LeadingAge®CA

inspire

ANNUAL CONFERENCE & EXPOSITION
MAY 18-20, 2020 • PALM DESERT, CA

REGISTRATION BROCHURE

YOU'RE INVITED

You're invited to participate in one of the largest premier annual conferences on the West Coast representing the continuum of care for seniors. For three days, you will surely be inspired by all the exciting new changes we have in store for the 2020 Annual Conference & Expo.

We expect over 1,000 senior care professionals to convene in Palm Desert for engaging educational experiences and superb entertainment. From elite education sessions led by some of the most renowned leaders to extensive networking opportunities, you'll have the chance to earn a number of continuing education credits, peruse a comprehensive expo presenting the latest products, services and technologies and reconnect with colleagues.

CONFERENCE PARTNERS *(as of 12.18.19)*

STRATEGIC

CAIN BROTHERS
A division of
KeyBanc Capital Markets

ESKATON.
Transforming the Aging Experience

TELACU
RESIDENTIAL
MANAGEMENT

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CDW®

Morrison
LIVING

front porch

VALUE 1st
Choices ■ Solutions ■ Savings

SUPPORTER

Covia

Masonic Homes of California

Pacific Retirement Services

REASONS TO ATTEND

LeadingAge California's Annual Conference & Exposition was designed to meet the needs of our members (you!) who represent the continuum of care for older adults. While you're busy caring for residents, we are busy customizing an unforgettable experience that will help you achieve your goals. Here are three reasons why you can't miss this year's annual conference:

1. **Network Like Never Before:** *New B2B meetings mean you get to decide who you want to network with and when. From reconnecting with friends to meeting new colleagues – countless networking opportunities will provide just the right venue. So don't be afraid to share and inspire each other.*

2. **Enrich Knowledge & Skills:** *Stay ahead of the curve. Join in the discussions and forums led by some of the most innovative experts in the field.*

3. **Gain New Partners:** *Partnerships are a great way to bridge the gap in expertise and knowledge. A good partner may bring new knowledge and expertise and/or complementary skills to help grow your business. We'll even introduce you – join us in the Expo Hall to meet new partners.*

ATTENDING IS A MUST FOR:

C-Suites, Presidents, Administrators, Directors/Managers/Supervisors, Executive Directors, Staff, Board of Directors, Trustees, and Residents representing Life Plan Community (CCRC), Resident & Multi-Level Care, Affordable Housing, Assisted Living, Skilled Nursing, Home and Community-Based Care, Home Care, Home Health, and Hospice.

CONTINUING EDUCATION CREDITS

Visit LeadingAge CA's website at www.leadingageca.org for updates on hours and approval numbers.

• California Department of Social Services, Community Care Licensing Division for Residential Care Facilities for the Elderly **(RCFE)**
• Nursing Home Administrator Program **(NHAP)**
• California Board of Registered Nursing **(BRN)**
• Licensed Vocational Nurse **(LVN)**
• California Association of Marriage and Family Therapists for Licensed Marriage and Family Therapists, Licensed Clinical Social Workers, Licensed Professional Clinical Counselors and Licensed Educational Psychologists **(CAMFT)**
• HR Certification Institute **(HRCI)**
• Continuing Professional Education for Certified Public Accountants in California **(CPE)**

TARGET AUDIENCE *(Provider Types):*

🏢 Affordable Housing , 👫 Assisted Living/Residential Care , 🧰 Life Plan Communities/Continuing Care Retirement Communities (CCRCs), 🔨 Home and Community Based Services, including Home Care, 🏠 Home Health, 🛋 Hospice, 🏢 Residential & Multi-Level Care Facility, ✚ Skilled Nursing Facilities

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SCHEDULE AT A GLANCE

SUNDAY, MAY 17, 2020

1:00 p.m. – 5:00 p.m.	PAC Golf Tournament *(ticketed event)*

MONDAY, MAY 18, 2020

8:00 a.m. – 5:30 p.m.	Registration
9:00 a.m. – 12:00 p.m.	Pre-conference session
1:00 p.m. – 2:45 p.m.	Opening General Session
3:00 p.m. – 4:00 p.m.	Education Sessions
4:15 p.m. – 5:15 p.m.	Education Sessions
5:30 p.m. – 7:30 p.m.	Opening Exhibit Reception
8:00 p.m. – 11:00 p.m.	PAC Casino Night *(ticketed event)*

