



# Possibilities

WALA ANNUAL CONFERENCE 2025

FEBRUARY 26-28, 2025 • WISCONSIN DELLS, WI



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# WALA ANNUAL CONFERENCE 2025

## SCHEDULE OF EVENTS

### WED

- 11:30am** Pre-Event Registration and Lunch
- 12:00pm - 4:30pm** Pre-Event: Talent Mastery: Strategies for Acquisition, Development and Retention
- 5:00pm - 8:00pm** Opening Evening Reception + Live Entertainment

### THU

- 7:30am** Registration and Exhibit Hall Open
- 8:30am - 10:00am** Keynote: Find Your Third Place: A Work/Life Balance Conversation That's Actually Helpful
- 10:00am** Break in Exhibit Hall
- 11:00am** Concurrent Breakout Sessions
- 12:00pm - 1:30pm** Lunch / HERO Awards / Exhibit Hall
- 1:30pm** Concurrent Breakout Sessions
- 2:30pm** Break in Exhibit Hall
- 3:30pm** Concurrent Breakout Sessions
- 5:00pm - 7:00pm** Exhibitor Prize Drawing Reception with Cornhole Tournament

### FRI

- 9:00am - 9:30am** Concluding Remarks | PAC Raffle Drawing
- 9:45am** Concurrent Breakout Sessions
- 10:45am** Coffee Break
- 11:00am** Concurrent Breakout Sessions

## ADDITIONAL INFORMATION

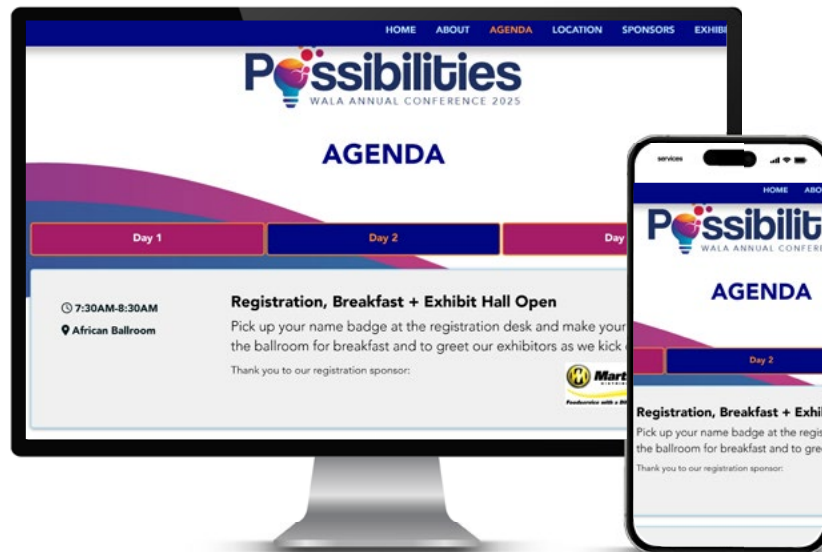
Kalahari Resorts Wisconsin Dells  
1305 Kalahari Dr, Baraboo, WI 53913

### Overnight Accommodations

WALA's room block is available and open at the Kalahari through January. Book your room through this [LINK!](#)

### Digital Conference Agenda

QR code provides access for the most up to date information, session handouts, and session locations.



# THANK YOU TO OUR EXHIBITORS

Advanced Wound Care  
*Wound Specialists*

Aire-Master  
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ALPS  
*LTC Pharmacy*

