

# What if

**2019 Annual Conference and Exhibition**

DCU Center  
Worcester, Massachusetts  
June 13, 2019

*LeadingAge*<sup>®</sup>  
*Massachusetts*

At our 2019 Annual Conference, we are going to be asking some tough questions.

- What if we dreamed without limits?
- What if we embraced new ideas without reservation?
- What if we focused on our missions instead of our tasks?
- What if we pursued more opportunities?
- What if we sustained a culture where people wanted to work?
- What if we helped people find passion and purpose?
- What if we made life better for older people, our staffs, our communities, and Massachusetts?

Join us June 13, 2019, at the DCU Center as we answer some of these questions and take on the vast opportunities and great challenges in aging services in Massachusetts.

WHAT IF.... Register Today!

This conference continues our commitment to high quality education that serves the interests and needs of all aging service providers -- long-term care, assisted living, senior housing, and community service programs.

### **CEUs**

**Up to 5.5 Continuing Education Credits** for Nursing Home Administrators (Deemed Status number NH-09015-006) and Nurses. An application for 5.5 CEUs has been submitted to the Massachusetts Board of Registration of Social Workers for approval.

### **Registration Information**

To register for the LeadingAge MA 2019 Annual Conference and Exhibition, complete the online registration form at:

[www.leadingagemma.org/Conf2019\\_Reg](http://www.leadingagemma.org/Conf2019_Reg)

*Early Bird Registration Rates are available to LeadingAge MA members between now and May 17th.*

**LeadingAge MA Member Registration** (through May 17th): \$100

**LeadingAge MA Member Registration** (May 18th through June 13th): \$125

**Resident or Board Member of a LeadingAge MA Member Organization, Student, or Government Representative Registration:** \$90

**Members of the following -- MADSA • Mass Home Care • ACHCA • MARCH • LTCFA:** \$125

**Nonmember Registration:** \$250

### **Cancellation Policy**

LeadingAge Massachusetts must receive a written/email registration cancellation request by June 6, 2019 to guarantee a refund, minus a \$15.00 non-refundable cancellation fee. Cancellations made after this date and non-attending registrants are responsible for the full registration fee. If your organization is under a state survey the day of this event, a full refund will be issued to all attendees participating in the survey. Substitutions are encouraged for any attendee that is not able to attend.

### **Location**

DCU Center  
50 Foster Street  
Worcester, MA 01608



### **Parking**

The parking garage at 30 Major Taylor Blvd Worcester, MA (located above the Mezcal restaurant) will charge \$7 for full day parking with validation at our event. At the link below you will find information on additional parking and locations:

<https://www.dcucenter.com/visitor-information/parking/>

### **Hotel**

We have secured a small block at rooms for this event. Here is the booking information:

Hilton Garden Inn  
35 Major Taylor Blvd  
Worcester, MA 01608  
(508)688-8507

Room Rate: \$139

Group code "LA0619" or group name "Leading Age"

Reservation link: <http://hiltongardeninn.hilton.com/en/gi/groups/personalized/B/BED-WOGI-LA0619-20190612/index.jhtml>

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### **Exhibition**

A highlight of our conference is the opportunity to hear about new or existing products and services available to meet members' needs for competitive pricing and superior service. The Exhibition Hall will feature over 75 businesses that are committed to supporting and enhancing the work of aging service providers. Gain knowledge of how these exhibitors can help you to improve the lives of those you serve.

***Register now at [www.leadingagemma.org/Conf2019\\_Reg](http://www.leadingagemma.org/Conf2019_Reg)***

## Schedule at a Glance

7:45am: Registration and Continental Breakfast

8:30 am: Conference Opening and Keynote  
*Creating Leadership: Building a Culture of Innovation*

10:00 am: AM Break -- Tradeshow Floor Open

10:45 am: *What if... Age-Friendly Spread to Every Corner of the Commonwealth: Massachusetts' Vision to Become the Best Place to Grow Up and Grow Old Together*

12:00 pm: Lunch -- Tradeshow Floor Open

1:30 pm: Breakout Sessions  
*They Serve: The Essence of Authentic Leadership*

*Mass Healthy Aging Data Report Workshop – Using Data to Improve Healthy Aging in the Commonwealth*

