

FINAL AGENDA



WALA SPRING CONFERENCE

MARCH 22 - 24, 2022

TUESDAY, MARCH 22, 2022

Optional Conference Pre-Events

Educational Pre-Event: 12:00 - 4:30 p.m.

Opening Evening Reception with Live Entertainment: 6:00 - 8:30 p.m.

WEDNESDAY, MARCH 23 AND THURSDAY, MARCH 24, 2022

Annual Spring Conference

Kalahari Resort & Conventions, Wisconsin Dells, WI

11 CEU available • NAB Credits Approval #20230302-70-A80828-IN



Thank you to our
Full Conference
Promotion Sponsor

OPTIONAL PRE-CONFERENCE SESSIONS

12:00 - 4:30 P.M. EDUCATIONAL PRE-EVENT WORKSHOP

MANGROVE

Lunch included

Thank you to our sponsor Heritage Senior Living

**"The Drama-Free Blueprint", Dennis McIntee,
Author of "Drama Free Teams in Health Care";
Leadership Development Group**

Join Dennis at this four-hour extensive leadership workshop. Learn 25 interactive coaching frameworks for developing confident, creative, collaborative teams. Discover the "Creative Focuser" to help you think outside the box. Learn the three mindsets needed to navigate through transition and change. Master the "Learning Matrix" to make your future bigger than your past. Implement the "Excuse Buster Formula" that eliminates procrastination.

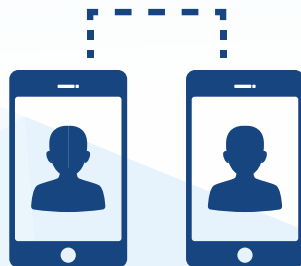


6:00 - 8:30 P.M. OPENING EVENING RECEPTION WITH LIVE ENTERTAINMENT

KALAHARI BALLROOM

*Thank you to our Evening Reception
Sponsor M3 Insurance*

WALA welcomes you to our long-awaited reunion at the 2022 Spring Conference. Providers and industry partners -- renew or create quality connections with fellow professionals. Join us for this top-notch networking opportunity that we have been craving for far too long now. In addition, enjoy live entertainment from The LoveMonkeys from 7:00 - 8:30 p.m.



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CONFERENCE EVENT APP!**

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OPENING SESSIONS

7:30 - 8:30 A.M. - CHECK-IN, REGISTRATION, AND BREAKFAST

KALAHARI BALLROOM

Thank you to our Registration Sponsor Medication Management Partners

8:30 - 9:00 A.M. - WELCOME AND OPENING REMARKS ADDRESS

KALAHARI BALLROOM

Mike Pochowski, President & CEO: Wisconsin Assisted Living Association

Crystal Miller, Board of Directors Chair: Wisconsin Assisted Living Association

9:00 -10:00 A.M. OPENING KEYNOTE ADDRESS

KALAHARI BALLROOM

Thank you to our sponsor Consolidated Construction Company



“Dare to Matter”

Pete Smith, Author of “Dare to Matter”: SmithImpact

In 2020, very few industries were rocked as much as the long-term care industry. Because of that, LTC professionals were forced to evaluate their lives from a holistic perspective. Their relationships, security, and resolve were tested on multiple occasions. Though the outlook moving forward is optimistic, we must maintain the same level of reflection. To thrive in this new environment, assisted living professionals must commit themselves to staying focused on the things that matter most.

The key to an assisted living professional’s success lies in the achievement of a symbiotic balance, adaptable to current environments, yet consistent in purpose. Bold in their intent, yet compassionate when dealing with alternative ideas. Wise with experience, yet relatable to new and old individuals. Collaborative with all relevant parties, and relentless in their pursuit of excellence.

Society claims that success and happiness should be our most-desired goals. Yet even prior to the quarantine, individuals experienced higher levels of success but felt more isolated, disconnected, and unfulfilled than ever before. During and since the quarantine, people have reevaluated what they’ve always known at their core: that they desire to know with certainty that their identity and life’s work matters. How we matter may have changed. That we matter has not.

A common question in the mind of every person is this: Where do I go from here? This keynote answers that question.

10:00 - 11:00 A.M. BREAK AND EXHIBIT HALL OPEN

KILIMANJARO BALLROOM

Don’t miss the long-awaited opportunity to connect with our industry experts throughout our exhibit hall. They hold solutions to help transform your challenges.