Apollo Bath  
*Bathroom Supplier*

August Health  
*Electronic Charting*

Bluestone Physician Group  
*On-Site Provider*

CarePatrol  
*Referral Agency*

ClearPath Connections  
*Communcations*

Consolidated Construction  
Company  
*General Contrator*

Davis Clinical Consulting  
*Consulting and Training*

DBS Group  
*General Contractor*

Deer Path Academy  
*Education*

Dementia Care Solutions  
*Consulting and Training*

Direct Supply  
*Medical Equipment*

EasyShifts  
*Scheduling*

ECP - Assisted Living Software  
*Electronic Charting*

Equip Training & Consulting  
*Consulting & Training*

Ganther Construction | Architecture  
*Architect and Design*

Genoa Healthcare  
*LTC Pharmacy*

Greenfield Rehab Agency  
*OT, PT, Rehab*

GROTH Design Group  
*General Contractor*

Guardian Pharmacy  
*LTC Pharmacy*

Hayat Pharmacy  
*LTC Pharmacy*

HealthDirect Pharmacy Services  
*LTC Pharmacy*

Herzing University  
*Education*

HPC | Premier Group Purchasing  
*Group Purchasing*

HPSI Purchasing Services  
*Group Purchasing*

iCare  
*Managed Care Organization*

Iconica  
*Archiect and Design*

LodgeVision  
*Cable Company*

M3 Insurance  
*Insurance Provider*

Martin Bros Distribution  
*Food Distribution*

McCullough's LTC Pharmacy  
*LTC Pharmacy*

Medication Management Partners  
*LTC Pharmacy*

Morton LTC Pharmacy  
*LTC Pharmacy*

Oak Medical Group  
*On-Site Provider*

Ovitsky Vision Care  
*On-site Optometry*

Pathway Health  
*Education*

Paul Davis Restoration  
*Restoration*

PhytRehab  
*OT, PT, Rehab*

R&R Insurance  
*Insurance*

Radius Living Rx  
*Pharmaceutical*

ResiDex Software  
*Electronic Charting*

RockMed LTC Pharmacy  
*LTC Pharmacy*

Safe Step LLC  
*Concrete*

Sequoia Integrative Medical Services  
*On-Site Provider*

ServiceMaster Recovery  
*Restoration*

SFM - The Work Comp Experts  
*Insurance Provider*

Skyline Services, LLC  
*Window Services*

Stone Innovations, Inc  
*Stone fabrication*

Therap Services, LLC  
*Electronic Charting*

Thrifty White Pharmacy  
*LTC Pharmacy*

Vikor Scientific  
*Medical Laboratory*

VJS Construction Services  
*General Contractor*

WI Caregiver Academy  
*Education*

WI Talking Book and Braille Library  
*Audiobook Library*

Wisconsin Bus Sales  
*Busing*

Wiscox  
*AI Generator*

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12:00pm - 4:30pm

**Pre-Event**

**Talent Mastery: Strategies for Acquisition, Development, and Retention**

**Dave Molenda; Owner: Positive Polarity**

*African 50*



Dave Molenda, with Positive Polarity, leads us through a 4-hour workshop intensive on Talent Mastery. We will explore how to build a robust talent pipeline that drives organizational success. Attendees will gain actionable insights into effective recruitment techniques, employee engagement ideas, and innovative retention strategies that foster employee loyalty. Join us to discover how mastering these key elements can create a thriving workplace culture, create new possibilities, and elevate your organization to new heights.

5:00pm - 8:00pm

**Opening Evening Reception**

*African East/West Ballroom*



Join us as we welcome back Felix and Fingers Dueling Pianos to kick off the conference with networking, refreshments and live entertainment. Registered exhibitors are welcome to join us as we kick off the 2025 Annual Conference together.

7:30am

**Registration and Exhibit Hall Open**

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Stop by registration desk to grab your name badge and head into the Exhibit Hall for breakfast before the keynote

8:30am - 10:00am

**Opening Keynote  
Find Your Third Place: A Work/Life Balance Conversation That's Actually Helpful**

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**James Robilotta**

*African East/West Ballroom*



Hold the eye rolls, this is a conversation about balance that is both realistic and worthwhile! The truth is, work cannot run our lives AND is not the only source of our balance issues. In this session, James offers an alternative to traditional methods (things like, find one hour of your week and hold it sacred) and instead uses the "Third Place Principle" as a way for us to gain more control and purpose. We all crave more balance, and this introspective session will help audiences understand how a Third Place can add more stability at work and home, create more impactful stories, and, most importantly, generate a more fulfilling life

*\*Note to those attending our opening keynote: Please be considerate of our speaker. If you wish to network with an exhibitor during this time, we ask that you network in the foyer outside of the main ballroom\**

10:00 - 11:00am

**Exhibit Hall Open**  
*African East/West Ballroom*

Featured Exhibitors:





**11:00am - 12:00pm CONCURRENT BREAKOUT SESSIONS****Legal Updates for Assisted Living**

**Robert Lightfoot, RN, Shareholder, Health Care & Corporate Practice Groups and  
Tristan Dollinger, Shareholder, Health Care & Corporate Practice Groups;  
Reinhart Boerner Van Deuren S.C.**

*African 10*

This session will provide an update on legal topics pertinent to assisted living providers. Included will be survey and enforcement trends, regulatory changes, updated entity background check processes, and the OPRI plan review process and building code interpretation. In addition, there will be discussion on ways to mitigate survey risks and how to remain in compliance with applicable regulations. Join us to gain knowledge on legal issues that all assisted living providers should be aware of.

