annual Meeting and Exhibition has so much to offer adult life services providers. Choose from advanced educational sessions led by nationally renowned speakers, opportunities to connect with old friends and network with new faces, or an Expo floor populated with solutions for your organization’s most important needs.

Visit leadingageil.org to register

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Doubletree by Hilton Chicago Magnificent Mile
300 E. Ohio St.
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dana.wollschlager@plantemoran.com
pmlivingforward.com

Ed Slack | 847.628.8796
ed.slack@plantemoran.com
healthcare.plantemoran.com
Keynote Address

Thursday Keynote Speaker

The Power of Purpose: Tuned In and Turned Up!

Remember when you worked side-by-side with “that one”: that leader or colleague who inspired you, encouraged you, and rocked your professional world? It wasn’t their title, pedigree, certifications or job description that defined their brilliance. Our heroes are dynamic, passionate people, who stood for “something”. Our most revered colleagues model the mission, value the vision, and walk in their purpose! How do we measure up?

Every notable study points to an underutilized leadership competency: the ability to influence others by identifying a clear purpose and sharing a compelling story. A purpose-first leader is the catalyst for igniting passions around the building despite shift, length of tenure, or walk of life. “THE POWER OF PURPOSE: TUNED IN AND TURNED UP!” will bring to life research-tested tools with a high degree of interactivity, moments of self-reflection, honest belly laughs, and tons of opportunities to practice what matters most.

Participants will:
• Engage in a thorough examination into the origins of your leadership beliefs, identify and articulate your purpose as role models of effective and resonant leadership.
• Gain the ability to use research-driven best-practices to encourage colleagues to make a dynamic commitment to the organization’s Mission, Vision, and Values and demonstrate a READINESS to accept and celebrate the ever-increasing changes impacting our industry.
• Develop a 30 Day “Professional Purpose Plan” of action designed to become a more skilled coach, mentor, and role model of organizational courage and accountability.

CHRISTOPHER RIDENHOUR
As Director of Employee Engagement and Customer Service Training for a Philadelphia-based CCRC Management Company, Christopher develops and delivers high-impact staff education focused on World Class Hospitality, Elevated Employee Engagement, New Supervisor Training, Aspects of Inspired Leadership, Total Team Commitment, among other critical employee competencies. For the last 10 years, he’s traveled across the United States and Canada speaking and training for national aging associations including LeadingAge, Argentum, American College of Healthcare Administrators, and more.

Wednesday Keynote Speaker

Workforce: It’s the People!

There’s no magic technology or solution to our workforce challenges. Recruitment and retention are challenging because workers are not immediately attracted to us because of societal ageism, negative perceptions of LTC workplaces, and inadequate financial incentives (compensation & career-pathing). To attract and retain capable people, we have to remember that we are workplaces and employers. Providers that are successful in this endeavor have high quality supervisors, perceptually more attractive jobs, and respect for the organization — all key factors for employee recruitment and retention. Robin will discuss strategies to help your organization address these workforce challenges.

Participants will:
• Identify the true factors relating to workforce recruitment and retention and their impact on your organization
• Understand long-term trends impacting the workplace (workers, residents, and families) in the United States
• Determine strategies for alleviating the workforce crisis within your organization

ROBYN I. STONE, DR. P.H., a noted researcher and internationally recognized authority on long-term care and aging policy, is Sr. VP for Research at LeadingAge and Executive Director of the LeadingAge Center for Applied Research. She has held senior research and policy positions in both the U.S. government and the private sector. She was a political appointee in the Clinton Administration, serving in the U.S. Department of Health and Human Services as Deputy Assistant Secretary for Disability, Aging and Long-term Care Policy and Assistant Secretary for Aging. Dr. Stone is a distinguished speaker and has been published widely in the areas of long-term care policy and quality, chronic care for the disabled, aging services workforce development, low income senior housing and family caregiving. She serves on numerous provider and non-profit boards that focus on aging issues. Dr. Stone is a fellow of the Gerontological Society of America and the National Academy of Social Insurance. She was elected to the National Academy of Medicine (formerly the Institute of Medicine) in 2014.
Exhibit Floor Features

Campfire Learning Circle
Located at the north end of aisle 900
Cozy up around the “fire” and hear experts discuss topics of interest. Speakers will provide a 10-minute interactive campfire session on solutions for your organization’s most challenging issues. Campfire sessions take place on Wednesday and Thursday between 12:15 – 1:15 p.m. Check the LeadingAge Illinois Mobile Event App and our website for the complete list of Campfire Sessions. You won’t want to miss these!

1.0 continuing education credit may be earned with full participation and documented attendance and may be applied to: Illinois Nursing Home Administrators, Illinois Nurses Advanced Practice Nurses, Registered Nurses and Licensed Practical Nurses, Clinical Social Workers/Social Workers, Register and Certified Public Accountants, Physical Therapists/Physical Therapy Assistants, Occupational Therapists/Occupational Therapy Assistants, Professional Counselor/Clinical Counselor.

Member Central Gateway
Check out our Member Central Gateway! As you enter the Expo Hall from Terrace A (West), stop by our Gateway exhibit to:
• Learn about the latest LeadingAge Illinois programs and member benefits
• Order the 2017 Salary Survey
• Find out about upcoming educational programs for 2017
• Ask questions and share ideas with LeadingAge Illinois Staff and Advocates
• Update your organization’s profile and make sure you are on our email list to receive important and time-sensitive updates from LeadingAge Illinois, LeadingAge and Argentum

EXPO Speed Shop
Instead of making appointments with each company for a demo, Expo Speed Shop allows you to take in information from multiple companies efficiently. Each company that is presenting offers a special discount on their products and services for LeadingAge Illinois Members.
Hear short informative presentations on a selection of products and services by leading companies in our field in our comfortable “Member Savings Lounge” in Booth 1120 on the Expo Floor.
Be sure to sign up when you register.

Expo Speed Shop Categories:
Wednesday, April 26 • 1:30 - 2:00pm (Session 1-SS)
• Insurance (Employee Benefits)
• Employee Recruitment/OnBoarding
• Laundry/Linen Services Consulting
• Workforce Management Software

Thursday, April 27 • 10:30 - 11:00am (Session 2-SS)
• Rehabilitation/Physical Therapy
• Workforce and HR Consulting
• Group Purchasing
• Engagement/Satisfaction Surveys
Board Members and trustees NOT employed by a provider or vendor can attend at no extra cost if employees from your organization are registered to attend. Just register under your organization’s registration and indicate “Board Member”. CE credit not provided.

Sessions and conference activities that would be of greatest interest to those serving our members in volunteer leadership roles are listed below from the **Strategy and Business Growth** track.

### Wednesday, April 26, 2017

- **8:30AM – 10:00AM**
  Repositioning Strategies for Post-Acute Care Providers

- **8:30AM – 10:00AM**
  Comprehensive and Advanced Financial Solutions

- **10:15AM – 11:15AM**
  Connecting the Dots – Integrating Risk Management for Enhanced Value

- **10:15AM – 11:15AM**
  Serving the Middle Income Senior Housing Market

- **10:15AM – 11:15AM**
  Success in the Home and Community-Based Services Market

- **1:30PM – 3:00PM**
  Meeting the Rising Expectations for CEO Success in Philanthropy

- **1:30PM – 3:00PM**
  Dynamic Care Models Driven by a Dynamic Environment

### Thursday, April 27, 2017

- **8:30AM – 10:00AM**
  What For-Profits Do that Not-For-Profits Should Do Too

- **8:30AM – 10:00AM**
  The Ever Expanding Continuum of Care: Evolution, Innovation and Opportunity

- **10:15AM – 11:15AM**
  Governance and Leadership: Strategic Thinking, Foresight and The Courage to Change

- **1:30PM – 3:00PM**
  Continued: Governance and Leadership: Strategic Thinking, Foresight and the Courage to Change

### Friday, April 28, 2017

- **8:30AM – 10:00AM**
  Certificate of Need—Not as Bad as You Think

### Networking Meetings

Join your colleagues for this time set aside just for you to get to know each other, exchange ideas, share challenges and best practices. Build your peer network and take home new ideas. Be sure to bring your business cards.

### Wednesday, April 26, 2017

- **7:15AM – 8:15AM**
  - Affordable Housing
  - Assisted Living
  - HCBS
  - Leadership Academy Alumni

### Thursday, April 27, 2017

- **7:15AM – 8:15AM**
  - CFOs
  - Human Resources
  - Nurse Executives
  - Nursing Home Administrators
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2017 LeadingAge Illinois Annual Meeting & Exposition 8
Continuing Education

Continuing Education Credits
The Annual Meeting education program offers professionals in aging services the opportunity to earn continuing education (CE) credits toward their professional licensure and certification renewal.

Full/Daily provider and vendor registration categories are eligible to earn CE Credit for the following:
- Education Sessions up to 13.0 hours
- General Sessions 1.0 each

Continuing Education Credit Policy
When offering CE credit, LeadingAge Illinois must abide by the rules and regulations of all applicable professional accrediting boards and agencies. As such:
- LeadingAge Illinois cannot provide CE credit to attendees who arrive late or leave prior to the conclusion of the session, including the Q&A and interactive components of a session
- LeadingAge Illinois cannot provide partial credit for concurrent sessions as attendees must be present for the entire duration of the session to receive full credit
- Name badges must be scanned at each session you attend in order to receive a certificate of attendance

Please Note: To meet the needs of credentialing bodies, LeadingAge Illinois uses a bar coding system for tracking continuing education. Your badge will have a bar code that is unique to you. Please pay careful attention to the additional information required on the registration form. Be sure to scan your badge at each session at the Annual Meeting. Continuing education certificates will be made available after the Annual Meeting.

CE Credit is Available for the Following:

Illinois Licensed Nursing Home Administrators
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed nursing home administrators. License #139-000011

Illinois Licensed Clinical Social Workers/Licensed Social Workers
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed clinical social workers/licensed social workers. License #159-000161

Illinois Licensed Occupational Therapists and Occupational Therapy Assistants
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed occupational therapists and occupational therapy assistants. License #224-000020

Illinois Licensed Physical Therapists and Physical Therapy Assistants
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed physical therapists and physical therapy assistants. License #216-000036

Illinois Registered Public Accountants
LeadingAge Illinois is an approved sponsor of (CPE) continuing education credit through the Illinois Department of Financial and Professional Regulation for registered public accountants. License #158-000942

Illinois Licensed Nurses
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for nurses. License #236-000019

Illinois Licensed Professional Counselor/Clinical Counselor
LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for registered professional counselors/clinical counselors. License #197-000195

LeadingAge Illinois will be requesting CE credits for a variety of professional disciplines. A complete list will be posted on the website upon approval. Visit leadingageil.org for more information or email ewolkotte@leadingageil.org for questions.