*What If Your Organization Harnessed the Power of Student Involvement?*

*Creating Inclusive Communities*

*Virtual Reality for Seniors: From Design to Engagement*

2:45 pm: PM Break

3:00 pm: Closing General Session  
*Use of Improv in Aging Services*

4:30 pm: Wrap Up and Adjournment

**Continental Breakfast is Generously Provided by  
LeadingAge MA Gold Sponsors**



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## Morning General Sessions

### **Keynote: Creating Leadership: Building a Culture of Innovation**

Jonathan Fanning, Author, Leadership Development Expert, Entrepreneur, Parent, Citizen

Innovation and creativity are absolutely necessary to thrive in business, hiring, motivating, marketing, parenting, educating, coaching...Are you and your organization becoming more—or less—creative? Jonathan's TED Talk on this topic won the best speaker of the conference. Participants will learn 5 core strategies to build a culture of creativity and how to get "unstuck." Memorable lessons from some of the most creative people and organizations in history, illustrate how to implement these lessons as an entrepreneur, parent, educator, and with clients large and small. Jonathan will share his "innovator's equation" that has been a game-changer for leaders across the country.



Learning Objectives:

- How can you intentionally foster the 5 traits of the world's most creative people?
- What questions, stories, and models will get you and your team "unstuck"?
- What is the "Innovator's Equation"? – Jeff Hyatt (Hyatt Hotels) called this the greatest leadership lesson of the decade.

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### ***What if... Age-Friendly Spread to Every Corner of the Commonwealth: Massachusetts' Vision to Become the Best Place to Grow Up and Grow Old Together***

Elizabeth Chen, Assistant Commissioner, Bureau of Health Care Safety and Quality, Massachusetts Department of Public Health

Robin Lipson, Acting Secretary of the Executive Office of Elder Affairs

In 2017, Governor Baker established the Governor's Council to Address Aging in Massachusetts. Among the goals of the Council was to develop a plan to promote healthy aging in Massachusetts, and to achieve the goal of making the Commonwealth the most age-friendly state for people of all ages. Over the past two years, the Council held listening sessions, received input from hundreds of individuals, mobilized workgroups and issued a series of actionable recommendations with an implementation plan. Hear from leaders at EOE and DPH about this statewide effort and how aging service providers can become partners in this exciting work.



Learning objectives:

- Understand the State's commitment to think differently about aging, through an Executive Order and creation of Governor's Council to Address Aging in Massachusetts
- Learn why Massachusetts has made a cornerstone commitment to becoming an Age-Friendly State (AARP's Network of Age-Friendly States and Communities)
- Learn how LeadingAge MA members can engage in this work and be challenged to bring their expertise and experience to the statewide initiative



## ***Breakout Sessions***

### ***They Serve: The Essence of Authentic Leadership***

Jonathan Fanning, Author, Leadership Development Expert, Entrepreneur, Parent, Citizen

Every leader is an agent of change... for better or for worse! "They Serve" is a unique exploration of the most effective time-tested leadership principles and paradoxes. We all know great leadership when we see it. What four things must a servant leader do? Most organizations that teach servant leadership violate at least two of these building blocks. This program may change the way you look at role models forever.

Learning objectives:

- Servant leadership contains a powerful paradox. Most organizations that say they practice "Servant Leadership" do not. Understand and apply the powerful paradox for the first time.
- To truly serve includes paying a personal price. How can leaders demonstrate, teach and inspire others to pay a personal price in our short-term, "what's in it for me" culture?
- Aspiring servant leaders get stuck on the priority between two words. Jonathan's passionate stories will stick with them as listeners try to become better servant leaders long after this workshop.

### ***Mass Healthy Aging Data Report Workshop – Using Data to Improve Healthy Aging in the Commonwealth***

Alrie McNiff Daniels, Senior Communications Officer, Tufts Health Plan Foundation

Beth Dugan, PhD, Director of Global Aging & Life Course Studies, University of Massachusetts Boston

Facilitator: James Fuccione, Senior Director, Massachusetts Healthy Aging Collaborative

This interactive session will offer an overview of the Massachusetts Healthy Aging Data Report and highlight key resources available in the report. Participants will hear how to use "Reframing Aging" recommendations when sharing data. Attendees will then break into smaller discussion groups to take a closer look at individual community profiles and brainstorm innovative ways the data can inform their work.

Learning Objectives:

- Learn about the Massachusetts Healthy Aging Data Report and the tools available.
- Understand how to access the tools and explore ways they can be used in practice.
- Become familiar with Reframing Aging recommendations and resources
- Learn about health disparities and community factors contributing to healthy aging in Massachusetts.