**Leading Imperfectly: The Value of Being Authentic for Leaders, Professionals and Human Beings**

**James Robilotta; Author and Professional Speaker**

*African 20*

Hey Superwoman, take off your cape. Hey Batman, take off your mask. Hey decision makers, put away your ego. Let's talk about who you are personally as a leader and as a partner. As humans, we can't learn things from people who are perfect, we can only learn things from people who are imperfect. So, it is time to own who you are so you can be real to others and lead your faults. This deep but hysterical session will leave you feeling introspective and the person you show to others and recognize the rapport and trust building power of authenticity in your communication and relationships. If you're looking to master the art of courageous feedback and authentic relationship building, this is the session for you.

**Transforming Care: Elevating Resident Quality of Life Through Diamond Program Participation**

**Lori Koeppel, RN, BSN, NHA, DON-C, DNS-CT, Executive Director; WI DON Council**

*African 30*

This interactive session will empower healthcare professionals to enhance resident quality of life and safety through QAPI strategies. Participants will gain hands-on experience in identify QAPI opportunities and conducting root cause analyses, leading to the creation of robust performance improvement plans. We'll delve into the evidence-based resources offered by the Clinical Resource Center, providing you with the tools needed to implement meaningful changes. Don't miss this opportunity to transform your approach to quality improvement!

**Q&A with BAL Director (AFH)**

**Kenneth Brotheridge, Bureau of Assisted Living Director; Department of Health Services**

*African 40*

Adult Family Home providers, this session is for you! Hear directly from the BAL Director on current directives relevant to assisted living. Specific updates pertaining to survey trends and regulator updates will be discussed with an opportunity to ask questions.

11:00am - 12:00pm

### **Advancing Senior Care Workforce through Registered Apprenticeship Programs**

**Chuck Olsen, Apprenticeship Outreach Manager; State of Wisconsin DWD and Ruth Patterson, Division Director; Hamilton-Ryker TalentGro**

*African 50*

Today the senior living sector is at a crossroads. We are grappling with an ever-increasing demand for skilled caregivers and nurses, while turnover rates and workforce gaps continue to challenge us. This is where registered apprenticeship programs become a beacon of hope. By offering structured training, mentorship, and hands-on experience, these programs elevate the quality of care while ensuring our workforce feels valued and supported. We will review the registered apprenticeship program, share success stories and create a vision on a future where our workforce thrives, our residents receive exceptional care, and our communities celebrate the dedicated professionals who make it all possible.

### **Advancing Care Together**

**Kristy Yosky: VP Market Leader - Senior Living: PointClickCare**

*African 60*

During this session, Kristy will be joined by 1-2 operators to have a panel discussion where we will explore the impact of service planning and partnership choices on resident care. In this session, you'll learn how to examine the impact of real-time service planning and how it can improve responsiveness and efficiency within senior living communities. In addition, we will explore the key benefits and considerations for selecting preferred third-party partnerships that align with your community's needs. Attendees will gain strategies for effective care coordination with chosen third-party partners to optimize resident outcomes.

### **Unlocking Hidden Leadership Strengths: 5 Underrated Skills for Success**

**Stephanie Freiboth, Founder; My Empowered Career**

*African 70*

In leadership, the most powerful tools are often the ones that go unnoticed. This session delves into five underrated yet transformational skills that can elevate your leadership to the next level -- skills that, when mastered, unlock hidden potential in both yourself and your team. We will discuss how these five skills will enable you to influence, inspire, and lead with greater impact. Be ready to uncover the subtle strengths that most leaders overlook -- the key is in the details.