See What They're Saying! #LAIL17

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linkedin.com/company/leadingage-illinois
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youtube.com/user/LifeServicesNet

#LAIL17 Power of Purpose
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<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday, April 26</th>
<th>Thursday, April 27</th>
<th>Friday, April 28</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
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<td>8:00 a.m.</td>
<td>Breakfast 8:00–8:30 a.m.</td>
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<td>9:00 a.m.</td>
<td>Breakout Session 8:30–10:00 a.m.</td>
<td>Breakout Session 8:30–10:00 a.m.</td>
<td>Breakout Session 8:30–10:00 a.m.</td>
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<td>10:00 a.m.</td>
<td>Breakout Session 10:15–11:15 a.m.</td>
<td>Breakout Session 10:15–11:15 a.m.</td>
<td>Breakout Session 10:15–11:45 a.m.</td>
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<tr>
<td>11:00 a.m.</td>
<td>Expo Hall Open 11:00 a.m.–1:30 p.m.</td>
<td>Expo Hall Open 11:00 a.m.–1:30 p.m.</td>
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<td>11:30 a.m.</td>
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<td>12:00 p.m.</td>
<td>Lunch in Expo Hall 12:00–1:00 p.m.</td>
<td>Campfire Sessions in Expo Hall 12:15–1:15 p.m.</td>
<td>Lunch in Expo Hall 12:00–1:00 p.m.</td>
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<td>12:30 p.m.</td>
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<td>1:00 p.m.</td>
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<td>1:30 p.m.</td>
<td>Breakout Session 1:30–3:00 p.m.</td>
<td>Breakout Session 1:30–3:00 p.m.</td>
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<td>2:00 p.m.</td>
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<td>3:30 p.m.</td>
<td>General Session 3:15–4:45 p.m.</td>
<td>General Session 3:15–4:45 p.m.</td>
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<td>4:30 p.m.</td>
<td>Opening Reception 4:45–6:00 p.m.</td>
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<td>5:00 p.m.</td>
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<td>6:00 p.m.</td>
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**Reception Reminder!**

Join us immediately after General Session for our complimentary attendee reception, Wednesday, April 26 from 4:45 to 6:00 p.m. Enjoy drinks, appetizers, and networking.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>8:30–10:00 a.m.</td>
<td>1A</td>
<td>How to Talk About Advance Directives with Residents and Families</td>
</tr>
<tr>
<td></td>
<td>2A</td>
<td>CMS Regulatory Changes and Infection Prevention and Control Phases of Change Phase 2</td>
</tr>
<tr>
<td>10:15–11:15 a.m.</td>
<td>3B</td>
<td>Clinical Operations and the Bottom Line</td>
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<tr>
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<td>4B</td>
<td>Care Plan - Putting the Puzzle Pieces Together</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>5C</td>
<td>QAPI and Antibiotic Stewardship</td>
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<td>6C</td>
<td>Understanding the Surrogate Decision Makers</td>
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<td>7C</td>
<td>Ramping Up for Rising Acuity in Assisted Living</td>
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**Financial Management and Revenue Enhancement**

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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:15–11:15 a.m.</td>
<td>19E</td>
<td>Medicare Billing and Compliance Programs Covering Your Assets or Utilizing a Group Purchasing Organization (GPO) in Construction</td>
</tr>
<tr>
<td>1:30–3:00 p.m.</td>
<td>21B</td>
<td>Debt Without Regret: Finding the Perfect Financing Structure</td>
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<td>22C</td>
<td>Strategies to Preserve and Improve Your Affordable HUD Financed Housing</td>
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<td>23C</td>
<td>Making the Transition to Value-Based Payment Models</td>
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**HCBS**

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<th>Time</th>
<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>10:15–11:15 a.m.</td>
<td>30A</td>
<td>Bend Me, Shape Me: Community Impact Using Borrowed Walls</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>31B</td>
<td>Success in the Home and Community-Based Services Market</td>
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<td>32C</td>
<td>Seeking Solutions for Senior Non-Emergency Transportation</td>
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**Life Enrichment and Wellness**

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<th>Time</th>
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<th>Title</th>
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<tbody>
<tr>
<td>10:15–11:15 a.m.</td>
<td>37A</td>
<td>Monarchs and Mosaics: Resident Engagement, Wellness and Fundraising</td>
</tr>
<tr>
<td>1:30–3:00 p.m.</td>
<td>38B</td>
<td>Stability, Mobility and Fall Prevention: A Cadence Training Approach</td>
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<td>39C</td>
<td>Transforming the Culinary Experience: A How-to-Guide</td>
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**Management and Operations**

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<th>Time</th>
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<tr>
<td>10:15–11:15 a.m.</td>
<td>46A</td>
<td>How Safe is the Flooring in Your Community? Culture Shock: Improving Your Business by Improving Your Culture</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>48B</td>
<td>IT Cyber Security - Mitigating Your Risks</td>
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<td>49B</td>
<td>Who Pulled the Fire Alarm? How to Prepare Your Organization for an Emergency</td>
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<td>50C</td>
<td>SNF Medicare Clinical and Billing Updates</td>
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<td>51C</td>
<td>Bed Bugs: What You Don’t Know Will Hurt You</td>
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**Marketing, Sales & PR**

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>10:15–11:15 a.m.</td>
<td>60A</td>
<td>A Senior Community’s Journey to Uncovering the Secrets to a Successful Inbound Marketing Plan</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>61B</td>
<td>Management of Digital Inquiries/Developing Effective Digital Lead Management Strategies</td>
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<td>62C</td>
<td>Impacting Age of Entry Through Sales Strategies</td>
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**Memory Care**

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<th>Time</th>
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<tr>
<td>10:15–11:15 a.m.</td>
<td>69A</td>
<td>Tricks of the Trade: What Works in Managing Behaviors</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>70B</td>
<td>Memory Support Marketing Paradigm: Educating Consumers About Best Practices</td>
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<td>71C</td>
<td>Current Research and Treatment Approaches in Alzheimers Disease</td>
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**Public Policy and Legal Issues**

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<th>Time</th>
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<tr>
<td>10:15–11:15 a.m.</td>
<td>77A</td>
<td>Great Expectations: Strategies for Admitting, Managing and Discharging the Most Demanding Residents and Their Families Get Ready for Your AL Survey</td>
</tr>
<tr>
<td>1:30–3:00 p.m.</td>
<td>79B</td>
<td>Social Media Policies: Legal and Risk Management Pitfalls</td>
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<td>80C</td>
<td>Encountering &amp; Overcoming Financial Distress in the Senior Housing Industry</td>
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**Strategy and Business Growth**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:15–11:15 a.m.</td>
<td>87A</td>
<td>Repositioning Strategies for Post-Acute Care Providers</td>
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<tr>
<td>1:30–3:00 p.m.</td>
<td>88A</td>
<td>Comprehensive and Advanced Financial Solutions</td>
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<tr>
<td></td>
<td>89B</td>
<td>Connecting the Dots: Integrating Risk Management for Enhanced Value Serving the Middle Income Senior Housing Market</td>
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<td>90B</td>
<td>Meeting the Rising Expectations for CEO Success in Philanthropy Dynamic Care Models Driven by a Dynamic Environment</td>
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**Workforce and Leadership Development**

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<tr>
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<td>Making a Case for the Caring Professional: Evidence-Based Strategies to Enhance Staff Wellness and Engagement Go Where There is No Path and Blaze a Trail</td>
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<td>1:30–3:00 p.m.</td>
<td>100B</td>
<td>Pitch a Fit: A Behavioral Perspective on Workforce Recruitment and Retention</td>
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<td>101B</td>
<td>“Think Left and Think Right and Think Low and Think High. Oh, the Thinks You Can Think Up if Only You Try!” (Dr. Suess)</td>
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<td>102C</td>
<td>Immigration Healthcare Staffing Solution</td>
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<td>103C</td>
<td>Driving Success Through Empowerment</td>
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<td>Time</td>
<td>Financial Management and Revenue Enhancement</td>
<td>Care and Services</td>
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<td>8:30–10:00 a.m.</td>
<td>24D Managed Care: Thriving with the New Skilled Mix</td>
<td>8D What is it? Moisture Damage, Pressure Injury, Skin Tear and/or Mechanical Injury</td>
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<td>25E Benchmarking Financial Performance: How to Do It and Why It’s Critical to Track Your Strategy</td>
<td>9D Evidence-Based Fall Assessments and Fall Prevention Strategies for Geriatrics</td>
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<td>26F Utilizing the Medicaid Cost Report to Improve Your Bottom Line</td>
<td>10E Swallow Technology: Addressing Hospital Re-admissions, Costs and Quality of Life</td>
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<td>27E Managing Managed Care</td>
<td>11E Clinical Readiness, Capacity and Competency in Value-Based Payment Models</td>
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<td>26F Utilizing the Medicaid Cost Report to Improve Your Bottom Line</td>
<td>12E Ensuring Successful Care Transitions: Optimizing the Medication Reconciliation Process</td>
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<td>1:30–3:00 p.m.</td>
<td>27E Managing Managed Care</td>
<td>13F Wound Dressings: What’s Best for Your Resident?</td>
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<td>14F Nutrition Care Plans and Charting Made Easy</td>
<td>15E Evidence-Based Fall Assessments and Fall Prevention Strategies for Geriatrics</td>
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<td>8:30–10:00 a.m.</td>
<td>10:15–11:45 a.m.</td>
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<td>Care and Services</td>
<td>15G Cultural Competence: Working Effectively in Diverse Healthcare Settings</td>
<td>17H A Little Effort Goes a Long Way: Nursing and Therapy MDS Collaboration</td>
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<td>16G TeleMedicine-Enabled Bedside Medicine—A Liberty Lutheran Case Study</td>
<td>18H What Story Does Your Diagnosis Coding Tell?</td>
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<td>Financial Management and Revenue Enhancement</td>
<td>28G Thriving and Surviving: Navigating Philanthropy This Day and Age</td>
<td>29H The Future of Fundraising for the Aging Service Sector</td>
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<td>HCBS</td>
<td>36G Beyond Bricks and Mortar</td>
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<td>Life Enrichment and Wellness</td>
<td>44G Designing &amp; Implementing a Prevention-Based Movement Program: An Interdisciplinary Approach</td>
<td>45H Design with Blue Zone Concepts in Mind</td>
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<td>85G Understanding the Medicare/Medicaid Alignment, Managed Long Term Services and Supports Initiative</td>
<td>86H Litigation Killers: When a Good Case Goes Bad</td>
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<td>Strategy and Business Growth</td>
<td>96G Certificate of Need: Not as Bad as You Think</td>
<td>97H Growth: Get Ahead—and Stay Ahead—of the Competition</td>
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<td>Workforce and Leadership Development</td>
<td>109G Attacking the Employee Turnover Crisis Head On</td>
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The Expo Floor will be open on Wednesday and Thursday from 11:00 a.m. to 1:30 p.m. Visit the most up-to-date exhibitor list and floor plan at http://annualconference.leadingageil.org/exhibitor.cfm or via the mobile app. The interactive floor plan can also help you manage your time on the Expo Floor with options to contact exhibitors prior to the conference to request a meeting or simply create your own list of “must see” companies. The Expo Floor is also home to the Member Central Gateway, Campfire Learning Circle and the Member Savings Networking Lounge (Home to the Expo Speed Shop).