TUESDAY, MAY 19, 2020

7:00 a.m. – 5:30 p.m.	Registration
7:00 a.m. – 8:30 a.m.	Continental Breakfast
7:00 a.m. – 8:30 a.m.	Trustee Breakfast *(invite only)*
7:30 a.m. – 8:15 a.m.	Town Hall
8:30 a.m. – 10:00 a.m.	General Session/Business meeting
10:15 a.m. – 11:15 a.m.	Education Sessions
11:30 a.m. – 1:30 p.m.	Exhibits Luncheon
1:45 p.m. – 2:45 p.m.	Education Sessions
3:00 p.m. – 4:00 p.m.	Education Sessions
4:15 p.m. – 5:15 p.m.	Education Sessions
5:30 p.m. – 6:30 p.m.	EMERGE Alumni Reception *(invite only)*
7:00 p.m. – 10:00 p.m.	Social Event

WEDNESDAY, MAY 20, 2020

7:30 a.m. – 11:00 a.m.	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:00 a.m. – 9:00 a.m.	Closing General Session
9:15 a.m. – 10:15 a.m.	Education Sessions
10:30 a.m. – 11:30 a.m.	Education Sessions

Please note that the conference schedule is subject to change. LeadingAge CA reserves the right to make changes to the schedule at any time. To ensure you have the most up to date info, please check the website.

SUNDAY/MAY 17

1:00 PM - 5:00 PM
PAC Golf Tournament *(Ticketed)*
Join in on the fun! Participate in the PAC golf tournament is a great way to get involved and be seen!

MONDAY/MAY 18

9:00 AM - 12:00 PM
Pre-Conference Sesion
Visit website for more information.

1:00 PM - 2:45 PM
Opening Keynote Session

3:00 PM - 4:00 PM
Make Something Together: The Power of Creative Engagement
This session defines creative aging as a field, examines the benefits of creative programming particular to an older adult population, and reviews the effect on issues of loneliness, isolation and ageism.
Target Audience:
CE: *RCFE, NHAP, BRN, CAMFT*

Memory Care Case Study
This session will review a case study on memory care. Best practices, lessons learned and opportunities will be shared with the audience.
Target Audience:
CE: *RCFE, NHAP, BRN, LVN, CAMFT*

Top 5 Managed Care Systems for Financial Success
This interactive session will deliver the Top 5 Managed Care Systems for Financial Success. Presentation will review the changing landscape with growth in managed care and Medicare Advantage as well new reimbursement methods. Attendees will leave with valuable information, key tips, don't do's and "must knows".
Target Audience:
CE: *RCFE, NHAP, BRN, CPE*

Avoid the Trillion Dollar Staff Turnover Club
With 1 out of 5 new hires leaving within the first 45days of reporting to work, the front door has become a revolving door. HR professionals are scrambling to solve this problem by trying to screen better, paying for CNA training or having employees sign agreement. This session will review a 3-prong approach to tackling your staff turnover issue.
Target Audience:
CE: *RCFE, NHAP, BRN, HRCI, CPE*

Inclusive Decision-making for Development
Change needs to occur to keep communities competitive in the marketplace, but many stakeholders do not like change. Our panel will discuss processes and tools that encourage residents, board members and staff to embrace change and help understand and have input on the direction of development.
Target Audience:
CE: *RCFE, NHAP*

AI and Voice Technologies: Guide for Senior Living
The cutting edge technologies (like Artificial Intelligence, Voice, Sensors, etc) are bound to change the operations and experiences of senior care. To date, most of them did not meet expectations either because they were early to market or not designed to keep the operators or residents in mind, or both. Many of the pilots led to cancellation and/or bad experiences.
Target Audience:
CE: *RCFE, NHAP*

4:15 PM - 5:15 PM

Getting Attention in a Changing Media Landscape

While the media and journalist landscape has changed dramatically with digital and social platforms over the past 10-15 years, the fact remains that the profession will always serve a role in relaying news and information to the broader public – it's just evolving. The value of earned media, and the third-party acknowledgement that comes with it, will have a strong influence on your brand and audiences. It should not be ignored – especially if your company, community, and brand have an awareness or reputation challenge, but don't we all?