### **Empowering Caregivers: Enhancing Dementia Care Through Education & Engagement**

**Danielle Norris; Director of Education and Compliance: PhytRehab**

*African 80*

More than 50% of residents in long term care communities have some form of dementia or cognitive impairment. Utilizing positive communication strategies for these residents is essential for behavior management, everyday activities, and building trust and rapport. This presentation will focus on delivering targeted education and training with practical strategies to improve caregiver and resident communication through personal engagement and interaction. The information being shared can also be integrated into personal care plans to ensure patient-centered care is consistently and successfully provided.

12:00 - 1:30pm

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### **Lunch in Exhibit Hall**

*African East/West Ballroom*



12:30 - 1:00pm

**Hero Awards Ceremony**

*African East/West Ballroom*

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*New Perspective*



1:30pm - 2:30pm

**CONCURRENT BREAKOUT SESSIONS**

**Discussions with Doug**

**Doug Englebert; Pharmacy Practice Consultant: Bureau of Technology, Licensing and Education**  
*African 10*

As consultants and advocates for your residents, you have a lot of responsibility for the day-to-day clinical process in your community. Attending this yearly favorite session allows for open Q&A with the pharmacy practice consultant of Wisconsin. You will receive answers about medications and processes along with any other pharmacy-related questions you may have.

**Dementia Care Champion Course (Part 1)**

**Sheri Fairman; Owner: Dementia Care Solutions**

*African 20*

This course will be delivered over two separate breakout sessions, part 1 and part 2. This course is designed to help learners gain an awareness about how brain changes impact people's everyday experiences. Attendees will develop a better understanding as to how our approach affects our quality of life and the lives of the people we provide cares with. Attendees will practice skills needed to successfully provide care and respond to unmet needs of their residents.

**Safer Med Passing, Happier Residents: Using AI to Reduce Med Errors**

**Loren Odom; Senior Account Executive: ECP - Assisted Living Software and**

**Pam Gaurkee; Director of Clinical Operations, RN: Capri Communities**

*African 30*

Join us for an exclusive session with a community operations leader to discover how AI-powered tools are transforming medication administration. With many residents relying on multiple medications, each with different doses, routes, and schedules, managing thousands of daily doses can be a complex and risky task. Even one mistake can have serious consequences. Learn how local communities are using AI-driven eMAR solutions to improve safety, streamline operations, and create healthier, happier environments for both residents and staff.

**Emergency Preparedness**

**Ann Coyle; Nurse Manager: The Gardens of Fountain Way**

*African 40*

Emergency preparedness has been around for years. More recently, the Department of Health Services has brought it up in discussions and stresses the importance of being prepared for an emergency should an event occur. This session will break down the specific regulations surrounding emergency preparedness, shed some light on recent citations, and share how being prepared can change your story in the case of an emergency.

**1:30pm - 2:30pm** CONCURRENT BREAKOUT SESSIONS CONTINUED**Avoid Avoidance: Effective Coping & Your Mental Health****Laurie Sharp; Chief Coping Officer: Conscious Coping Club***African 50*

In "Avoid Avoidance: Effective Coping & Your Mental Health," attendees will explore essential coping strategies for nurturing mental well-being. Given that 93% of healthcare workers report experiencing stress, and 75% feel overwhelmed, addressing these challenges is crucial. Through interactive discussions and practical exercises, participants will delve into effective coping methods and their profound impact on mental health outcomes. When healthcare workers model effective coping skills, they not only enhance their own well-being but also create a more resilient and supportive environment for their colleagues and patients.

**Conflict Management Skills****Cassandra Dority; NVP Workforce and Development: Beacon Specialized Living***African 60*

Conflict management is a skill with continual learning opportunity. This session will provide an understanding of five key areas around conflict management. These include; beliefs about conflict, conflict management styles, listening and meaning, hot buttons (or triggers), and negotiation styles. Attendees will take a brief assessment to understand themselves better and how they approach and resolve conflict. Following, there will be a discussion on how understanding conflict and ourselves leads to better conflict resolution.

**Turning Frowns Upside Down: Reducing State Visits with Effective Complaint Handling****Lori Nardin; VP of Regulatory Compliance: Our House Senior Living***African 70*

Complaints to the state are on the rise! Is there anything that can be done to reduce complaints in your assisted living? Take a proactive look and approach to complaints to try to prevent disruptive state visits by managing complaints internally. This session will give practical ideas for director to help reduce complaints from going to the state level.