Exhibitor List as of 12/4/16:

Accurate Biometrics
Accutech Security
AdvaCare Systems
Aegis Therapies
AG Architecture, Inc.
All Trust Home Care
Allied Powers LLC
All-Stat Portable
American Data
Apollo Corporation
Arch Consultants
Arthur J. Gallagher & Co.
ASSA ABLOY Hospitality
Assurance Agency
A’viands
BB&T Capital Markets
Best Bath Systems
BKD, LLP
BLDD Architects, Inc.
Blinderman Construction
CARDWATCH Inc.
Care Purchasing Services, Inc.
caremerge
Cawley Company
CE Solutions
Central States Bus Sales
CliftonLarsonAllen LLP
Collaborative Healthcare Urgency Group
Comfort Designs, A Praxis Brand
Community Physical Therapy + Associates, Ltd
Consonus Healthcare
Cornell Communications, Inc.
Direct Supply
EarlySense, Inc.
Elderwerks
Farnsworth Group, Inc.
First Quality
Fitzsimmons Hospital Services
Forbo Flooring Systems
Forum Extended Care Services
Freedom Outdoor Furniture
Genesis Rehab Services
Gentell
Gordon Food Service
Great Lakes Caring Home Health and Hospice
Green Tree Pharmacy
Halik Healthcare Products
Harley Ellis Devereaux
HD Supply
HealthPRO
Heart Technologies Inc.
Henry Bros. CO.
Hoffman Planning, Design & Construction, Inc.
Holsag Canada
HPS
HUR USA
Infinity Rehab
Integra Healthcare Equipment
It’s Never 2 Late
Ivy Marketing Group
Jensen & Halstead, LTD
Joerns RecoverCare
Joseph J. Duffy Construction Co.
JRI Interior Design
Kronos Incorporated
Lancaster Pollard
Leopardo Companies Inc.
LifeShare Technologies
Marcum LLP
MatrixCare
McKesson Medical-Surgical
Medical Express Ambulance
Medication Management Partners LLC
Medline Industries, Inc.
Menold Construction & Restoration
Mix Solutions, Inc.
Mobilex
Morrison Senior Living
Moving Station
My Solutions of Lutheran Life Communities
Nania Energy Advisors
NICL Laboratories
NuStep, Inc.
OFS Brands
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Oregon Healthcare Pharmacy Services, Inc.
Ovitsky Vision Care
Parasol Alliance
Pathway Health Services
PC Connection, Inc.
PharMerica Inc.
Pharmore LLC
Plante Moran, PLLC
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SeniorHousingNet, part of the realtor.com network
Shive-Hattery Architecture-Engineering
Simply Rehab LLC
Skender Construction
Skil-Care Corp
Smithereen Pest Management
Sound Inc.
Southern Bus & Mobility
Symbria
Tee Jay Service Company, Inc.
Therapy Management Corporation
Trinity Risk Solutions
UVANTA Pharmacy- Northern Illinois
Value First
Vigil Health Solutions
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### Educational Sessions

#### Care and Services

**1A** | How to Talk About Advance Directives with Residents and Families  
Wednesday, April 26; 8:30 AM - 10:00 AM  
- Precisely define the various Illinois Advance Directives  
- Explain how each of the Illinois Advance Directives work in practice using everyday yet precise, accurate language  
- Discern wrong understandings of Advance Directives during discussions with residents, their representatives, or other staff  
 **FACULTY**  
Deborah Connerly, Vice President of Consultation, HealthPro Rehabilitation

**2A** | CMS Regulatory Changes and Infection Prevention and Control Phases of Change (Phase 2)  
Wednesday, April 26; 8:30 AM - 10:00 AM  
- Describe the proposed CMS Medicare and Medicaid Programs; Reform of Requirements for Long-Term Care Facilities as they relate to infection prevention and control programs in long-term care  
- Discuss the CMS Phase 2 facility assessment and antibiotic stewardship requirements  
- Understand how the quality assurance performance improvement (QAPI) toolkit can help prepare a care community for the CMS Phase 2 infection prevention and control requirements.  
 **FACULTY**  
Deb Burdsall, PhD, RN-BC, CIC, FAPIC, Infection Preventionist, APIC Consulting Services

**3B** | Clinical Operations and the Bottom Line  
Wednesday, April 26; 10:15 AM - 11:15 AM  
- Identify key performance indicators within clinical areas influencing reimbursement and quality of care  
- Demonstrate knowledge of the ADL coding system and the effect of coding on payment, QMs, and quality care  
- Bring a care plan to life, to “live the care plan”  
 **FACULTY**  
Charlotte Doyle, Director of Clinical Operations, Covenant Retirement Communities

**4B** | Care Plan - Putting the Puzzle Pieces Together  
Wednesday, April 26; 10:15 AM - 11:15 AM  
- Examine the current claim based quality measure on hospital readmission  
- Identify the key steps in developing a plan of care integrating admission and discharge elements  
- Understand the importance of involving the interdisciplinary team to promote resident choice.  
 **FACULTY**  
Colleen Nicholson Toebe, Senior Consultant, Wipfli LLP

**5C** | QAPI and Antibiotic Stewardship  
Wednesday, April 26; 1:30 PM - 3:00 PM  
- Describe the reasons antibiotic stewardship is a national priority  
- Demonstrate effective techniques to empower healthcare providers to optimize antibiotic stewardship  
- Discuss evidenced based-strategies for implementing and evaluating antibiotic stewardship programs.  
 **FACULTY**  
Neil Griffin, Quality Improvement Facilitator, Telligen  
Paul Mulhausen, FACP, AGSF, Chief Medical Officer, Telligen  
Deb Burdsall, PhD, RN-BC, CIC, FAPIC, Infection Preventionist, APIC Consulting Services

**6C** | Understanding the Surrogate Decision Makers  
Wednesday, April 26; 1:30 PM - 3:00 PM  
- Discuss what rights and responsibilities an agent under Power of Attorney has and doesn’t have  
- Understand the guardianship process and the roles of a guardian  
- Describe the mental health preference declaration act and how it is can be used.  
 **FACULTY**  
Kathryn Casey, Certified Elder Law Attorney and Partner, Dutton & Casey

**7C** | Ramping Up for Rising Acuity in Assisted Living  
Wednesday, April 26; 1:30 PM - 3:00 PM  
- Discuss the changes occurring in the older adult population in the United States and decision drivers for choosing Assisted Living  
- Discuss the impact that chronic conditions have on both the individual and the assisted living provider and how integrating a framework of chronic disease management can expand a provider’s capabilities to meet resident needs  
- Explore trends in programs, capabilities and services that Assisted Living providers are adding to accommodate the changing levels of acuity, now and in the future.  
 **FACULTY**  
Liz Jensen, RN, MSN, RN-BC, Direct Supply

**8D** | What is it? Moisture Damage, Pressure Injury, Skin Tear and/or Mechanical Injury  
Thursday, April 27; 8:30 AM - 10:00 AM  
- Describe common skin conditions to include presentation and management  
- Use accurate terminology to describe skin and wounds injuries  
- Explain the importance of accurate classification of pressure and non-pressure injuries  
 **FACULTY**  
Sharon Baranowski, MSN, RN, CWCN, APN-CCNS, FAAN, Nurse Consultant Services, Wound Care Dynamics, Inc.

**9D** | Evidence-Based Fall Assessments and Fall Prevention Strategies for Geriatrics  
Thursday, April 27; 8:30 AM - 10:00 AM  
- Reference four evidence-based fall risk assessments  
- Predict the likelihood that a resident will fall  
- Implement therapeutic fall prevention intervention strategies.  
 **FACULTY**  
Michael Rivas, Safety Director, Assurance Agency

**10E** | Swallow Technology: Addressing Hospital Readmissions, Costs and Quality of Life  
Thursday, April 27; 10:15 AM - 11:15 AM  
- Understand how dysphagia correlates to the 5 primary diagnoses associated with preventable hospital readmissions, and how prompt intervention using FEES mitigates the risk  
- Learn how implementing a partnership with a mobile FEES provider improves quality of life and reduces costs for the long term care resident on a modified diet secondary to dysphagia  
- Explain why FEES is the most accurate diagnostic tool available to detect swallowing disorders and achieve optimal patient outcomes.  
 **FACULTY**  
Caryl Wolfe, Chief Rehabilitation Officer, Presence Health/Presence Life Connections  
Bridget Afield, Regional Director, Certified Endoscopist, Mobile Endoscopix

**11E** | Clinical Readiness, Capacity and Competency in Value-Based Payment Models  
Thursday, April 27; 10:15 AM - 11:15 AM  
- Understand the new payment models affecting post-acute care operations  
- Review the current clinical "value" expectations surrounding the VBP payment and health system collaborative models — including clinical readiness, capacity and competency  
- Identify 3 key leadership strategies redesigning clinical processes and service delivery in alignment with new quality outcome performance  
 **FACULTY**  
Sue LaGrange, Director of Education, Pathway Health  
Lisa Thompson, Chief Marketing and Strategy Officer, Pathway Health

**12E** | Ensuring Successful Care Transitions: Optimizing the Medication Reconciliation Process  
Thursday, April 27; 10:15 AM - 11:15 AM  
- Identify the most common types of medication discrepancies associated with care transitions  
- Understand the impact medication reconciliation can play in the transition process  
- Create a plan for optimizing medication reconciliations during care transitions  
 **FACULTY**  
Pamela Kramer, Executive Vice President, Forum Extended Care Services
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Financial Management and Revenue Enhancement

19E  Medicare Billing and Compliance Programs
Wednesday, April 26; 8:30 AM - 10:00 AM
- Determine if a service or procedure is included or excluded from SNF consolidated billing
- Improve communication between residents, facility staff and outside vendors to accurately bill for charges to avoid costly billing issues
- Understand the billing procedures for UB-04 and incorporate findings from the UB-04 review into the facility’s compliance program

FACULTY
Janet Potter, Senior Manager, Marcum LLP
Elizabeth Deak, Supervisor, Marcum LLP

20A  Covering Your Assets or Utilizing a Group Purchasing Organization (GPO) in Construction
Wednesday, April 26; 8:30 AM - 10:00 AM
- Identify key steps during the design process to receive a final product that best serves your needs as a provider
- Learn GPO basics and how contracts and services offered can assist in providing project value and transparency in construction or capital projects
- Understand how to leverage group purchasing organizations to lower everyday operating costs