Target Audience: 🧑‍🤝‍🧑 🧰
CE: *RCFE, NHAP*

ROP - Ensuring Compliance in a Changing Environment

The Final Rule for Medicare and Medicaid Program requirements, better known as the Rules of Participation has been issued and providers are actively working their way through managing the three phases. This presentation is an open discussion of where facilities are today, how they are performing under the new regulations during survey and what needs to be in their tool kit to have successful compliance outcomes.

Target Audience: ➕
CE: *NHAP, BRN*

Emerging Workforce

The US is experiencing a significant shortage of, and growing demand for, qualified workers who are capable of managing, supervising, and providing high-quality services and supports for older adults. Attend this session to gain a better understanding of the emerging workforce and how you can position yourself to ensure you're a part of the workforce development.

Target Audience: 🏢 🧑‍🤝‍🧑 🧰
CE: *RCFE, NHAP, BRN, HRCI*

Fiscal Responsibilities for Board Members

Our presentation will cover the fiscal responsibilities of board members and include case studies of when board members failed to exercise their fiduciary responsibilities, red flags, and best practices. After our presentation, a board member should have a strong understanding of what exactly their duties and responsibilities are when it comes to fiscal oversight of an organization.

Target Audience: 🏢 🧑‍🤝‍🧑 🧰 🗝️ 🏠 💺 🏢 ➕
CE: *RCFE, NHAP, CPE*

Affordable Housing Solutions to Health and Homelessness

For decades the HUD 202 Program provided affordable housing which also assisted in better health for older adults. Today we need a vigorous reinstatement of the program which together with the Tax Credit Program saves the government (us) funds and provides a better quality of life.

Target Audience: 🏢
CE: *None*

Integrating Technology Solutions in Response to Industry Trends

Few can deny that the level of business complexity for senior living sponsors and operators has increased dramatically across the past decade. The Baby Boomer cohort is bringing forth a much different set of expectations and preferences than previous generations of residents. The goal of this session is to integrate discussions around industry trends with technology as a strategic solution.

Target Audience: 🧑‍🤝‍🧑 🧰 🏢 ➕
CE: *RCFE, NHAP, CPE*

5:30 PM - 7:30 PM

Exhibit Grand Opening Reception

8:00 PM - 11:00 PM

PAC Casino Night *(Ticketed)* 🎟️

Support LeadingAge California's Political Action Committee by attending the Casino Night and try your luck. There will be plenty of games, food, and prizes to win.

TUESDAY/MAY 19

7:30 AM - 8:15 AM
Town Hall
Join your colleagues and advise the staff and board of LeadingAge CA and national about the challenges and barriers you face as an aging services provider. The issues and ideas you share will shape LeadingAge national's policy priorities and activities in Washington during the coming year. This is not just for "policy people." Everyone is invited to attend and have your voices heard.

8:30 AM - 10:00 AM
General Session/Business Meeting

10:15 AM - 11:15 AM
Affiliation Trends: Implications for the Future of Not-for-Profits
Since 2010, the not-for-profit senior living sector has generated a record number of transactions, with more than 500 nursing homes, assisted living facilities and continuing care retirement communities changing ownership. The drivers are many, including increasing complexities of healthcare, the need for significant technology investment, increasing competition and CEO turnover.
Target Audience: 👥🏥🏢➕
CE: *RCFE, NHAP, CPE*

Trauma Informed Care in Skilled Nursing Facilities
Beginning November, 2019, as part of CMS's Phase II of the new Rules of Participation, skilled nursing facilities will need to ensure their facility's programs, policies, and care procedures are trauma-informed. Regulations require facilities appropriately assess for and treat symptoms of trauma and PTSD, as well as those of co-occurring emotional disorders. This presentation will assist nursing home leaders, as well as leaders in other organizations, in understanding the core concepts of trauma informed care.
Target Audience: 👥🛋️🏢➕
CE: *NHAP, BRN, LVN, CAMFT*

Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime
Multi-sensory stimulation rooms or spaces are designed for individuals living with Alzheimer's disease or a related dementia so they can safely explore and stimulate all five senses. The room combines gentle light, movement, music, aromas and tactile objects designed to either calm or stimulate individuals, depending on each person's needs. In this session, participants will learn how sensory stimulation impacts the person living with dementia. Participants will learn how to set up a room or a space in their community using best practice design principles. This session will offer a "design on a dime" approach to a sensory room and demonstrate to providers how to set up a room or space of their own so they can further impact the quality of life of persons with dementia without relying on pharmacology.
Target Audience: 🏠👥🏥🔑🏡🛋️🏢➕
CE: *RCFE (Dementia), NHAP, CAMFT*

Best Practice for LGBT Inclusive Residential Services
While older lesbian, gay, bisexual and transgender (LGBT) adults confront the same issues and decisions everyone else does when choosing aging services, the reality of life in long-term care for LGBT people can be drastically different from their non-LGBT peers. During the session attendees will learn of best practices developed by key industry stakeholders and take a self-assessment to assess their organizations LGBT inclusiveness in areas such as policies and procedures, resident services and supports, and community engagement.
Target Audience: 🏠👥🏥🏢➕
CE: *RCFE (Cultural Competency), NHAP, BRN, LVN, CAMFT*

Creating Planned Giving Strategies That Fit Your Community
Retirement community planned giving is both appropriate and necessary to ensure the long-term health of organizations. The session will review models being used at stand-alone communities and multi-site

organizations. It will include a review of how different organizations, both entry fee and fee-for-service communities, are exploring opportunities with both successes and missed opportunities detailed.

Target Audience:

CE: *RCFE, NHAP, CPE*

Technology - Evaluating, Deploying and Scaling in Senior

The smart technology wave has officially reached senior living. But until recent years, many of these technologies have largely been regarded as novelty amenities instead of what they have proven to be -- invaluable tools for residents and staff, and a strategic asset for community operators. As communities embark on this new tech-forward path, it's imperative they take a methodical approach to the process. This session will share key learnings of launching a successful multi-community technology deployment. Attendees will learn about a number of core strategies and considerations to successful technology deployment, from pilot to scale, no matter the solution.

Target Audience:

CE: RCFE, NHAP, CPE

11:30 AM - 1:30 PM

Exhibits Luncheon

Come have lunch and visit the Expo Hall to scope out the latest innovative products and services.

1:45 PM - 2:45 PM

PDPM How Are We Doing After Six Months?

This session will be providing information for Skilled Nursing operators to measure and monitor their performance under the PDPM system. We will provide them with methods to track costs, measure outcomes and compliance with new requirements.

Target Audience:

CE: *NHAP, BRN, LVN, CPE*

Suicide and Self-Harm in the Older Adults

Acts of suicide, ideation, and self-harm in later life is highly prevalent, but minimally researched, and uncomfortably discussed. Yet the older adult presents with many or all of the primary risk factors: mental illness, medical illness, impaired coping skills, social disconnectedness, and functional impairment. Further, life transitions experienced in aging including changes in housing of oneself or one's relationship exacerbate the risk, making these transitions a crucial point to deliver screening and intervention.

Target Audience:

CE: *RCFE, NHAP, BRN, CAMFT*

The FUNdamentals of Training

Our success with elders depends on a well trained workforce. This session will focus on improving learning transfer using key principles from cognitive psychology. Making training memorable, practical, and usable requires creative and interactive strategies. This presentation will show examples of activities to increase having fun without sacrificing learning.

Target Audience:

CE: *RCFE, NHAP, BRN, LVN, HRCI, CPE*

Keeping Up With Current California Employment Law

This session will provide attendees with the most recent California laws and cases. Attendees will also receive guidance on how best to prevent claims related to the hot topics in Californa employment law such as, independent contractors, marijuana, wage and hour, reimbursements for business expenses, telecommuting and more.

Target Audience:

CE: *RCFE, NHAP, BRN, HRCI, CPE*

TARGET AUDIENCE *(Provider Types):*

Affordable Housing , Assisted Living/Residential Care , Life Plan Communities/Continuing Care Retirement Communities (CCRCs), Home and Community Based Services, including Home Care, Home Health, Hospice, Residential & Multi-Level Care Facility, Skilled Nursing Facilities

Use Your Passion: Creative Approaches to Positive Aging

This session will examine the power of an image to shape the narrative around aging. We will recognize the role creative professional plays in a housing or healthcare setting. Participants will explore how to bring passion to their work to foster a business setting that is engaged, innovative, and attractive to future talent.