**2:30 - 3:00pm** **Break in Exhibit Hall**

3:30pm - 4:30pm **CONCURRENT BREAKOUT SESSIONS**

**HCBS Updates**

**Tristan Dollinger; Shareholder, Health Care & Corporate Practice Groups:**

**Reinhart Boerner Van Deuren S.C.**

*African 10*

To accept publicly funded residents through home and community-based services (HCBS) waiver programs, such as Family Care, Family Care Partnerships, and IRIS, DHS must first determine that an assisted living provider complies with the HCBS settings rule. DHS will be implementing several changes to their enforcement of the HCBS settings rule during 2025 in response to recent direction from CMS. In this session, we will be discussing several of these changes and the steps providers must take to remain HCBS compliant.

**Dementia Care Champion Course (Part 2)**

**Sheri Fairman; Owner: Dementia Care Solutions**

*African 20*

This course will be delivered over two separate breakout sessions, part 1 and part 2. This course is designed to help learners gain an awareness about how brain changes impact people's everyday experiences. Attendees will develop a better understanding as to how our approach effects our quality of life and the lives of the people we provide cares with. Attendees will practice skills needed to successfully provide care and respond to unmet needs of their residents.

**AI in Action: Solutions to Streamline Operations**

**Fritz Brumder; CEO and Co-Founder: WiseOx**

*African 30*

Join this session on the transformational role of artificial intelligence in senior living communities. As a pioneer in AI technology and co-founder of WiseOx, Fritz will guide you through the practical applications of AI that enhance operations and resident experience. This session will feature real-world case studies from industry leaders offering best practices and lessons learned. Attendees will gain actionable insights to implement immediately, explore the challenges of AI adoption, including ethical considerations and workforce readiness, and learn strategies to effectively harness AI technology. Don't miss this opportunity to stay ahead in the competitive landscape of senior living by leveraging the full potential of AI.

**Q&A with BAL Director (CBRF & RCAC)**

**Kenneth Brotheridge, Bureau of Assisted Living Director; Department of Health Services**

*African 40*

Community Based Residential Facility and Residential Care Apartment Complex providers, this session is for you! Hear directly from the BAL Director on current directives relevant to assisted living. Specific updates pertaining to survey trends and regulator updates will be discussed with an opportunity to ask questions.

**3:30pm - 4:30pm CONCURRENT BREAKOUT SESSIONS CONTINUED**
**Employee Mental Health: The Lemon in the Room for Healthcare Workers**

Laurie Sharp; Chief Coping Officer: Conscious Coping Club

*African 50*

This session attendees will confront the critical and often overlooked issue of mental health within the healthcare sector. Current statistics highlight a crisis: 93% of healthcare workers report experiencing stress, 75% feel overwhelmed. Moreover, 39% of them feel they do not receive adequate emotional support, underscoring an urgent need for targeted interventions and support systems. This session provides a comprehensive exploration of the mental health challenges specific to healthcare professionals. Through meaningful insights and interactive exercises, participants will discover practical strategies to foster a culture of support and well-being in home healthcare environments.

**Possibilities of a Headache Free Med Pass**

Brian Bock; Director of Clinical Services & Primary Care: Hayat Pharmacy and Chad Zuelke:

LTC Facility Manager: Hayat Pharmacy

*African 60*

With the growing complexity of medication regimens for seniors, managing a safe and efficient medication pass process is more challenging than ever. At the same time, it often creates confusion due to varying requirements and expectations. This presentation will explore the complexities of the medication pass process, focusing on Wisconsin state regulations, the expectations of residents and their families, and practical strategies for developing medication packaging solutions that work for your facility, rather than adapting your operations to fit the packaging.

**Beyond Advance Care Planning: Aligning All Stakeholders in Patient-Centered Care**

Jessie Waks; SVP of Clinical Practice and Geriatrics: Bluestone Physician Services

*African 70*

This presentation aims to bring together all stakeholders (business and clinical) who influence outcomes related to patient wishes and goals of care. We will delve into critical, yet challenging conversations surrounding chronic disease progression and end of life care. This presentation will address the complications that arise from current assisted living policies and will underscore the need to navigate family/POA biases as well as our own biases and perceptions of liability. By aligning patient-centered goals with the concerns and priorities of all stakeholders, this discussion aims to foster a collaborative environment where patient autonomy is respected, family experiences and healthcare outcomes are improved.