FACULTY
Brian Smidt, Director of Construction Services, Value First

21B  Debt Without Regret: Finding the Perfect Financing Structure
Wednesday, April 26; 10:15 AM - 11:15 AM
- Describe financing options currently available to providers
- Understand the key pitfalls of financing structures and ways to avoid them in your process
- Leverage the current strengths of your organization to get the best deal

FACULTY
Brendan Malone, Senior Vice President, BB&T Capital Markets

22C  Strategies to Preserve and Improve Your Affordable HUD Financed Housing
Wednesday, April 26; 1:30 PM - 3:00 PM
- Understand the variety of HUD incentives and hurdles related to refinancing and preservation of your property. This includes measuring the impacts of various approaches on the long term health of the property and the organization
- Recognize the types of financing available for refinancing and recapitalizing your properties. This will include the pros and cons of each, costs associated with each, and the timelines to get to complete a project
- Utilize a set of steps that you can use to move forward in determining how to preserve their property. This includes how to work with the board of directors to educate them, and move them to finalize and approve a strategy forward

FACULTY
Gates Dunaway, Principal, Gates Dunaway Group, LLC

22C  Making the Transition to Value-Based Payment Models
Wednesday, April 26; 1:30 PM - 3:00 PM
- Understand the environmental factors driving an increase in new payer contracts and terms, and preferred provider relationships
- Review the core tenets of value-based payment programs and outcomes of these programs to date. Discuss themes, trends and what’s coming related to payment reform
- Understand new alternative payment models such as bundled payment and accountable care organizations as well as learn key quality and performance metrics that will be crucial to success under both private and public payers

FACULTY
Amanda Tinney, Principal, CliftonLarsonAllen LLP

24D  Managed Care: Thriving with the New Skilled Mix
Thursday, April 27; 8:30 AM - 10:00 AM
- Describe healthcare reform on state and federal level including Health Benefit Exchanges, Medicaid expansion, Financial Alignment Demonstration, and Medicare Advantage growth
- Summarize a facility analysis, contracting needs and contracting strategies
- Strategize and design managed care best practices for facility team in all areas including admissions, marketing, business office, case management, therapy, etc.

FACULTY
Susie Mix, President/CEO, Mix Solutions, Inc.
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This document outlines various educational sessions and workshops at an event. The sessions cover topics such as transportation, community-based services, and leadership in the aging sector. Here are some highlights:

- **30A Bend Me, Shape Me: Community Impact Using Borrowed Walls**
  - Speaker: Laura Beyer, Community Relations, Clark-Lindsey
  - Focus: Discussing how to implement strategies for growing one's mission and services in the aging sector.

- **31B Success in the Home and Community-Based Services Market**
  - Speaker: Steven Johnson, Managing Director, Ziegler
  - Focus: Understanding the business plan process for community-based services.

- **32C Seeking Solutions for Senior Non-Emergency Transportation**
  - Speaker: Hank Braaksma, Director of Transportation, Morrison Community Living
  - Focus: Anticipating opportunities and threats to fundraising in the senior living context.

- **33D Successfully Integrating Hospice and Palliative Care in AL and SNF**
  - Speaker: Nancy Flowers, LCSW, Rainbow Hospice and Palliative Care
  - Focus: Understanding the benefits of integrating timely hospice practices in SNF settings.

- **35F Proving Our Worth: Outcomes Oriented Programming in Adult Day Services**
  - Speaker: Cynthia Cunningham, President, Illinois Adult Day Services Association
  - Focus: Identifying the main causes of emergency room use and how to program to delay cognitive decline.

- **37A Monarchs and Mosaics: Resident Engagement, Wellness and Fundraising**
  - Speaker: Terri Bowen, CEO, King-Bruwaert House
  - Focus: Using your community’s culture and resident interests to identify a program or partnership that can be a themed Life Enrichment signature program.

This event offers a variety of sessions aimed at helping professionals in the aging sector to improve their services and strategies.
Educational Sessions

40D Becoming Joyful Through Laughter, Bells, Conducting and Dance!
Thursday, April 27; 8:30 AM - 10:00 AM
- Understand therapeutic expressive art such as laughter yoga, bell ringing, conducting and dance
- Discover new and innovative ways to create a joyful environment
- Learn how to implement expressive and joyful programs as part of a wellness initiative

FACULTY
Rita Lopienski, Director of Life Enrichment, Plymouth Place Sr Living

41E The Impact of Relocation on the Person and Family
Thursday, April 27; 10:15 AM - 11:15 AM
- Identify the various behaviors displayed by residents and families during transition
- Develop strategies on how Life Enrichment can become the bridge to help residents relocate through person centered care
- Develop communication through continuity of care through the dimensions of wellness

FACULTY
Michael McCann, Director of Lifestyles, Friendship Senior Options

42E How Sharing Life Stories Benefits Older Adults
Thursday, April 27; 10:15 AM - 11:15 AM
- Understand the psycho-social and physical benefits of storytelling for older adults for increasing one’s overall well-being
- Learn the basic structure and principles of how to implement programming centered on telling stories based on the personal narratives of older adults
- Obtain real life examples of successful completion of a storytelling program

FACULTY
Jordan Stein, Senior Research Associate, Mather LifeWays

43E Stages of Life, Stages of Faith
Thursday, April 27; 1:30 PM - 3:00 PM
- Identify the five stages of faith development presented
- Identify how to invite others to deepen their faith journey
- Identify common obstacles to deepening one’s faith

FACULTY
Shawn Kafader, Chaplain and Clinical Counseling Supervisor, Friendship Village of Schaumburg

44G Designing & Implementing a Prevention-Based Movement Program: An Interdisciplinary Approach
Friday, April 28; 8:30 AM - 10:00 AM
- Describe the barriers to exercise for the older adult population and establish methods of overcoming said barriers
- Identify key exercises specific to fall prevention in both the sedentary and active older adult
- Discuss potential exercise modifications for a variety of common health conditions in order to promote inclusive participation throughout the community

FACULTY
Shannon Gengenbacher, Physical Therapist, HealthPRO Rehabilitation
Anju Behal, Occupational Therapist, HealthPRO Rehabilitation
Jennifer Bishop, RN, Director of Nursing, Heritage Woods of Plainfield

45H Design with Blue Zone Concepts in Mind
Friday, April 28; 10:15 AM - 11:45 AM
- Understand what Blue Zones are
- Apply the concepts to senior living communities
- Implement the concepts as a marketing advantage and enrichment of resident life

FACULTY
Scott Likins, Principal & Director of Senior Living Design, BLDD Architects

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*Based on 2016 enrollment data
Management and Operations

46A How Safe is the Flooring in Your Community? Wednesday, April 26; 8:30 AM - 10:00 AM
- Identify and reduce areas in your community that pose opportunity for bacteria and infections to thrive
- Learn to identify and reduce potential areas of trip and fall hazards in your community
- Identify ways to lessen employee fatigue and the resulting loss of work days
FACULTY
Jamie Thorn, National Sales Manager, Forbo Flooring Systems

47A Culture Shock: Improving Your Business by Improving Your Culture Wednesday, April 26; 8:30 AM - 10:00 AM
- Build change capacity and gain initial commitment from your leadership team with a plan for doing the same with employees, so each comes to embrace a responsibility-based workplace model
- Adopt a scalable 7-step process to transform your workplace culture
- Identify at least one performance target using an outcomes-based framework, in order to determine a clear return on investment
FACULTY
Judy Ryan, Owner, LifeWork Systems
Lisa Meyer, Former RVP RehabCare (20+ years), RPI

48B IT Cyber Security - Mitigating Your Risks Wednesday, April 26; 10:15 AM - 11:15 AM
- Understand the sensitive nature of the data that providers are storing in their information systems
- Learn about the top 10 cyber security threats that providers face
- Walk away with tangible strategies to mitigate Cyber Security threats
FACULTY
Joe Velderman, Director of Consulting Services, ProviNET Solutions

49B Who Pulled the Fire Alarm? How to Prepare your Organization for an Emergency Wednesday, April 26; 10:15 AM - 11:15 AM
- Review the CMS Recommended Emergency Preparedness Checklist
- Provide proactive tips for you to be prepared for your next emergency
- Apply real life best practices
FACULTY
Peggy Connorton, Director Skilled Nursing Operations, Covenant Retirement Communities

50C SNF Medicare Clinical and Billing Updates Wednesday, April 26; 1:30 PM - 3:00 PM
- Examine recent changes in reimbursement for SNFs
- Discuss hot topics and new regulations in the ever-changing landscapes of Medicare
- Review new requirements for SNFs
FACULTY
Marilyn Mines, Senior Manager, Marcum LLP
Janet Potter, Senior Manager, Marcum LLP

51C Bed Bugs: What You Don’t Know Will Hurt you Wednesday, April 26; 1:30 PM - 3:00 PM
- Understand basic bed bug biology and how it related to multi unit housing
- Understand all treatment options and which strategies are best suited for them
- Ability to develop a comprehensive bed bug management program
FACULTY
Sara McGuire, Director of Operations, Smithereen Pest Management

52D What You REALLY Need to Know About a Medicare SNF Admission Thursday, April 27; 8:30 AM - 10:00 AM
- Understand the high level criteria, straight from CMS, that defines skilled services in a SNF
- Understand what services may not be considered skilled in a SNF setting
- Understand the appropriate process for physician certifications and recertifications, including dates, narratives, and who can sign
FACULTY
Elizabeth McLaren, Associate Vice President of Health Services, Covenant Retirement Communities

53D Develop a Dining Roadmap That Supports Your Strategic Objectives Thursday, April 27; 8:30 AM - 10:00 AM
- Articulate the role of dining programs from a strategic perspective
- Leverage the five key factors that are critical to a successful dining strategy
- Understand the basic structure of a dining strategy roadmap
FACULTY
Steve Servant, Senior Vice President, Unidine Corporation
Tonya Hendricks, District Manager, Unidine Corporation

- Describe the updates that have been made in emergency preparedness by Federal, State, Tribal and Local organizations and will be able to verbalize how the updates will affect their healthcare organizations
- Examine the emergency preparedness tools available in the workshop from the Federal, State, Tribal and Local government and analyze how their organization may be impacted
- Demonstrate and illustrate how one can utilize the tools provided in the workshop to update their emergency operations plans to comply with the regulatory changes
FACULTY
Connie Polke, Executive Director, Collaborative Healthcare Urgency Group

55E Surviving Reimbursement Changes by Managing Outcomes & Cost Analytics Thursday, April 27; 10:15 AM - 11:15 AM
- Demonstrate key pay-for-performance capabilities to learn how to measure results in real time
- Leverage your data and align with payer sources and health systems to build partnerships and gain market share
- Evaluate your own operation’s market volume by diagnosis
FACULTY
Anthony Laflen, Director of Consulting and Data Analytics, Consonus Healthcare