Target Audience: 🏢🚶‍♂️🧰🔨🏠🛋️🏢➕
CE: *RCFE, NHAP, BRN*

End of Life: Zen practices and Design Solutions

This presentation will focus on environmental considerations as they relate to end-of-life Zen practices. We will explore the challenges of creating spaces for living which offer an opportunity for individuals, their loved ones and caregivers to find comfort, connection, and healing in this shared human experience that is death and dying. We will look at how the built environment can foster mindful end-of-life and contribute to achieving inner peace. Using ENSO Village in Healdsburg, CA as a case study we will explore a unique model of care and specific design approaches which facilitate hospice care, supports end of life choices and spiritual practice.

Target Audience: 🚶‍♂️🧰🛋️➕
CE: *RCFE, NHAP*

3:00 PM - 4:00 PM

Dementia Care: Living Welll with Dementia

This session will provide attendees with the techniques and resources related to various person directed approaches and techniques that can be used in any environment. The presenter will share successful practices and principles in supporting residents living with dementia. Attendees will understand the importance of team building and dementia care, person directed care approaches in meeting resident/client unmet needs and when experiencing emotional distress such as agitation, combativeness or loneliness.

Target Audience: 🚶‍♂️🧰🔨🏢➕
CE: *RCFE (Dementia), NHAP, BRN, LVN, CAMFT*

Conducting an Investigation Based on Legal/Regulatory Demands

Has your facility received a report of abuse, a demand for information from an attorney, or is it subject to various regulatory reporting requirements that require investigation? This session will focus on best practices, tips, and tricks for conducting a solid investigation, protecting that investigation from discovery through privileges, and discuss potential pitfalls that can arise from conducting investigations. The session will include interactive examples that allow the audience to participate in a sample investigation.

Target Audience: 🏢🚶‍♂️🧰🔨🏠🛋️🏢➕
CE: *RCFE(Laws and Regulations), NHAP*

Protect Your Section 8 and 202 PRAC Income

This session will educate participants on the critical changes to the Section 8 program, showing how your contract can be protected and rents can be increased in new ways. We will also explain all of the changes to the 202 PRAC program, and how it can be converted and preserved for long-term preservation.

Target Audience:
CE: *CPE*

CDPH Regulatory Update

This session will review regulatory updates affecting Skilled Nursing Facilities.

Target Audience: ➕
CE: *NHAP, BRN, LVN*

The iNSPIRE Project – Bringing Person-Centered Technology to California's SNFs

LeadingAge California, in partnership with It's Never 2 Late (IN2L), has been awarded a grant to bring the groundbreaking and time-tested technology that IN2L offers to Skilled Nursing Facilities in California at no cost. The accessible computers deliver social, cognitive, spiritual and physical benefits on a single device. Come learn more about the grant, how you might benefit your residents by participating and get your questions answered.

Target Audience: ➕
CE: *None*

4:15 PM - 5:15 PM

Senior Advocates Protect Medicare Beneficiaries' Health and Welfare

Hundreds of thousands of older Americans have been targeted by criminal fraudsters and scammers who defraud Medicare, steal personal information and jeopardize the health and welfare of our seniors. These criminal scammers find their victims through cold calls, robo calls, door knocking, email and online resources such as Facebook. Attend this session and learn about these scammers to disallow entry to facilities of persons who intend to defraud residents.

Target Audience: 🏢 👫 💼 🔑 🏠 🛋️ 🏬 ➕
CE: *RCFE, NHAP*

Redevelopment, Opportunities, Challenges and Pitfalls

Undergoing extensive capital investment in facilities require replacing aging building stock in order to address both physical obsolesce and to meet the needs of current and future residents. New building initiatives, particularly on a built-out existing campus, has numerous challenges as well as opportunities, which, if properly planned and executed, can aid in better decision-making, reduction of risks and cost savings. Attend this session to learn the opportunities, challenges and pitfalls.