**The Hidden Patient: Supporting Families and Loved Ones**

Kieran McAvoy; MD: Oak Medical Group

*African 80*

Families, loved ones, and healthcare power of attorneys continue to experience caregiver burnout despite patient placement into an assisted living facility. This session aims to discuss ways that facility staff can support families and informal caregivers including outlining resources available.

**5:00 - 7:00pm Prize Drawing Reception +  
Elite Cornhole Tournament**





9:00am - 9:30am **Breakfast, Closing Remarks and PAC Raffle Drawing**  
*African West*

9:45 - 10:45am **CONCURRENT BREAKOUT SESSIONS**

### **Legislative Updates**

**Forbes McIntosh; Government Relations Consultant: Government Policy Solutions**  
*African 10*

We are fortunate to have Forbes join us year after year to shed some light on up to date legislative initiatives and changes. Forbes will discuss legislative updates and regulatory changes, as well as the effect the budget will have on assisted living. Attendees will also learn what they can do to help the legislative process and how they can be more involved.

### **Balancing Privacy & Protection: Electronic Monitoring & Recording Devices**

**Becky Mulhern; Ombudsman Services Supervisor: Board on Aging & Long Term Care**  
*African 20*

State and federal laws offer residents of long-term care settings specific rights to privacy in managing a resident's property, health care, and living arrangements, including relationships with others. Electronic monitoring devices are increasing in popularity, with more frequent requests for their use by residents and family members, though often for conflicting reasons for use. This presentation will focus on some of the reasons for use from the perspective of residents, family and provider, and will prompt a conversation about boundaries and parameters for use, alternatives, and outcomes, both desired and unanticipated.

### **Building Your Brand Awareness as a Healthcare Executive**

**Jennifer Thompson; Behavioral Health Care Manager: Bluestone Physician Services**  
*African 30*

Executive brand building is essential to your company's success. A strong executive brand can help senior employees accelerate their trajectories while simultaneously promoting the company. Attending this session will help to grasp the understanding of what an executive brand is and how it can influence one's career in both positive and negative ways. Attendees will learn practical techniques for intentionally developing one's brand and ideas to consider how one's brand evolves over time and with higher levels of leadership. This interactive session will activate your personal brand.

### **Designing for the Future: Creating Supportive Environments for Aging and Dementia Care**

**Bayan Alqam; Student Research Analyst: UW-Milwaukee School of Nursing**  
**Raghad Tawalbeh; Student Research Analyst: UW-Milwaukee School of Nursing**  
*African 50*

As we all experience the aging process and witness the rise of dementia in our own families, clients and communities, it becomes increasingly clear how vital it is to design environments that support independence, safety, and quality care for older adults and their caregivers. This session will showcase open-access, evidence-based design resources that support living and care for older adults, especially those with dementia. These resources bridge the gap between research and practical application, empowering care providers and designers to create environments that foster better outcomes. Presenters will discuss the critical role that the evidence-based planning, design, and evaluation play in addressing aging- and dementia-related challenges and empower individuals living and working in residential care settings. Participants will leave with a deeper understanding of how thoughtful design can improve care, reduce risks, and promote well-being in residential care and living settings.

9:45 - 10:45am CONCURRENT BREAKOUT SESSIONS CONTINUED

### **Improving Post Acute Transitional Care Management through Health Information Exchange**

**Steve Rottman; CEO: WISHIN**

**Lauren Davis; CEO: Davis Clinical Consulting**

*African 60*

Effective post-acute transitional care management is essential for reducing hospital readmissions and improving patient outcomes. This joint WISHIN and Davis Clinical Consulting presentation, will explore how leveraging a health information exchange (HIE) enhances care continuity during transitions from hospital to post-acute settings. Collectively we will highlight how real-time access to patient records, shared care plans, and timely information updates through HIE can significantly streamline communication, reduce errors, and provide post-acute providers with critical information, ultimately supporting seamless, coordinated care for patients at their most vulnerable stages.