56F CMS 5-Star: An Ever Changing Data Driven Performance Tool Thursday, April 27; 1:30 PM - 3:00 PM
- List the domains and elements of 5-Star as applied by CMS nationally and specifically for the State of Illinois
- Identify ways to focus QAPI efforts including PIP based on 5-star evidence that improves survey, quality measures & staffing stars
- Describe how to monitor the elements of their nursing center 5-star score and to share the results to improve marketability
FACULTY
John Sheridan, Vice President, The Ability Network
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**Educational Sessions**

### Surviving Disruption: Managing Challenges Through Redevelopment and Expansion

**Thursday, April 27; 1:30 PM - 3:00 PM**
- Plan for the financial and physical disruption that significant repositioning, expansion and renovation projects place on community business models and residents
- Execute and manage through the redevelopment process in a way that reduces the impact on a community’s finances and residents, with specific strategies and tactics for both before and after the redeveloped portion of the campus opens
- Identify mission-driven, financially viable strategies for various organization communities and assets, as well as develop a process for properly prioritizing execution of these strategies

**FACULTY**
- Jodi Bleier, VP Financial Operations and Strategic Growth, Lifespace Communities
- Brian Devlin, Director of Design, Construction and Redevelopment, Lifespace Communities
- Brad Straub, Senior Vice President, Greystone Communities

### Best Practices to Improve the Bottom-Line: Focus on Operational Assessments

**Friday, April 28; 8:30 AM - 10:00 AM**
- Learn from two financially successful senior living providers who use periodic, external operational assessments to improve their operating results, both quantitatively and qualitatively
- Understand the process used to conduct an operational assessment (internal or external) and how such a process can identify opportunities to enhance revenues and mitigate increases in (or reduce) expenses
- Increase knowledge about specific ratios and metrics that are most important to track and to focus on when looking to improve the bottom line

**FACULTY**
- Mark Ross, Partner, National FirmLeader, healthcare practice, Baker Tilly

### Audits, ADRs and Documentation

**Friday, April 28; 10:15 AM - 11:45 AM**
- List at least three components of a call that present the greatest potential risk for an audit
- Describe the Triple Check Process and how it should be used in review of claims prior to submission to Medicare for review and payment
- Describe the focus of the OIG Federal oversight of billing and the key elements of review by the various audit programs

**FACULTY**
- Jennifer Leatherbarrow, Clinical Consultant, Richter Healthcare Consultants
- Maureen Hedrick, Director of Consulting Services, Richter Healthcare Consultants

## Marketing, Sales & PR

### A Senior Community’s Journey to Uncovering the Secrets to a Successful Inbound Marketing Plan

**Wednesday, April 26; 8:30 AM - 10:00 AM**
- Determine the cost of losing online leads and how leads are reacting to different types of marketing today
- Learn how to obtain data to review prior to developing a plan: review of previous year’s performance, assessment of competitive landscape, re-assessment of internal assumptions, and list of major business and marketing goals
- Evaluate different types of plans based upon different goals; Brand Awareness vs. Lead Generation

**FACULTY**
- Patty Cisco, President, Creative Catalyst, Marketing Essentials, LLC
- Rachel Lugge, VP of Development & Strategic Initiatives, The Apartment Community of Our Lady of the Snows

### Management Of Digital Inquiries/Developing Effective Digital Lead Management Strategies

**Wednesday, April 26; 10:15 AM - 11:15 AM**
- Learn the varieties of digital lead management tools
- Learn how often lead follow-up emails should be sent and the importance of timeliness
- Learn what content works best in an automated welcome series email program

**FACULTY**
- Jonathan Hurst-Sneh, Digital User Experience Manager, GlynnDevins

### Impacting Age of Entry Through Sales Strategies

**Wednesday, April 26; 1:30 PM - 3:00 PM**
- Develop a proactive lead mining program to attract younger prospects that are motivated by a health scare
- Diagnose what essential program and product enhancements their community needs to make to appeal to younger prospects
- Assess whether their full census and high closing ratios are perpetuating unnecessarily high entry ages and high attrition rates

**FACULTY**
- Susan Dolton, Vice President, Sales Services, Love & Company
- Lisa Peare, Principal, Executive Vice President, Love & Company
- Tim Brocken, Vice President, Love & Company

## Actionable Strategies to Improve Marketing Results

**Thursday, April 27; 8:30 AM - 10:00 AM**
- Define your marketing objectives in measurable and attainable terms so that you can achieve your sales and occupancy goals
- Understand the fundamentals of four interconnected marketing strategies and the concept of story branding—telling your brand’s story in a way that emotionally connects with prospects—so that you can effectively implement them into your company’s efforts to attract prospects
- Recognize the positive impact of tracking and measuring activities, progress, and future indicators to that you can drive enhanced success for your entire inbound marketing program

**FACULTY**
- Dan Gartlan, President, Stevens & Tate Marketing

### Hard Pressed: What Long-Term Care Providers Miss About Media and Public Relations

**Thursday, April 27; 8:30 AM - 10:00 AM**
- Understand forms of media and how they can benefit your organization, plus how to seize branding opportunities
- Evaluate the pros and cons of hiring a PR firm, work with internal people and employee communications, and how to held reporters
- Manage a crisis, common and odd situations that arise, and how reporters approach them

**FACULTY**
- Elizabeth Leis Newman, Senior Editor, McKnight’s

### Boomers or Bust! How the Boomer Generation Will Change How We Market, Sell and Provide Services. Are You Ready?

**Thursday, April 27; 10:15 AM - 11:15 AM**
- Understand the Boomer Generation - what characteristics are unique to this generation and how does it impact our industry
- Describe 5 sales strategies that are preferred and effective with Boomers to build value and loyalty for your service/ business
- Determine how marketing will need to adjust to respond to the communication preferences and definition of value for the Boomer Generation

**FACULTY**
- Gale Morgan, VP Sales, Mather LifeWays
- Brenda Schrieber, VP, Marketing, Mather LifeWays
Educational Sessions

66E Public Relations: The Blurred Lines of Paid, Owned and Earned
Thursday, April 27; 10:15 AM - 11:15 AM
• Discover how you can stretch your media relations efforts, along with earned media, to build audience reach
• Learn the best way to build a strategy that incorporates SEO into your public relations efforts
• Determine the best way to demonstrate results through measurement and reporting
FACULTY
Randy Eilts, VP/ Public Relations, GlynnDevins
Dave Dunn, Associate Director of Public Relations, GlynnDevins

67F Enhancing Your Sales Team’s Skills
Thursday, April 27; 1:30 PM - 3:00 PM
• Identify the right skillsets and talents in sales team candidates, and to develop the skills of your existing team members
• Create objectives and processes that will lead to performance improvement
• Define areas of immediate attention and need
FACULTY
Mary Jane Fitts, Corporate Vice President, Greystone

68G Census Turnaround: Tested Strategies to Successfully Build Skilled Nursing, Rehab & AL Census
Friday, April 28; 8:30 AM - 10:00 AM and 10:15 AM - 11:45 AM
• Discover how to increase private pay by understanding the expectations of your potential residents, communicating with discharge planners, and training your admission staff to become lifestyle advocates
• Develop a focus on the brand and marketing efforts of your Assisted Living product and service package including offering programs to AL residents that closely match their previous lifestyle
• Learn about alternatives to increase referrals from physician office relationships and concierge rehab programs
FACULTY
Chris Carruthers, Vice President of Health Services Marketing, Love & Company

69A Tricks of the Trade: What Works in Managing Behaviors
Wednesday, April 26; 8:30 AM - 10:00 AM
• Describe self-awareness of the professional and how our behavior can influence a negative or positive response from a person with dementia
• Identify causes of common behaviors encountered such as wandering, screaming, paranoia, refusal of care and how to resolve them
• Discuss specific examples of challenging behaviors with opportunity to ask questions and share ideas
FACULTY
Trish Uttich, RN, MS, CADDCT, District Director Clinical Services, Brookdale Senior Living

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70E Memory Support Marketing Paradigm: Educating Consumers about Best Practices
Wednesday, April 26; 10:15 AM - 11:15 AM
- Differentiate between residential/hospitality design and memory support specific design
- Understand the evidence-based strategies and resident benefit of the specific examples utilized
- Understand how conveying best practices with customers can improve the strategic position of your care community

FACULTY
Steven Montgomery, Associate, Harley Ellis Devereaux
Susan Pettis, Administrator, Trinity Senior Living Communities - Huron Woods

71C Current Research and Treatment Approaches in Alzheimer's Disease
Wednesday, April 26; 1:30 PM - 3:00 PM
- Discuss current treatment approaches and the individualization of Alzheimer's disease management
- Review the current focus of investigational therapies for Alzheimer’s disease
- Develop strategies for assisting families in discussing care/treatment goals with providers and accessing local and national research opportunities

FACULTY
Anna Dowd, RN, MSN, APN, Nurse Practitioner, Alzheimer’s & Dementia Care Experts
Danielle Arends, RN, MSN, APN, Nurse Practitioner, Alzheimer’s & Dementia Care Experts

72D Memory Care: Creating an Exemplary Dementia Program
Thursday, April 27; 8:30 AM - 10:00 AM
- Learn how a culture change model can enhance person-centered care, improve resident outcomes, and increase staff, resident and family satisfaction
- Identify how the needs of residents, staff and families are addressed by the model and the impact made on satisfaction and quality of memory care
- Show how an organizational, all-inclusive model creates memory care programs that are cost neutral, successful and sustainable

FACULTY
Susan Gilster, Executive Director, The Gilster Group
Jennifer Dalessandro, Consultant, Trinity Senior Living Communities - Huron Woods

74F MDS and the Dementia Focused Survey - A Closer Look
Thursday, April 27; 1:30 PM - 3:00 PM
- Know how to utilize the published survey tools for the dementia focused survey
- Conduct your own focus survey
- Identify the continued educational and preparatory needs of your staff

FACULTY
Marilyn Mines, Senior Manager, Marcum LLP

75G Inside and Out: Designing a Dementia Facility That Nurtures Care
Friday, April 28; 8:30 AM - 10:00 AM
- Understand the importance of the indoor and outdoor experience for residents
- Learn how to create a design for the interior and exterior spaces that encourages independence while keeping residents safe
- Review your current facility to determine if there are updates that should be made to further enhance the level of care their residents receive

FACULTY
Geoff Roehl, Senior Vice President/Principal, Hitchcock Design Group
Richard Kieley, Partner, Senior Manager, C.C. Hodgson Architectural Group