11:00-12:00PM CONCURRENT SESSIONS

LEGISLATIVE UPDATES

TAMBOTI

Interested in sponsoring? Ask WALA how!

Forbes McIntosh, Government Relations Consultant: Government Policy Solutions

Are you aware of legislation changes that could impact your operations? This session will discuss legislative updates and regulatory changes, as well as what effect the budget will have on assisted living. Attendees will also learn what they can do to help the legislative process.

COMMUNICATION THAT MATTERS

ALOESWOOD

Interested in sponsoring? Ask WALA how!

Pete Smith, Author of "Dare to Matter": SmithImpact

Most communication presentations focus on body language, tone, and words. Instead, this presentation focuses on these three things: show up, listen up, and word up. We'll look at the source of our behavior (in this case, the way we communicate) and why we need to lead by our identity and not our feelings. We then discuss a huge component of communication understanding the content and the context of a situation. The person who understands the context and allows that to influence the content will immediately become a more effective communicator. Finally, we'll discuss trigger phrases, and how simple words and phrases can create a reaction in the listener, often without our realization.

RESIDENT RIGHTS IN EVERYDAY CAREGIVING

MARULA

Interested in sponsoring? Ask WALA how!

Angie Jopke, CDP, Managing Owner: ALEA Training & Consulting

The caregiver has a powerful role in caring for vulnerable adults. Understanding professional boundaries helps avoid stress and caregiver misconduct. In addition to maintaining professional boundaries, honoring resident rights helps provide a high standard of care and reminds employees of the compassion with which we must treat others. Attendees will walk away from this presentation with a better understanding of caregivers' rights, the ethical and professional boundaries in healthcare, and how to coach care staff regarding resident rights.

HOW PARTNERING WITH YOUR INSURANCE CARRIER CAN IMPROVE YOUR BUSINESS AND REDUCE YOUR COSTS

ARALIA

Interested in sponsoring? Ask WALA how!

Rick Spaulding, Underwriting and Marketing: SFM Insurance

Carl Gruber, Safety and Loss Prevention: SFM Insurance

This powerful session will include discussion on resources, creative solutions for difficult claims/safe patient handling problems, policy development, and intel on insurance cost savings, including lower rates and a healthier workforce. You will walk away with increased knowledge regarding how to provide a safe workplace and obtain better outcomes with difficult claims.

ASK AN AL RN: LIVE Q&A

MANGROVE

Interested in sponsoring? Ask WALA how!

Robert Lightfoot, Attorney, RN: Reinhart Boerner Van Deuren, S.C.

Jerry Riederer, RN, Assisted Living Nurse Consultant: Bureau of Assisted Living

Pam Gaurkee, RN, BSN, Director of Clinical Operations: Capri Communities

11:00-12:00PM CONCURRENT SESSIONS

Nurses in Wisconsin assisted Living are crucial to the success of care provided by unlicensed caregivers. Equip yourself with knowledge and experiences from our real-life panelists who have lived and breathed nursing in assisted living. Bring your questions and take this opportunity to have them answered.

A FRESH TAKE ON REDUCING TURNOVER

GUAVA

Thank you to our session sponsor KARE

Peter Leidy, Consultant, Teacher, Songwriter, Speaker

It's an adventurous time to be in long term care, but it's also a great time to invest in your team. Employees are often most engaged when they feel appreciated and validated. Certainly, there's a mission and expectations in the meaningful work done in Assisted Living; however, an intentional investment of your people – one person at a time -- can pay dividends in the long term.

MANAGING STAFF ISSUES AMID THE LATEST COVID-19 REQUIREMENTS

TAMARIND

Interested in sponsoring? Ask WALA how!

Alec Dobson, Attorney: Davis Kuelthau s.c.

Laurie E. Meyer, Attorney: Davis Kuelthau s.c.

Ever-changing federal and state laws and regulations can impose significant burdens on assisted living providers regarding COVID-19 vaccination and testing of staff. These burdens are complicated by concerns over discrimination, retaliation, and exemption requests due to disability or sincerely held religious beliefs, all in the context of low staffing in the industry. This presentation will explain the state of the law as of the date of the Spring Conference and address how providers can best comply with their legal obligations while meeting their employment and resident care needs. Attendees will be better prepared to address staff vaccination and testing issues regarding COVID-19 based on the current laws at the time of the conference. Attendees will have opportunities to ask questions of attorneys with experience in the fields of employment and long-term care.