Target Audience: 💼 🏬
CE: *RCFE, NHAP, CPE*

Three Steps from Workforce Burnout to Well-Being

This session will review how to keep your best people, reduce turnover and increase longevity by building workforce well-being.

Target Audience: 🏢 👫 💼 🔑 🏠 🛋️ 🏬 ➕
CE: *RCFE, NHAP, BRN, LVN, CAMFT, HRCI, CPE*

DSS Regulatory Update

This session will review regulatory updates affecting Residential Care Facilities

Target Audience: 🏬
CE: *RCFE (Laws and Regulations)*

Leadership Embraces Clean Slate Thinking; How About You?

In a talk-show format, we will briefly " summarize the "Clean Slate" research, data outcomes and future scenarios generated from identified disruptors to senior living, and showcase four leaders who are advancing Clean Slate thinking through their organizations. We will include a hands-on participatory workshop session where there will be an opportunity to react to the research and scenarios in small groups, and participants can contribute their opinion to the larger industry conversation about the coming future and how to prepare for it.

Target Audience: 🏢 💼 🔑 🏠 🏬
CE: *RCFE, NHAP, CPE*

The Age of Accessibility

Approximately 35% of adults over the age of 65 reported at least one disability in 2018. As lifespan continues to extend and technology moves at hyperspeed, where does that leave older adults who are uninterested, unable, or unwilling to adopt the newest technological devices and gadgets?
This session will review successful program that aim to increase social connection by providing opportunities for older adults to connect as participants and/or as volunteers. With Well Connected, individuals link to group activities, classes, and conversations. With Social Call, individuals enjoy one-on-one connections with another person over the phone.

Target Audience: 🏢 👫 💼 🔑 🏠 🛋️ 🏬 ➕
CE: *RCFE, NHAP*

5:30 PM - 6:30 PM
Emerge Alumni Reception *(invite only)*

7:00 PM - 10:00 PM
Tuesday Night Social Event

WEDNESDAY/MAY 20

8:00 AM - 9:00 AM
Closing General Session

9:15 AM - 10:15 AM
Pain in Senior Care: A Holistic Perspective
In this interactive session, a palliative care nurse practitioner and a long-term care attorney will consider the impact of pain on seniors, mentally and physically, review the legal implications for providers from admission to discharge or death, describe changes in the medical establishment's approach to treating pain, and suggest strategies, including
alternative treatments, to identify and address pain in a manner that contains risk while honoring residents' rights and dignity.
Target Audience:
CE: *RCFE, NHAP, BRN, LVN*

How to Gain Efficiency and Boost Quality Care
This session will discuss the challenges senior care and skilled nursing providers face as they strive to properly care for residents with a workforce mired in high turnover and low engagement.
Target Audience:
CE: *RCFE, NHAP, BRN, HRCI*

Compliance Update: Avoiding Trouble with the IRS
This session will provide a federal tax update for exempt organizations. Learn about recent updates from Congress and the IRS and learn where their focus will be in the upcoming years. You'll gain better understand how to implement the changes from the 2018 Tax Cuts and Job Act, while breaking down recent guidance and how it applies to your organization. We'll also discuss the latest in compensation and fringe benefits, including a focus on worker classification and examination activity related to 1099s and W-2.
Target Audience:
CE: *RCFE, NHAP, HRCI, CPE*

Project Development Success: Communication at the Core
Successful repositioning projects revolve largely around communicating effectively and collaborating with all members of the project team towards common goals. This session will dive into the importance of communicating successfully to various stakeholders in planning and development projects. Poor communication can lead to confusion, schedule delays, budget busts and unrealistic project expectations. Audience members will learn: comprehending the complexity of project stakeholder communication, learning the importance of setting communications expectations early on, understanding best practices in Board reporting, and possessing tools to help facilitate efficient project communication.
Target Audience:
CE: *RCFE, NHAP, CPE*

Attracting and Caring For Solo Agers
Attracting and caring for those who are aging alone will be a significant challenge for residential care communities in the years to come. Close to 20% of boomers have no children and millions more are aging alone for other reasons. How much do you rely on the families of your residents to partner with you in their care? That partnership won't be available for Solo Agers. Will you be able to bridge that gap? Let's explore some of the ways you can do just that.
Target Audience:
CE: *RCFE, NHAP, BRN, CAMFT*