76H A Small Home for Elders with Dementia: Caledonia House Story
Friday, April 28; 10:15 AM - 11:45 AM
- Explore the components of the Caledonian House comprehensive model for a memory support small home including the program model, physical environment, and organizational structure
- Understand the workforce model element including: recruitment, staff training and education, self-organized work team and coaching leadership
- Learn about the financial and operations successes and challenges since opening

FACULTY
Anna Ortigara, Organizational Change Consultant, Phil

Public Policy and Legal Issues

77A Great Expectations: Strategies for Admitting, Managing and Discharging the Most Demanding Residents and Their Families
Wednesday, April 26; 8:30 AM - 10:00 AM
- Identify the most common problems that difficult families create for long term care providers through illustration and case studies
- Discuss the legal rights and obligations providers have towards difficult family members in regards to advanced directives, involuntary discharges and denial of access petitions
- Describe best practices to maximize liability and disruption to your community

FACULTY
Meredith Duncan, JD, Attorney, Polsinelli

77E Music as a Therapy in Healing
Thursday, April 27; 10:15 AM - 11:15 AM
- Think of alternative methods to healing
- Utilize alternative methods in addition to traditional treatment methods
- Use music as a common language to all

FACULTY
Dadriane Fice, RN, The Springs at Monarch Landing

78A Get Ready for Your AL Survey
Wednesday, April 26; 8:30 AM - 10:00 AM
- Understand key areas that you need to prepare for your AL survey
- Examine the Alzheimer dementia program requirements for AL
- Review the most current survey and compliance issues with IDPH staff

FACULTY
Lynda Kovarik, Chief, Division of Assisted Living, Illinois Department of Public Health

79B Social Media Policies: Legal and Risk Management Pitfalls
Wednesday, April 26; 10:15 AM - 11:15 AM
- Gain a deeper understanding of protected and unprotected employee activity with the social media realm
- Learn what actions a facility can take following improper actions of employees and residents on social media platforms
- Obtain a better understanding of how to adopt risk management protocols to address resident public criticisms and opinions

FACULTY
Adam Guetzow, Partner, Hinshaw & Culbertson LLP
Thomas Mandler, Partner, Hinshaw & Culbertson LLP
Jennifer Ballard, Hinshaw & Culbertson LLP
David Affini, Partner, Hinshaw & Culbertson LLP

80C Encountering & Overcoming Financial Distress in the Senior Housing Industry
Wednesday, April 26; 1:30 PM - 3:00 PM
- Explain how economic conditions affected the senior housing industry
- Identify the financial, legal, marketing and resident relation issues associated with a seniors housing facility in financial distress
- Identify best practices to avoid past mistakes afflicting the industry

FACULTY
John Durso, Partner, Nixon Peabody
Judy Amiano, President and CEO, Franciscan Ministries, Inc.

81D Not Your Usual HIPAA Presentation
Thursday, April 27; 8:30 AM - 10:00 AM
- Analyze the top 10 operation issues creating HIPAA fines
- Identify areas you need to address now to avoid multi-million dollar HIPAA violations enforced by the Office of Civil Rights
- Identify what needs to be included in your risk assessments and audits to remain in compliance with HIPAA

FACULTY
Matt Murer, Attorney, Polsinelli
Educational Sessions

82D Compliance Programs: Changes to the CoPs for SNFs
Thursday, April 27; 8:30 AM - 10:00 AM
• Identify key elements of the changes to the CoPs that will impact SNF’s
• Understand the challenges, timing and resources associated with implementing such CoPs
• Identify the elements of a compliance plan and the steps to successfully implementing one

FACULTY
Kimberly Boike, Attorney, Chuhak & Tecson, P.C.
Andrew Tecson, President, Chuhak & Tecson, P.C.

83E Abuse, Neglect, Exploitation, and the CoPs
Thursday, April 27; 10:15 AM - 11:15 AM
• Understand the changes to definitions, regulatory language, and phase-in requirements for the Final Rule
• Learn how to adapt policies and procedures to ensure compliance
• Develop a strategy to implement QAPI in Phase 3

FACULTY
Dorrie Seyfried, Vice President, IPMG

84E Drill Down Your Survey Process
Thursday, April 27; 1:30 PM - 3:00 PM
• Learn which regulations take effect in Phase 2 of the Mega Rule
• Understand how the survey process and the areas that differ under the Final Rule
• Develop a strategy to prepare and be ready for your annual survey

FACULTY
Matt Murer, JD, Attorney, Polsinelli
Connie Jensen, Division Chief of Long Term Care, Illinois Dept. of Public Health
Jean Ay, RN JD, Branch Manager LTC Certification & Enforcement Branch, Midwest Division of Survey & Certification, CMS

85G Understanding the Medicare/Medicaid Alignment, Managed Long Term Services and Supports Initiative
Friday, April 28; 8:30 AM - 10:00 AM
• Receive a status update on the MMAI – MLTSS demonstration project in Illinois
• Review the contractual responsibilities of the MCOs as they relate to Illinois’ MMAI-MLTSS demonstration projects
• Discuss how best to maximize the relationships with the MCOs serving your residents/clients

FACULTY
Matt Werner, Owner, M Werner Consulting
Samantha Olds-Frey, Executive Director, Illinois Association of Medicaid Health Plans & M Werner Consulting

86H Litigation Killers: When a Good Case Goes Bad
Friday, April 28; 10:15 AM - 11:45 AM
• Receive an overview of the litigation process in a lawsuit against a residential care facility
• Learn common mishaps by the residential care facility that turn a defensible case into an indefensible case
• Leave with recommendations, best practices, and advice for educating staff on these common mishaps and how to best prevent them from occurring in the future

FACULTY
Michael Airdo, Partner, Kopon Airdo, LLC
Mollie Werwas, Partner, Kopon Airdo, LLC

Strategy and Business Growth

87A Repositioning Strategies for Post-Acute Care Providers
Wednesday, April 26; 8:30 AM - 10:00 AM
• Understand the forces at work that are driving change in the business of providing care and services to older adults
• Learn the issues most likely to have the greatest impact on post-acute care providers and how to prioritize ways to address them
• Contribute to idea generation and take away actionable ideas for dealing with the impact of change

FACULTY
Jill Krueger, President & CEO, Symbria

88A Comprehensive and Advanced Financial Solutions
Wednesday, April 26; 8:30 AM - 10:00 AM
• Identify the challenges and successes of capital access in the rapidly evolving, post-recession world
• Examine the importance of aligning risk preference, duration, and financial terms with appropriate financial solutions for your organization
• Learn about advanced financial topics and case studies from providers who have recently implemented a variety of complex financing structures

FACULTY
Paul Ogier, CEO, Lutheran Senior Services
Will Carney, Managing Director, Ziegler

89B Connecting the Dots: Integrating Risk Management for Enhanced Value
Wednesday, April 26; 10:15 AM - 11:15 AM
• Learn how to formulate an organizational risk appetite to drive the organizational strategic plan
• Explore strategies to maximize regulatory, financial and clinical results in the changing health care landscape
• Learn how to manage your risk program to leverage the greatest efficiency in a changing regulatory environment

FACULTY
Michael Peet, Principal - Health Care, CliftonLarsonAllen LLP

90B Serving the Middle Income Senior Housing Market
Wednesday, April 26; 10:15 AM - 11:15 AM
• Define the challenge to serve the middle income market
• Understand the facts associated with the increasing financial pressure on older adults to afford to live in a senior living community
• Offer alternatives and options for providing housing and services to the older adult population

FACULTY
Jamie Timoteo, Vice President, Plante Moran
Dana Wollschlager, Principal, Plante Moran

91C Meeting the Rising Expectations for CEO Success in Philanthropy
Wednesday, April 26; 1:30 PM - 3:00 PM
• Implement best practices for CEO engagement in philanthropy efforts
• Provide metrics for gauging current fundraising effectiveness as CEO
• Gain strategies for integrating fundraising and program effort that result in organization-wide engagement

FACULTY
Daniel Jenuwine, Senior Consultant, Richner & Richner

92C Dynamic Care Models Driven by a Dynamic Environment
Wednesday, April 26; 1:30 PM - 3:00 PM
• Explore how consumer preferences, technology, and healthcare reform are converging to transform aging services
• Discover a series of alternative solutions for providing services to older adults
• Learn care options using telemedicine, new ideas for caregiver recruitment and strategies for success in the challenging world of post-acute networks

FACULTY
Daniel J. Herrmann, Senior Managing Director, Ziegler
Stephen Johnson, Managing Director, Ziegler
John Hopper, Chief Investment Officer, Ziegler

93D What For-Profits Do That Not-For-Profits Should Do Too
Thursday, April 27; 8:30 AM - 10:00 AM
• Discover the business practices from the perspectives of a banker and lawyer in for-profit long-term care but not usually seen in not-for-profit long-term care
• Find out how to combine the great reputations of not-for-profit long-term care providers with some business practices used by for-profit long-term care providers to strengthen performance and finances
• Identify strategies for not-for-profit long-term care providers to survive financially, while continuing their mission

FACULTY
Jason Lundy, Polsinelli
Brian Robinson, MB Financial Bank
94D  The Ever Expanding Continuum of Care: Evolution, Innovation and Opportunity
Thursday, April 27; 8:30 AM - 10:00 AM
• Define the new continuum of care and review examples of different program models
• Understand the importance of technology in this evolution
• Apply opportunity to your CCRC

FACULTY
Amanda Tinney, Principal, CliftonLarsonAllen LLP

95E Governance and Leadership: Strategic Thinking, Foresight and the Courage to Change
Thursday, April 27; 10:15 AM - 11:15 AM and 1:30 PM - 3:00 PM
• Learn by interacting with the leadership of some of the nation’s premier senior living organizations
• Dive deep into the data and analytics being deployed for management success
• Take away ideas for taking your organization to the next level of service success

FACULTY
Senior Executives & Board Members from LeadingAge/Ziegler 150 Organizations
Moderated by Stephen Johnson, Managing Director, Ziegler

96G Certificate of Need: Not as Bad as You Think
Friday, April 28; 8:30 AM - 10:00 AM
• Define when a Certificate of Need (CON) is needed for a project
• Understand CON issues unique to large projects, CCRCs and small house projects
• Review new CON developments applicable to long term care

FACULTY
Joe Ourth, Partner, Arnstein & Lehr LLP

97H Growth: Get Ahead—and Stay Ahead—of the Competition
Friday, April 28; 10:15 AM - 11:45 AM
• Identify a path to growth that will help providers increase market share and secure their organization’s ability to continue serving a mission for decades to come
• Identify critical success factors for pursuit of expansions, redevelopments and new campuses
• Evaluate market competition (for-profit and non-profit) and make proactive decisions to become the provider of choice in a given area

FACULTY
Brad Straub, Senior Vice President, Greystone
Stuart Jackson, Senior Vice President, Greystone

Workforce and Leadership Development

98A Making a Case for the Caring Professional: Evidence-Based Strategies to Enhance Staff Wellness and Engagement
Wednesday, April 26; 8:30 AM - 10:00 AM
• Identify and understand a basis for practices, policies, and procedures that enhance and nurture staff wellness and engagement
• Increase understanding and awareness of accessible and appropriate evidence-based research and strategies that promote an emotionally healthy workplace in order to care for staff while enhancing service delivery
• Identify practices that nurture and sustain an emotionally healthy work environment along with threats to staff retention and well-being

FACULTY
Clark Beckley, MSW, LCSW, Founder and President, Your Story Counseling, P.C.
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99A  Go Where There is No Path and Blaze a Trail
Wednesday, April 26; 8:30 AM - 10:00 AM
• Identify the importance of the frontline nurse leader focusing on strengths
• State 4 basic needs that teams have for their leaders
• Describe actions that frontline nurse leaders can take to increase staff engagement and retention

FACULTY
Connie March, Principal, Connie March Consulting, LLC

100B  Pitch a Fit: A Behavioral Perspective on Workforce Recruitment and Retention
Wednesday, April 26; 10:15 AM - 11:15 AM
• Identify behavioral influences that shape prospective employees’ perception of an organization’s suitability for their needs
• Develop an enhanced understanding of behavioral influences on factors impacting workforce retention and staff transitions
• Increase capability to incorporate a more accurate evaluation of a prospective employees’ suitability based on organization’s unique needs rather than exclusively traditional methods of recruitment

FACULTY
Clark Beckley, MSW, LCSW, Founder and President, Your Story Counseling, P.C.