THE EVOLUTION OF DIGITAL MARKETING IN THE AL INDUSTRY

PORTIA

Interested in sponsoring? Ask WALA how!

JB Thompson, Senior Digital Marketing Consultant: Thryv

Nick Bagnell, Digital Marketing Ninja: Thryv

How do you handle your social media and your internet marketing? Have your leads been costing you months of revenue? Are you handling it all wrong? Are you sick of showing up beyond the fifth page of google? Are you struggling to find employees online? Vival representatives JB Thompson and Nick Bagnell will be covering emerging trends in the assisted living space. Covering common pitfalls and issues that affect facility owners every day and can be easily corrected.

12:00 P.M. - 1:30 P.M. LUNCH IN EXHIBIT HALL

KILIMANJARO BALLROOM

Exhibit hall is open until 3:30 PM today only.

1:30-2:30PM CONCURRENT SESSIONS

LEGISLATIVE UPDATES

TAMBOTI

Interested in sponsoring? Ask WALA how!

Forbes McIntosh, Government Relations Consultant; Government Policy Solutions

Are you aware of legislation changes that could impact your operations? This session will discuss legislative updates and regulatory changes, as well as what effect the budget will have on assisted living. Attendees will also learn what they can do to help the legislative process. If you couldn't attend earlier, join us this round!

MEETING THE CHALLENGES OF PROVIDING CARE FOR RESIDENTS WITH DEMENTIA

ALOESWOOD

Interested in sponsoring? Ask WALA how!

Susan Schneider, RN, BSN: Assisted Living Consultants Consortium, LLC

Dr. Cary Kohlenberg, MD, Clinical Professor: Medical College of WI

Matthew J Palmer, PharmD, BCGP, Manager of Clinical Operations: PharMerica

Marion Chapin, Certified Dementia Specialists Trainer

Karli Schneider, CTRS, Dimensions Manager: Memory Care Community

Providing person-centered care for residents with dementia is challenging. Learn about current practices, recommendations, and tools you can use in your facilities to support your staff in providing a high level of care for your residents living with dementia. Hear from, and ask questions of a panel of professionals who are currently providing for and supporting residents with dementia care needs and the staff who are caring for residents with dementia care needs.

10 TIPS TO BETTER COMMUNICATE

MARULA

Interested in sponsoring? Ask WALA how!

Dave Molenda, Founder: Positive Polarity

Did you know that 85 percent of your success at work is not related to your education, your drive, or even your passion? It has to do with how well you communicate. In this fast-paced executive briefing, we will look at communication in a new and exciting way helping you see ten ways to improve your communication at work.

Key takeaways will include:

1. Increase your self-awareness of the importance of your communication style and how it affects others.
2. Gain an understanding of the three components of communication.
3. Learn how to identify other individuals' communication skills and acclimate your way to theirs.
4. Dispel some common communication myths

NAVIGATING COVID-19 LITIGATION

ARALIA

Interested in sponsoring? Ask WALA how!

Julia Semenk, Attorney: Borgelt Powell

Fred Strampe, Attorney: Borgelt Powell

The speakers will use facts from a real case to discuss litigation involving COVID-19 issues, including COVID-19 immunity. Using interactive questions, the speakers will lead the audience through a discussion of the unique issues presented by the ongoing COVID-19 pandemic. Issues will include; problems associated with the need to isolate residents, virtual visits with family, and the need to

1:30-2:30PM CONCURRENT SESSIONS

navigate routine medical care during a pandemic. The presentation will also discuss the COVID-19 immunity statute, CITE, and explain how the statute may or may not apply to specific situations. The audience will leave the presentation with a greater understanding of how common issues impact any subsequent litigation and learn strategies for getting ahead of these common issues. The issues discussed will help the audience members implement policies and procedures and train staff.

MENTAL HEALTH IN THE WORKPLACE

MANGROVE

Interested in sponsoring? Ask WALA how!

Steve Baue, President & CEO: ERC: Counselors & Consultants

Join Steve Baue as he talks about mental health and its impact on the workplace. The session will cover the numbers behind mental health (including research related to the COVID-19 pandemic and mental health), as well as how to reduce the stigma of mental health conditions, build true mental health literacy, and teach the skills necessary to safely and responsibly address employees' mental health concerns in the workplace. By demystifying mental health, we can create stronger organizational cultures and more engaged employees who contribute to better businesses and happier communities.