9:15 AM - 11:30 AM
DSS Panel Discussion and Q&A *(2 parts)*
The panelists will share news about any DSS legal and structural changes, changes in any DSS processes and enforcement, and any developments on regulation interpretation. The Panel discussion will also address any new laws and implementation thereof, new regulatory guidance, and programmatic changes. Finally the Panel will focus on a variety of operational challenges affecting, RCFEs, CCRC, and MLRCs and will provide ample opportunity for Q&As and audience engagement.
Target Audience:
CE: *RCFE*

10:30 AM - 11:30 AM

Millennials: The Emerging Generation of Caregivers

For years, the role of caregiver was primarily filled by middle-aged or elderly individuals caring for aging parents or spouses. Caregiver demographics are changing and today, many millennials are taking on complex caregiving roles. The session identifies specific issues millennials face including exclusion from peer groups, managing debt, time management, workplace discrimination, emotional stress and fatigue, and offers resources that are available for each of these. Additionally, approaches employers can utilize to help Millennial caregivers to be successful will be offered.

Target Audience:
CE: *RCFE, NHAP, BRN, HRCI, CPE*

How Nutrition Can Prevent and Manage Chronic Conditions

The causes of many chronic conditions in older adults include non-modifiable risk factors like age or genetics, questionable lifestyle choices such as unhealthy diet, physical inactivity and tobacco use are key contributors in the development and progression of most chronic diseases. These risk factors are modifiable. As such, retirement communities have a tremendous opportunity not only to help residents manage their chronic conditions but also to prevent the development of chronic diseases by investing in dining & nutrition.

Target Audience:
CE: *RCFE, NHAP*

Senior Living Workplace Engagement

With a strategic focus for LeadingAge CA on Workforce, we bring together a panel of distinguished executives from all different organizations to and of all different backgrounds to offer insight into recruiting and retaining top talent. Unique strategies to build leaders within with the organizational workforce. Ideas to engage employees, address intergenerational and diversity challenges, and offering essential benefits to maintain happy, healthy employees.

Target Audience:
CE: *RCFE, NHAP, BRN, HRCI, CPE*

Age Friendly Berkeley: a model for maximizing success

Covia worked in partnership with the Berkeley Age-Friendly Continuum to help prepare the community for the growth of the older adult population and embrace innovative opportunities. Attend this session to learn more about their approach and model for maximizing success. Target Audience: Life Plan Communities/Continuing Care Retirement Communities (CCRCs), Home and Community Based Services, including Homecare.

Target Audience:
CE: *RCFE, NHAP*

Four Steps to Building an Award-Winning Culture

In today's competitive market, having a strong workplace culture is a must! During this session you'll learn from an experienced SNF administrator a proven leadership model that has helped companies across the country to improve their organization's culture. Through real life experiences and stories, you'll learn how following this model can lead you to award-winning results.

Target Audience:
CE: *RCFE, NHAP, BRN, HRCI, CPE*

EXHIBIT HALL

**DON'T FORGET TO VISIT
THE EXHIBIT HALL.**

You couldn't be in better company, among the most inspiring and innovative, helpful, and strategic exhibitors under one roof with nothing to do except problem-solve and collaborate to meet your organizational needs.

MONDAY, MAY 18

5:30 pm – 7:30 pm
Exhibit Hall Grand Opening Reception

Tuesday, May 19

11:30 am – 1:30 pm
Exhibit Hall Luncheon

ENGAGE CENTER NEW

You're invited to the EngAge Center - a place to connect, recharge, and engage. From networking lounges to individual pods, you can connect with colleagues, catch up at the office, reach out to home, or just take a break to relax. Your experience awaits!

MONDAY, MAY 18

8:00am – 5:30 pm

TUESDAY, MAY 19

**7:00 am – 11:30 am
1:30 pm – 5:30 pm**

WEDNESDAY, MAY 20

7:30 am – 11:30 am

THE HIVE

First time attendee? Visit 'The HIVE' located inside the EngAge Center designed specifically for 'newbees' to meet and network with others attending the conference for the first time. You'll be able to meet staff, volunteers, and other mentors ready to fill you in on the conference buzz.