101B  “Think Left and Think Right and Think Low and Think High. Oh, the Thoughts You Can Think Up if Only You Try!” (Dr. Sues)
Wednesday, April 26; 10:15 AM - 11:15 AM
• Define critical thinking and how it applies to frontline nurse leaders
• Identify key behaviors of frontline nurse leaders and critical thinkers
• Participate in critical thinking frontline nurse leader workplace scenario exercises to improve outcomes

FACULTY
Connie March, Principal, Connie March Consulting, LLC

102C  Immigration Healthcare Staffing Solution
Wednesday, April 26; 1:30 PM - 3:00 PM
• Learn the history of a successful staffing immigration program
• Examine immigration nursing staffing statistics
• Understand the process of implementing an immigration program to solve your staffing vacancies

FACULTY
Susan Byrne, Associate Vice President of Human Resources, Chicago Methodist Senior Services
Bill Lowe, President, Chicago Methodist Senior Services
Rosemarie V. Policarpio-Spence, VP - UMHR
Chicago, President Aguinaldo Recruitment Agency-Manila
Charles Wintersteen, Charles Wintersteen & Associates

103C  Driving Success Through Empowerment
Wednesday, April 26; 1:30 PM - 3:00 PM
• Empower your team for success utilizing specific tools that create a top notch service culture
• Enhance team member engagement through coaching and mentoring
• Leverage engagement and empowerment to increase resident and team member satisfaction

FACULTY
Blaire Goldstein, Area Executive Director, Beacon Hill, a Lifespace Community
Gina Moody, Director of Culture and Hospitality, Life Space Communities, Inc.
Joe Chambers, Vice President of Sales and Marketing, Life Space Communities, Inc.

104D  The Balancing Act: Taking Stress out of Success
Thursday, April 27; 8:30 AM - 10:00 AM
• Understand the changing initiatives impacting post-acute care organizations in today’s healthcare market place
• Discuss the link of stress levels and performance levels – avoiding strong anxiety
• Identify key strategies to take the stress out of success

FACULTY
Lisa Thomson, Chief Marketing and Strategy Officer, Pathway Health

105D  Winning The Millennial Market: Attract & Engage Millennials in Senior Care
Thursday, April 27; 8:30 AM - 10:00 AM
• Describe the mindset and preferences of Millennials and how these relate to your organization’s operations
• Uncover modern recruiting practices to attract Millennials to senior care
• Identify how to spiff up your organization’s culture and implement engagement strategies to keep your top talent

FACULTY
Jim Rubadue, Vice President of Customer Success, OnShift

106E  2016 Work Place Trends
Thursday, April 27; 10:15 AM - 11:15 AM
• Gain an understanding beyond the four walls of the organization: the role of community partnerships, population health and transform the organization through the lens of quality of life dimensions
• Understand how to address employee needs holistically by blending work and life and avoiding a one size fits all approach through the lens of quality of life dimensions
• Understand and view technology to enable and connect employees at all dimensions of work through the lens of quality of life dimensions.

FACULTY
Todd Andrews, Regional VP, Sodexo Seniors

107F  Making the Most of Your Time
Thursday, April 27; 1:30 PM - 3:00 PM
• Identifying time-wasters like procrastination, disorganization, lack of priorities, and interruptions
• Learn how to make meetings work so that they don’t become time-wasters
• Prioritize and plan goals, projects, and commitments; change behavior to better manage time and increase individual productivity

FACULTY
Candace Fisher, Director, Organizational Development, Management Association
Lauren Soderstrom, OD and Training Partner, Management Association

108F  Creating a Culture of Retention: The Essential Elements of Quality Jobs
Thursday, April 27; 1:30 PM - 3:00 PM
• Explore the current demographics of LTC workforce
• Discuss the framework of Opportunity, Support and Compensation as the infrastructure of a sustainable, quality workforce
• Review a values based recruitment and hiring process

FACULTY
Anna Ortgara, Organizational Change Consultant, PHI

109G  Attacking the Employee Turnover Crisis Head On
Friday, April 28; 8:30 AM - 10:00 AM and 10:15 AM - 11:45 AM
• Develop successful recruitment strategies such as expanding your pool of workers and creating compensation and advancement models that motivate
• Discover ways to implement new retention techniques such as an employee retention worksheet and stay interviews
• Learn how to transition from a punitive to an incentive culture

FACULTY
Cara Siletto, Founder and President, Crescendo Strategies
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- Master planning
- Facility assessments
- Project management
- Construction consulting

To learn more, call Frank R. Muraca, AIA, LEED AP, CSI at 847.541.3220 or visit www.archltd.com.

ARCH
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GUIDING THE BUILDING PROCESS FROM VISION TO OCCUPANCY

“Partnership is at the core of our philosophy and our success.”

Rick Exline
LCS Executive Vice President

The most successful companies and teams foster a culture of collaboration with a focus on building relationships. At LCS, we wouldn’t have over 40 years of experience developing and managing communities without amazing relationships and a great team. Let our team help you fulfill your mission by working with you to do everything from ground up development to community repositioning and management.

To learn how the whole can be greater than the sum of its parts, call Earl Wade or Bruce Cannon at 515-875-4755 or email us at LSCcompanies@lcsnet.com.
**LeadingAge Illinois/LeadingAge Member Rates (Non-vendor)**
Rates include employees from any provider (non-vendor) members.

**NEW!!!** Employees can be from ANY site within the same organization.

**Deadlines:**
- Early Registration Deadline: Tuesday, February 28, 2017
- Registration deadline: Tuesday, March 28, 2017

**Provider Member Individual Full Conference Rate**

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<tr>
<th></th>
<th>Early Rate</th>
<th>Standard Rate</th>
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<tbody>
<tr>
<td>Per person for Wednesday, Thursday and Friday</td>
<td>$549 pp</td>
<td>$564 pp</td>
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</table>

**New Group Pricing Structure.** Savings are based on the Provider Member Individual Full Conference Rate.

- Save $150* per person when you send 5 or more. $399 pp $414 pp
- Save $200* per person when you send 10 or more. $349 pp $364 pp
- Save $250* per person when you send 15 or more. $299 pp $314 pp
- **BEST VALUE!!!**
  - Save $300* per person when you send 20 or more. $249 pp $264 pp

**Only attending one day!**
Provider Member Individual Daily Rates are available.

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<tr>
<td>Wednesday, April 26</td>
<td>$249 pp</td>
<td>$264 pp</td>
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<tr>
<td>Thursday, April 27</td>
<td>$249 pp</td>
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<tr>
<td>Friday, April 28</td>
<td>$129 pp</td>
<td>$144 pp</td>
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**Provider Non-Member Rates (Non-vendor)**

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<tbody>
<tr>
<td>Individual Full Conference Rate (Per person for Wednesday, Thursday and Friday)</td>
<td>$749 pp</td>
<td>$799 pp</td>
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**Individual Daily Rate Provider Non-Member (Non-vendor)**

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<td>Friday, April 28</td>
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**Non-Exhibiting Business Member (Vendor)**

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<tr>
<td>Individual Full Conference Rate (Per person for Wednesday, Thursday and Friday)</td>
<td>$849 pp</td>
<td>$899 pp</td>
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**Individual Daily Rate Non-Exhibiting Business Member (Vendor)**

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<td>Friday, April 28</td>
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**Non-Exhibiting Non-Member (Vendor)**

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<td>Individual Full Conference Rate (Per person for Wednesday, Thursday and Friday)</td>
<td>$1,099 pp</td>
<td>$1,149 pp</td>
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**Individual Daily Rate Non-Exhibiting Non-Member (Vendor)**

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<tr>
<td>Friday, April 28</td>
<td>$299 pp</td>
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**Additional Rates**

**Resident/Retired Administrator/Spouse/Student Rate**

- **$199 pp**
- *Retired Administrators* — A cover letter stating the year you retired and the organization from which you retired MUST be attached to your registration form.
- *Resident/Spouse Rate* — Rates include attendance at ONLY educational sessions throughout the Annual Meeting. Ticket to social events and Expo floor lunches are not included, but may be purchased on-site.
- *Full-Time Student Rate* — Applies only to full-time students of accredited colleges and universities. A photocopy of a full-time student ID, with current semester validation is required.

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<tr>
<td>Expo floor lunch prices</td>
<td>$30 pp</td>
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<tr>
<td>Reception</td>
<td>$40 pp</td>
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- *Board Members and trustees NOT employed by a provider or vendor can attend at no extra cost if employees from your organization are registered to attend. Just register under your organization’s registration and indicate “Board Member”. CE credit not provided.*
- *Vendors and suppliers to the eldercare industry who are not exhibiting may choose a daily rate or full Annual Meeting rate. Please note that suit-casing on the expo floor is not permitted and will be escorted from the building.*

**Online Registration**

**See What They’re Saying!**

facebook.com/LeadingAgeIL
linkedin.com/company/leadingage-illinois
@LeadingAgeIL
youtube.com/user/LifeServicesNet
Registration

What’s Included?
Full Annual Meeting rates cover all educational sessions, Annual Meeting materials, all breakfasts, lunches and the Wednesday Night Reception.

Concurrent Educational Sessions
Please register all attendees for concurrent sessions and food functions to avoid overcrowding and ensure adequate supply of on-site materials. Session numbers are listed by the program title and description in the brochure and should be indicated for each participant on the registration form.