### **Harvesting your Positive Energy and Servicing Seniors**

**Mari Pat McAuliff; Director of Active Aging & Memory Care: Capri Communities**

*African 70*

Making a conscious effort to bring positivity into the lives of those around you may not always be easy. It becomes even more difficult when seniors "self-exclude" or practice ageism. Gaining perspective on what you are asking of your seniors, the phrase "practice what you preach" applies. This session will provide you with strategies to identify and nurture your positive energy source(s) and how best to use them to engage and motivate others.

10:45 - 11:00am **Coffee Break**



**11:00am - 12:00pm CONCURRENT BREAKOUT SESSIONS****Overtime Violations and Related Issues****Matt DeLange; Attorney: Reinhart Boerner Van Deuren S.C.***African 10*

Assisted living and long term care providers have recently become targets of class action suits alleging violations of wage and hour laws. You will want to join us for this session to better understand common claims being made in such suits and the impact that failing to properly understand and follow wage and hour laws can have on overtime hours and your budget. We will explore the realities and practicalities of properly calculating overtime, as well as other wage and hour issues relevant to the assisted living and long term care industry.

**Self-Leadership Mastery: Elevating Assisted Living Excellence****Bethany Clemenson; Founder: Big Life Resources***African 20*

In the ever-evolving field of assisted living, achieving excellence in caregiving, culture, and leadership is paramount. This is a dynamic and transformational session designed to empower assisted living professionals with the knowledge and skills needed to excel in their roles and make a significant impact within their organization. Attendees will gain a deep understanding of the concept of self-leadership and its relevance in the industry, discover the keys of self-awareness and self-discovery, identify ones core values, obtain strategies to break free from self-limiting beliefs and behaviors that may hinder ones growth, and develop a growth mindset that fuels continues improvement.

**How Can I Reach My Goals When I cannot Control My Day?****Lori Schlosser; CEO: Equip Training & Consulting***African 30*

We all have goals and dreams of where we want to be as individuals and communities in 6 months, a year, 5-years. However, managing the day to day can be overwhelming and those goals and dreams tend to be continually deferred. Common questions we may ask ourselves are; How can I both manage the day and move forward to achieve my goals? How do I keep from being buried in the muck and mire of paperwork and complaints from residents, staff, and families? Is it possible to constantly be putting out fires and building at the same time? In this session we will learn how to address the day-to-day "surprises" as well as how to realistically plan and move toward bigger goals. Attendees will walk away with a plan on how to address one short term goal they have in the near future.

**Operation Occupancy! Strategies for Thriving Senior Living Communities****Kristen Viscum; VP of Business Development: HealthPRO Hearitage***African 50*

In the competitive landscape of senior living, successful community leaders must adopt a comprehensive approach to tackle challenges related to occupancy, market expansion, and resident retention. This presentation brings together industry experts to share innovative insights, strategies, and best practices designed to help senior living communities not just survive, but thrive. Participants will explore how to identify new markets, maximize occupancy rates, enhance resident satisfaction, and improve operational efficiency. By the end of the session, attendees will be equipped with actionable strategies to navigate market dynamics and foster a resident-centric environment that ensures long-term success.

11:00am - 12:00pm CONCURRENT BREAKOUT SESSIONS CONTINUED

**Innovative Solution to the Nursing Shortage & Change Management Best Practices**

**James Kaiser; Founder: Center for Christian Technology, Inc.**

*African 60*

The majority of us are currently, or have recently, been feeling the effect of staff shortages. This is "old news". What this session will cover is some new ideas of resources that could be available to you. Attendees will learn about a new international source of nurses and caregivers. In addition, learn about proven best practices for implementing change within your organization.

**Stronger Brands, Smoother Crises: Communication Strategies for Providers**

**Sara Kekula; Director of Senior Living & Social Services Practice: M3 Insurance**

*African 70*

Discover the vital role PR and communication firms play in shaping strong brands and navigating crises. This session is lead by M3 Insurance and WALA's PR firm, Mueller Communications to discuss actionable strategies for assisted living providers to "frontload the good". Attendees will learn how to build proactive plans to define their brand, foster community trust, and highlight the human stories that make their organization unique. From understanding crisis severity to training employees at all levels, this session will offer invaluable advice to help your organization respond swiftly and empathetically during challenges. Whether you are enhancing your public presence or safeguarding your brand, learn how a proactive communication strategy can benefit your organization.



REGISTER TODAY!