At the end of this session, participants will be able to:

1. Discuss mental health and its impact on people and workplaces through relevant stats and myth-busting info.
2. Employ tangible and practical steps to responsibly support and show care and compassion for employees struggling with mental health.
3. Demonstrate confidence in their ability to address mental health concerns in the workplace and identify available resources.

NURTURING HEALTHY CARE TEAMS TO DELIVER BETTER RESIDENT CARE

GUAVA

Interested in sponsoring? Ask WALA how!

Peter Leidy, Consultant, Teacher, Songwriter, Speaker

In this session we will explore ways to support health and well-being among team members. Effective (and simple) strategies that can supplement Employee Assistance Program benefits will make a difference not just for employees, but the quality of care provided for the people they assist.



1:30-2:30PM CONCURRENT SESSIONS CONTINUED

BUILDING OCCUPANCY: TECHNOLOGY, COMMUNICATION AND ACCOUNTABILITY

TAMARIND

Thank you to our sponsor DBS Group

Shelly Sievert, Account Executive: PointClickCare

Murry Mercier, General Manager of Senior Living: PointClickCare

Amanda Runnoe, VP of Clinical Operations: Heritage Senior Living

Jeanie Brogni, Executive Director/Market Lead Support: Pinnacle Senior Living

Join us for a basic understanding of how technology is supporting the Senior Care Continuum. We will discuss the benefit of standardized approaches for systems, which leads to more time for autonomy. We will also review the benefit of a technology strategy and dedicated resources to achieve better outcomes. Technology is a tool communities can use to benchmark efficiency, simplify and consistently collect data, and change culture. People make the solutions useful; process is the means that people learn, and technology is the tool for that execution. Through our presentation providers will learn how to begin a digital transformation to enable them to stay accountable and competitive through technology.

AN OVERVIEW OF ASSISTED LIVING FACILITY PURCHASE AND SALE TRANSACTIONS: FROM START TO FINISH

PORTIA

Thank you to our sponsor DBS Group

Robert Lightfoot, RN, Attorney: Reinhart Boerner Van Deuren S.C.

Tristan Dollinger, Associate Attorney: Reinhart Boerner Van Deuren S.C

In this interactive session, Attorneys Robert Lightfoot and Tristan Dollinger will discuss the purchase and sale process for assisted living facilities. This includes independent living, AFHs, RCACs, and CBRFs. They will offer insight on the purchase and sale process from the perspective of both buyers and sellers. They will discuss the purchase and sale process, steps to take when preparing to buy or sell a facility, purchase agreements and other transaction documents, licensing and regulatory requirements, along with real estate and financing considerations.

2:30 - 3:30 P.M. BREAK IN EXHIBIT HALL

KILIMANJARO BALLROOM

Last chance to connect with exhibitors and enter for the prize drawing reception!

WEDNESDAY, MARCH 23 • CONCURRENT SESSIONS



3:30-4:30PM CONCURRENT SESSIONS

DISCUSSIONS WITH DOUG

TAMBOTI

Interested in sponsoring? Ask WALA how!

Doug Engelbert, Pharmacy Practice Consultant: Bureau of Technology, Licensing and Education

As consultants and advocates for residents, you have a lot of responsibility for the day-to-day clinical processes in your community. Attend this session for an open Q&A with the pharmacy practice consultant for the state. Receive answers about medications and processes and any other pharmacy-related questions you have!

HOW THE WORKFORCE SYSTEM CAN WORK FOR YOU

ALOESWOOD

Interested in sponsoring? Ask WALA how!

**Amy Hansmann, Section Chief, Bureau of Job Service: Division of Employment & Training
Wisconsin Department of Workforce Development**

The Department of Workforce Development and local workforce partners have recruitment and retention strategies and resources to help you stay competitive. Learn about low- and no-cost solutions to recruit, retain, and train a diverse and talented workforce.

ENGAGED EMPLOYEES

MARULA

Thank you to our session sponsor KARE

Dave Molenda, Founder: Positive Polarity

Can you spot an engaged employee? Do you know how much money a disengaged employee costs your company? In this fast-paced executive briefing, we will discuss your team status, learn about key principles of engagement, and unpack the six ways you can connect with your team today! This is one session you won't want to miss!

NAVIGATING DOCUMENTATION LITIGATION

ARALIA

Interested in sponsoring? Ask WALA how!