REGISTRATION RATES

FULL CONFERENCE REGISTRATION	Early Bird *Deadline – 3/20/20*		Regular *Deadline – 4/17/20*	
	Member	Non-Member	Member	Non-Member
Group (registering 5+ from same provider organization)	$575	N/A	$675	N/A
Provider	$625	$925	$725	$1025
Resident/Student/ Government	$280	$280	$380	$380
Business Partner *(Non-Exhibitor)*	$1725	$2495	$1825	$2595

Includes conference programming, Tuesday Night Social, Expo and meals

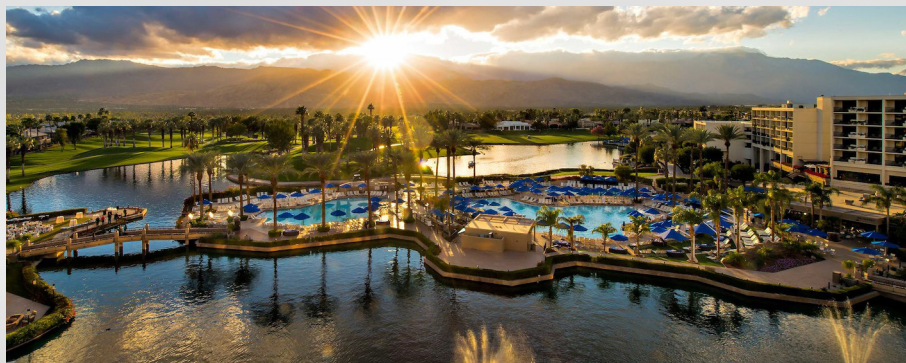| DAILY CONFERENCE REGISTRATION ☐ Tuesday, May 19 ☐ Wednesday, May 20	Early Bird *Deadline – 3/20/20*		Regular Deadline – 4/17/20	
	Member	Non-Member	Member	Non-Member
Provider	$465	$765	$565	$865
Resident/Student/ Government	$199	$199	$299	$299
Business Partner *(Non-Exhibitor)*	$1025	$1525	$1125	$1625

☐ **PAC Casino Night $100**

☐ **Spouse/Guest $325** *(guest must not be employed with a business firm or provider in aging services field. Fee includes Expo entrance,meals, and social event only.)*

Register online at www.leadingageca.org/annualconference

Cancelation Policy: *Cancelation requests must be in writing. Requests received by March 20, 2020 will receive refund less $150 processing fee. No refunds for cancelation requests after March 20, 2020.*

HOTEL & TRAVEL

HOST HOTEL & CONFERENCE SITE
JW Marriott Desert Springs Resort & Spa
74-855 Country Club Drive
Palm Desert, CA 92260
Phone: (760) 341-2211
Web: book.passkey.com/go/LeadingAgeCalifornia
*LAC have negotiated a reduced group rate of $249 Single/Double (plus tax) which will be available until **Friday, April 17, 2020** or until room block is full, whichever is sooner.*

HOTEL PARKING
Electric car charging stations: $12
On-site parking, fee: $8 USD hourly, $25 USD Daily
Valet Parking, fee: $34 USD daily
Hourly self-parking fees apply to non-guests/ Valet $34 USD daily
Overnight guests who book under the LAC discounted group rate will enjoy complimentary parking as part of the discounted $10 daily resort fee.

The JW Marriott Desert Springs Resort & Spa is 12 miles (25 minutes) from the Palm Springs International Airport (PSP) and 83 miles (1 hour and 20 minutes) from the Ontario International Airport (ONT). For exact driving directions, please visit the hotel's website for more information.

TRAVEL ACCOMODATIONS
Palm Springs International Airport (PSP)
3400 East Tahquitz Canyon Way, Palm Springs, CA 92262
Phone: 760-318-3800
This JW Marriott does not provide shuttle service.
Estimated taxi fare: $50 USD *(one way)*
Visit PSP airport website

Ontario International Airport (ONT)
2500 E. Airport Drive, Ontario, CA 91761
Phone: 909-544-5300
This JW Marriott does not provide shuttle service.
Estimated taxi fare: $185 USD *(one way)*
Visit ONT airport website

*Leading**Age**®CA*

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www.leadingageca.org