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## ***Breakout Sessions***

### ***What If Your Organization Harnessed the Power of Student Involvement?***

Lisa Kubiak, President and CEO, Mary Ann Morse Health Care Center

Cheryl Babin, Academic Coordinator of Clinical Education, MA College of Pharmacy and Health Services

Marianne Delorey, Executive Director, Colony Retirement Community

Kim Pratt, Director of Human Resources, Brookhaven at Lexington

As we face the demands of an aging population, the need for competent, passionate staff is ever increasing. For many, the inspiration to begin a career in aging services begins with personal interaction and connection. Join us to learn about creative ways that LeadingAge MA members are collaborating with academic organizations. These partnerships create heightened awareness and enthusiasm amongst students for the multitude of career opportunities that exist in aging services, while offering residents the opportunity for intergenerational connection.

Learning objectives:

After this workshop, participants will be able to:

- Identify potential opportunities for increasing connections between students and older adults.
- Learn from real-life examples of provider/academic connections
- Understand the wide spread benefits of intergenerational connection.

### ***Creating Inclusive Communities***

Robin Bromberg, Resident Services Director, 2Life Communities, Brighton Campus

Blaire Melius, Resident Services Director, Golda Meir House

Aline Russotto, Executive Director, Orchard Cove

Stephanie Small, Executive Director, Simon Fireman Community

Increasing diversity in senior living communities is something that most communities strive to achieve. Not only does diversity lead to stronger and richer communities, but consumers of the future will come to expect a more diverse and inclusive environment which is reflective of the communities in which they have previously resided. Creating welcoming and affirming environments where resident/consumer diversity is respected and embraced requires a thoughtful approach and comes with both challenges and opportunities. Learn from two LeadingAge MA member organizations that have deliberately worked to create inclusive and welcoming communities.

Learning objectives:

- Understand and appreciate the value and opportunities that exist when senior communities are diverse and inclusive
- Learn about a multi-pronged approach to creating a culture that welcomes and respects the needs of diverse older adults from all backgrounds
- Identify the challenges as well as opportunities that exist in the development of policies, practices and programming that is reflective of diverse populations

## **Breakout Sessions**

### ***Virtual Reality for Seniors: From Design to Engagement***

Keith Bradley, Assoc. AIA, ASAI, Director of Marketing, Architectural Visualization and Graphics, LWDA  
 Kyle Rand, CEO, Rendever

Gracyn Robinson, IIDA Associate, EDAC Affiliate: Sr Interior Designer, Director of Business Development, LWDA

Virtual reality (VR) offers opportunities for engagement, connection, and understanding for those living in senior living and care communities. For existing, new, or repositioned communities, VR design models allow current and future residents to see what their new home will look like and have input into the design process. VR can also be used to visually and emotionally transport groups of seniors to anywhere in the world and be used as part of engagement and reminiscent therapy for residents. Come hear how the virtual experience helps build conversation and socialization connecting residents in the design or destination experience and increases understanding of future occupied spaces and shared cognition.

Learning objectives:

- See how VR assists stakeholders in understanding the built environment and allows immediate cross-industry interface.
- Understand how VR provides engagement between owners/operators, families, and residents.
- Understand the impact of social isolation on the 65+ population and how the use of VR builds community and interpersonal connections.
- Explore VR as a multi-purpose tool from the renovation and new construction to post-occupancy engagement.

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## ***Closing General Session***

### ***IMPROVe your Communication to Improve your Organization***

Pamela Atwood, MA, CDP, CLL, Executive Director Colebrook Village at Hebron and founder/owner of Live, Laugh, LEARN, LLC.

David Fisher, Acme Improv Co.

Ruth Neeman, AIA, Principal, Director of Senior Environments Studio, LWDA Design

Do you feel like a gymnast trying to diffuse conflicts, develop your team, and meet consumer needs? Improvisational theater has long been known for lighthearted comedy performed unplanned and unscripted ~ which makes it a natural application to improve flexibility in your communication with everyone from your colleagues to staff and residents. Improv has been found to have special effectiveness for working with people with dementia. In this highly interactive workshop, participants will have the opportunity to watch and try simple strategies to improve their communication and are encouraged to share the secrets with their colleagues to be the Simone Biles of your aging services organization.

Learning Objectives:

After this workshop, participants will be able to:

- Describe three benefits of positive communication for aging services staffs.
- Demonstrate improv acting techniques which reinforce positive communication techniques.
- Discuss 5 communication practices to support effective teams and consumer interactions.