Julia Semenk, Attorney: Borgelt Powell

Fred Strampe, Attorney: Borgelt Powell

The speakers will use an interactive format to take the audience through common documentation pitfalls using facts from a case handled by the presenters. Using interactive live poll questions, the audience will consider documentation issues and how they impact civil litigation. Documentation issues will include a range of topics from basic issues, such as documenting difficult families, to less common but more difficult issues, such as fraudulently altering records after the fact. The audience will consider actual evidence used during the case to discuss problems with the documentation and how it could have been improved to achieve a better outcome.

DRAMA FREE PRODUCTIVITY

MANGROVE

Interested in sponsoring? Ask WALA how!

Dennis McIntee, Author of "Drama Free Teams in Health Care": Leadership Development Group

Stop wasting time, start making better decisions, and boost ownership and accountability. You can get control of your time and your team, even if it seems like you have too much to do and not enough time. In this interactive workshop and keynote, Dennis will teach the mindsets you need to take the drama out of your productivity. It is possible to do more in less time with less stress.

3:30-4:30PM CONCURRENT SESSIONS

Learning objectives include:

1. Discover the four components of productive meetings.
2. Explore the ten trust building skills you need to increase buy-in with team members.
3. Develop two techniques that will remove the emotional drama that kills motivation.
4. Understand the two components of every successful meeting.
5. Discover the 3-D questions that make every meeting more productive and efficient.
6. Learn the three-part feedback exercise that builds trust and empowers everyone.

BUILDING A BIGGER WE: SUPPORTING EMPLOYEES TO DO THEIR BEST WORK GUAVA

Interested in sponsoring? Ask WALA how!

Peter Leidy, Consultant, Teacher, Songwriter, Speaker

"We're all in this together" is more than a cliché – it's about collaboration, a shared vision, and experiencing a sense of purpose when doing important work. Some staff have never had someone truly invest in them. How can you make a difference to help employees engage in new ways and grow as members of your community?

STRATEGIES FOR SUCCESSFUL OPERATIONALIZING INFECTION PREVENTION AND CONTROL TAMARIND

Interested in sponsoring? Ask WALA how!

Colleen Toebe, Director Consulting Services: Pathway Health

Join us for this fast-paced, highly interactive session on user-friendly, realistic strategies for a successful infection prevention and control program. This engaging session will take you through key process items from systems, assessment process, and tracking to making sense of your process! You won't want to miss this session! Upon completion, participants should be able to:

1. Describe the recent industry expectations for infection prevention and control
2. Describe the clinical processes affected by the industry updates
3. Verbalize three leadership strategies for successful implementation of an infection prevention and control program

TACKLING MORE WITH LESS: A PLAYBOOK FOR SUCCESS IN SENIOR LIVING DINING PORTIA

Interested in sponsoring? Ask WALA how!

Christy Edwards, Marketing Dietician: Martin Bros Distributing

Join Christy to discuss challenges and opportunities related to senior living kitchen operations. Understand the technology and other resources to help save valuable time and money in your dining department.

5:00 - 7:00 P.M. EXHIBITOR PRIZE DRAWING RECEPTION

KALAHARI BALLROOM

Interested in sponsoring? Ask WALA how!

Enjoy some great networking during this cash bar reception! Join us as winners are announced from our exhibitor and conference prize drawings.

OPENING SESSION

8:00 - 9:00 A.M. GENERAL SESSION: MEET THE NEW BUREAU OF ASSISTED LIVING (BAL) DIRECTOR

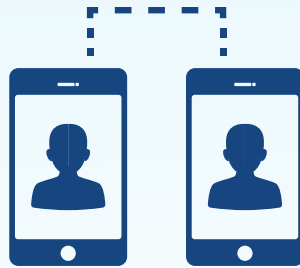
KALAHARI BALLROOM

Interested in sponsoring? Ask WALA how!

Dan Perron, Bureau of Assisted Living Director: Department of Health Services

Join us as we launch our final day of the 2022 Spring Conference and hear directly from the new BAL Director. Hear about the bureau's initiatives, the survey process, the staffing crisis, COVID-19, and much more. Dan Perron became the BAL director in October 2021 and previously was the Regional Field Operations Director (Northeast Region) in the Bureau of Nursing Home Resident care. In addition, Dan served as the DHS COVID-19 Response Team high risk settings team lead. Please join us for this interactive session and meet Dan.

9:00 - 9:30 A.M. BREAK AND GUESTS ROOM CHECK OUT



ACCESS THE WALA CONFERENCE EVENT APP!