Special Instructions for ONLINE and FAXED Registrations
We are unable to process registration forms received without payment. You may pay your registration fees by check or credit card.

Register at www.leadingageil.org or send your registration form to:

Registration Offices
Northern Illinois University (NIU) Outreach Registration
Swen Parson Hall, Room 140 DeKalb, IL 60115
Phone: 815 .753 .7922 Fax: 815 .753 .6900
outreachregistration@niu.edu

Registrations will not be accepted over the phone.
Please do not mail the original form if you previously faxed your registration or registered online. This results in a duplicate charge to your credit card, which is refunded following the meeting.

Checks should be made payable to NIU.

Registration Deadline
Registration forms must be received by Tuesday, March 28, 2017. If you are unable to register by March 28, you must register on-site. An additional $25.00 per person will be charged for on-site registrations. All attendees who register on or before March 28 will receive a conference badge in the mail.

Substitutions
There is no charge for substitutions if changes are received by April 19. All substitutions must be made in writing. Any substitutions made after April 19 must be made on-site and will be charged an administrative fee of $25.00 per substitution. Fax changes to 815.753.6900 or email outreachregistration@niu.edu.

Cancellation/Refund Policy
No refunds will be made after March 28, 2017. Cancellations received on or prior to March 28 will receive a full refund. All cancellation requests must be made by fax – 815-753-6900 or email outreachregistration@niu.edu.

Confirmation Policy
All pre-registered attendees will receive a confirmation by email. If an email address was not provided, then a confirmation letter will be mailed. If you do not receive a confirmation, do not assume you are pre-registered. Contact NIU at outreachregistration@niu.edu if you did not receive a confirmation letter.

If there are mistakes on your confirmation, please make the changes on the confirmation letter and fax the changes to 815.753.6900. This will eliminate the need for you to make changes on-site. Please pay special attention to your confirmation. It contains valuable information including directions, parking information and any schedule changes! For additional conference information, visit the LeadingAge Illinois website at www.leadingageil.org.

Emails Required for Each Attendee
Be sure to provide email addresses for each person attending. Registered attendees will receive important conference information and updates via email.

Special Services
If you require special services or assistance, please describe your needs in writing and send via email to Erin Wolkotte at ewolkotte@leadingageil.org. Additionally, for those with dietary restrictions, please check the “dietary restriction” lunch option on the registration form. You must check the box on the registration form to receive a lunch ticket for an alternate meal.

Badges
Split/Share Registration Policy
Splitting or sharing a registration is not permitted. A registration must be used by the same person for each day or days that the person is registered. Each registration category is to be used by the same person for the entire Annual Meeting even if the person is able to attend only part of the program or annual meeting.

Registration Questions
Questions regarding registration should be directed to Northern Illinois University at 815-753-7922 or emailed to outreachregistration@niu.edu. Please reference LeadingAge Illinois registration in the subject line.
All other meeting questions should be directed to ewolkotte@leadingageil.org or by calling LeadingAge Illinois at 630-325-6170.
General Information

Annual Meeting Photographs
Workshops, sessions and other LeadingAge Illinois Annual Meeting events are considered to be public events. Photographs taken by the official photographer at Annual Meeting events may be used by LeadingAge Illinois for promotional purposes in both print and electronic formats. As a registered participant in these events, you agree that your photograph, if taken, may be used in this manner and you waive any claim to compensation for such use.

Recording of Courses
No individual is permitted to record a Speaker’s course or any other part of the Annual Meeting, in any audio or visual medium, without prior LeadingAge Illinois approval and speaker’s approval.

What to Wear
We encourage you to dress casually for all LeadingAge Illinois Annual Meeting activities. Weather in Chicago is always unpredictable. Don’t be caught unprepared. Everyone responds differently to climate-controlled environments and Navy Pier does its best to provide a comfortable climate for our meeting. However, sometimes it is warmer or cooler than you prefer. We hope you will take this into consideration when preparing for this meeting and wear clothing that can be layered.

IMPORTANT REGISTRATION and HOUSING DEADLINES

Early Registration Deadline ............ Tuesday, February 28, 2017
Registration deadline ..................... Tuesday, March 28, 2017
Cancellation/refund deadline .......... Tuesday, March 28, 2017
No Fee Substitution ...................... Wednesday, April 19, 2017
Hotel cut-off dates ....................... Monday, April 3, 2017

Need a paper registration form?
• Download the form at www.leadingageil.org
• Call LeadingAge Illinois 630.325.6170
• Send an email to ewolkotte@leadingageil.org

Together we can make a difference.

As the largest Catholic Health System in Illinois, we offer a full continuum of compassionate care. And, we have promising opportunities in:

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• Skilled nursing care   • Sub-acute rehabilitation

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#LAIL17 Power of Purpose
Hotel Accommodations

Doubletree By Hilton Chicago Magnificent Mile
300 E. Ohio St.
Chicago, IL 60611
312.787.6100

$169 Single/Double Occupancy
$189 Triple Occupancy
$209 Quadruple Occupancy

From the warm and delicious DoubleTree cookie upon arrival, to the authentic Chicago hospitality and contemporary design, this downtown Chicago hotel will leave you with an unforgettable experience. Our home-like comforts and approachable staff sets us apart from your typical hotel chain. Our Michigan Avenue hotel is perfect for a Chicago shopping getaway with plenty of space to relax and create new memories! When you’re ready to rest for the day, you’ll love that our accommodations offer comfortable and stylish Downtown Chicago rooms designed with your comfort and needs in mind.

The Doubletree by Hilton Chicago Magnificent Mile is offering LeadingAge Illinois attendees the following:

• Complimentary wireless Internet access in guestrooms
• Discounted overnight self- parking at $42.00 per night with unlimited in/out access

Individuals can call central reservations 24 hours a day at 1-800-222-8733, or hotel reservations directly, Mon – Fri from 8:30 AM – 4:30 PM at 312-787-6100 to make reservations or reservations can be made through the group page from the LeadingAge Illinois website.

Individuals making reservations must mention the group name of LeadingAge Illinois in order to receive the contracted rate.

Embassy Suites Hotel Chicago Downtown Magnificent Mile
511 North Columbus Drive
Chicago, IL 60611
312.836.5900

$209.00 Single/Double Occupancy
$219 Triple occupancy
$229 Quadruple occupancy

With spectacular views of the downtown area, Embassy Suites Chicago Downtown Magnificent Mile provides you not only with upscale sophistication but more space to unwind and be yourself. That's why we have 455 spacious suites featuring private bedrooms and separate living areas, outfitted with 37-inch TVs, in addition to kitchenettes with refrigerators, microwaves and coffeemakers. We also have our bright and spacious open-air atrium featuring a 75 ft. eco wall with the soft sounds of rippling water. It's perfect for coming together at our free made-to-order breakfast or grabbing a drink and some snacks at our complimentary Evening Reception*

The Embassy Suites Chicago Downtown Magnificent Mile is offering LeadingAge Illinois meeting attendees the following:

• Discounted valet parking at $49 per day (includes in/out privileges)
• Complimentary guestroom Internet

Individuals can call central reservations 24 hours a day at 1-800-HILTONS (1-800-445-8667), to make reservations or reservations can be made through the group page from the LeadingAge Illinois website.

Individuals making reservations must mention the group name of LeadingAge Illinois in order to receive the contracted rate.

Navy Pier
Visit navypier.com for additional information:

Directions:
Go to navypier.com for turn by turn directions.

Public Transportation:
Metra commuter rail is a convenient travel alternative. Take Metra and then transfer to CTA buses to come directly to Navy Pier. Use CTA bus #124 from Union/Ogilvie Stations and Millennium Station and CTA bus #29 from LaSalle Street Station and Millennium Station. Visit www.rtachicago.com to plan your trip.

The CTA provides five bus lines serving Navy Pier daily. These are #29 State, #65 Grand, #66 Chicago, #124 Navy Pier (serving Metra lines from Millennium Station, Ogilvie and Union Stations) and #2 Hyde Park Express (during weekday morning and evening rush hours only). All buses are equipped with bike racks and are ADA accessible. For more information, call the CTA at 1-888-968-7282 or visit www.transitchicago.com

Parking:
$28 flat parking rate every day
Valid at Navy Pier Garages only, 600 E. Grand Avenue. Published garage rates are valid for a 24-hour period starting

Rooms at the Doubletree Chicago Magnificent Mile and Embassy Suites Chicago Downtown Magnificent Mile will be held until Monday, April 3, 2017, or until the block sells out. Once the room block has been sold out or the cut-off date has passed, group rates may not apply. All rates are per room, per night and are subject to the current 17.4% Chicago hotel room (subject to change without notice). A valid credit card will be required by the individual in order to guarantee his/her reservation.

Support Your Association – Book Your Stay With LeadingAge Illinois!

Making your hotel reservation within the LeadingAge Illinois hotel room block allows the association to keep your registration costs low and continue to negotiate competitive hotel room rates for future Annual Meetings.

Due to hotel policies, associations are now held financially responsible for hotel rooms reserved but not actually occupied. To save LeadingAge Illinois from penalty fees, it is imperative that our attendees reserve hotel rooms realistically and cancel with as much notice as possible.

LeadingAge Illinois does not directly nor contract with any outside provider to solicit your credit card or financial information to secure hotel reservations. Please beware of anyone contacting you for this information.
from the time stamped on the ticket when the car entered the garage. Cars parked beyond the 24 hours will be subject to additional rates. Rates are subject to change.

Parking at Navy Pier is easy and convenient with two on-site parking garages, West Garage and East Garage, connected to the Pier. Oversized trucks and vans are recommended to park in the East Garage. For more information, contact Standard Parking directly at 1-312-595-5072. All vehicles are subject to search. Cars parked illegally on Navy Pier will be issued citations.

Garage clearance:
East Garage is 7’9”
West Garage is 6’6”

Automated Parking Pay Stations:

For your convenience, Navy Pier has installed parking pay stations at various locations throughout the Pier. Pay for parking in advance anytime during your visit.

On-site Navy Pier parking garages afford convenience to all our attractions and venues.

Amtrak:

Amtrak offers a 10% discount off the best available rail fare to (Chicago, IL) between (April 23, 2017 – May 01, 2017). To book your reservation call Amtrak at 1 (800) 872-7245 or contact your local travel agent.

Conventions cannot be booked via Internet. Please be sure to refer to Convention Fare Code X72D-963 when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges.
INVESTED IN COMMUNITY

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STEVE JOHNSON
Managing Director
sjohnson@ziegler.com
312 596 1512

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- INVESTMENT MANAGEMENT
- SEED CAPITAL
- FHA/HUD APPROVED MORTGAGE LENDER
- CAPITAL & STRATEGIC PLANNING
- RESEARCH, EDUCATION & COMMUNICATION
- WEALTH MANAGEMENT

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