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9:30-10:30AM CONCURRENT SESSIONS

CHALLENGING BEHAVIORS: THINKING OUTSIDE THE BOX

TAMBOTI

Interested in sponsoring? Ask WALA how!

Kelly Rohwedder, Chief Operating Officer: The Homeplace

This presentation will go through out-of-the-box approaches to help decrease challenging behaviors in a less restrictive way. As we all know, medications have been widely used in the past, though often with short-term results and many side effects. Instead, this presentation would challenge participants to think outside the box, to look at other approaches that would decrease the behavior while enhancing their quality of life. Challenging behaviors affect every person in the assisted living setting -- residents, staff, and families -- often changing the mood of the house completely. By attending this presentation, you would obtain a toolbox of ideas to help decrease and possibly eliminate those behaviors from your assisted living setting.

ENHANCING ACTIVITIES, ENHANCING LIVES: WHY ENHANCING YOUR ACTIVITY PROGRAM IS A LIFE CHANGER

ALOESWOOD

Interested in sponsoring? Ask WALA how!

Deborah Smith; Certified Dementia Practitioner, Community Life Director: WRAP

Sarah Pedretti, CTRS, CDP Life Enrichment Coordinator: WRAP

Join the Wisconsin Representatives of Activity Professional's Vice President and Government Relations Chair as they discuss opportunities for education and networking while offering all the tools necessary for developing activity professionals and share how to build a creative and successful activity program. The Mission of the Wisconsin Representatives of Activity Professionals is to empower individuals facilitating activity services by providing education, advocacy, and networking opportunities to achieve personal growth and excellence in professional practice.

THE VALUE AND REWARD OF DIVERSITY: ENCOURAGING YOUR TEAM TO BE INCLUSIVE

MARULA

Interested in sponsoring? Ask WALA how!

Crystal Miller, President: Frontida Management Group

Shayna Griffin, RN: Alderwoman, City of Kenosha

If there is anything that 2020 - 2021 has taught us, it should be that we are better together than alone. When it comes to building a strong team, prioritizing inclusivity can set you apart as a leader. Come open to learn and share your experiences in this interactive workshop in which Crystal Miller and Shayna Griffin, RN, will open a safe space to talk about a sensitive topic. Be prepared to be vulnerable, be kind, and learn. You may leave with a new perspective and with ideas and tips for creating a workplace in which everyone feels cared for. We need this in order to create the strongest teams! We will discuss culture-shifting barriers and tangible interventions, hiring and retaining a workforce that is reflective of the population served (who are we targeting and who are we leaving out?), and surveying and interviewing in an attempt to evaluate perceptions of inclusion in the healthcare workforce.

ADDRESSING WORKPLACE MISCONDUCT

ARALIA

Interested in sponsoring? Ask WALA how!

Robert Lightfoot, RN, Attorney: Reinhart Boerner Van Deuren S.C.

Lynn Stathas, Attorney: Reinhart Boerner Van Deuren S.C

Managing misconduct in the workplace is critical to protect your business, residents, and employees, and appropriately resolving it is critical to upholding best practices and minimizing the risk of claims.

9:30-10:30AM CONCURRENT SESSIONS

In this session, we will explore the tools necessary for you to effectively address workplace misconduct, including understanding and recognizing misconduct, ways to avoid misconduct, how to address misconduct, and knowing what misconduct must be reported, as well as how and when.

PREVENTING AND RESPONDING TO ALLEGATIONS OF ABUSE

MANGROVE

Interested in sponsoring? Ask WALA how!

Kim Marheine, Ombudsman Services Supervisor: State of WI Board on Aging and Long Term Care
Dan Perron, Bureau of Assisted Living Director: Department of Health Services

This session will enable a discussion of the responsibility to protect residents from abuse by staff, visitors and other residents, and to respond promptly to allegations of abuse in order to balance regulations and rights. Complex scenarios will be discussed, such as limitations on staff and substitute decision-makers regarding relationships and capacity to consent to a sexual relationship, as well as relationships that may lead to allegations of exploitation.

MANAGING THREATENING CONFRONTATION

GUAVA

Interested in sponsoring? Ask WALA how!

Josh Lapin, MSSW, Director: Community TIES Program

MTC instructs participants on how to effectively support individuals who could experience the full range of behavioral escalation. This session describes stages of escalation and each stage is paired with a positive action plan for caregivers and teams. The content places strong emphasis on proactive support. The principles are taught in a straightforward manner to provide a framework for conceptualizing behavior escalation that can readily translate into positive plans of action.

LEVERAGING DINING TO ENHANCE SALES AND MARKETING EFFECTIVENESS

TAMARIND

Interested in sponsoring? Ask WALA how!

David Koelling, President: Strategic Dining Services

Creating a dining program that is innovative and quality driven is essential to building and maintaining a successful assisted living community. The sales and marketing team can capitalize on the effort of the dining team to create a story all its own. This presentation will discuss the value of strengthening the communication and teamwork between the dining department and sales and marketing team -- no matter the size of the community. Specific examples of dining program ideas that promote the sales and marketing effort will be shared. Attendees will take away ideas for execution and messaging to show how their community is singularly unique.

HOSPICE BASICS FOR CAREGIVERS

PORTIA

Interested in sponsoring? Ask WALA how!

Kristy Davis, Director of Professional Services: Promedica Senior Care - Heartland

Hospice and end of life are valuable talking points that are sometimes overlooked. Join this session to take a deeper dive into the philosophy behind hospice, the difference between palliative care and hospice care, principals of death and dying, documentation, hospice benefits for the caregiver, and more.

10:30 - 10:45 A.M. BREAK

10:45 - 11:45 AM CONCURRENT SESSIONS

SENSORY INTEGRATION

TAMBOTI

Interested in sponsoring? Ask WALA how!

Tammy Ashley, Director of Social Services: Crossroads Care Center - Mayville

Sensory integration, including manipulatives, music, and other tools, is used to help people relax. Using tips learned in this session, providers will be able to help their residents achieve a state of calm and will learn to relax personally, as well.

WALA'S DIAMOND ACCREDITATION PROGRAM: ACCREDITATION IS IN YOUR COMMUNITY'S FUTURE

ALOESWOOD

Interested in sponsoring? Ask WALA how!

Erin Boutan, Communications and Quality Improvement Director: Wisconsin Assisted Living Association

Tom Kosman, Executive Director: The Cottages

Erica Falk-Huzar, President/Administrator: Deer Path Integrated Living, Inc

Tabbatha Clayborn, Executive Director: Waterford Senior Living and Memory Care

Denise Barnes, Community Relations Director: Great Lakes Senior Living

Have you been interested in achieving accredited status in the program but unsure where to begin? Hear from a panel of expert providers who have been recently Diamond accredited and learn the tips and tricks to a successful accreditation visit. Learn practical steps you can take now to set your community up for success in the future. With an updated framework and a streamlined process for accreditation, your community may be closer than ever to reaching this quality goal.

NURSE DELEGATION

MARULA

Interested in sponsoring? Ask WALA how!

Naomi Fluck, VP of Clinical Services: Senior Care Solutions

Effective delegation is crucial, especially with limited staff. While having nurses help in non-clinical matters may boost team morale, having them routinely work on non-clinical matters is a waste of time, money, and resources. In this session, learn how to effectively delegate tasks and responsibilities for RNs, LPNs, and unlicensed staff. At the end of this session, participants will be able to: understand the delegation process and communicate effective ways to delegate, identify barriers to effective delegation, describe how delegation applies to their roles, and understand risks related to delegation.

MOVE OVER STRESS - AN ENGAGED WORKPLACE IS SET TO PERFORM

ARALIA

Interested in sponsoring? Ask WALA how!

Jennifer Sodo, Senior Living Market Leader: EUA

Heather Turner-Loth, Practice Leader / Project Manager: EUA

Staff retention is top of mind for many assisted living providers, as the pandemic has compounded the problem of retaining quality, engaged employees. Some senior living operators are even struggling to open brand new projects due to lack of staff. By the end of this presentation, participants will be able to identify key drivers of an engaged workplace, assess their own community workplaces to identify opportunities for cultural alignment to their workplace environments, and understand the correlation between stress and the built environment. Participants will engage in a workplace behavior assessment, a tool that can be easily leveraged and applied at participants' individual communities.

RIGHTS OF RESIDENTS REGARDING CHALLENGING RELATIONSHIPS

MANGROVE

Interested in sponsoring? Ask WALA how!

Kim Marheine, Ombudsman Services Supervisor: State of WI Board on Aging and Long-Term Care

This session will enable a discussion of the balance of rights, self-determination, risk and consent when residents, or others on behalf of residents, want to engage in relationships that may be challenging. Complex scenarios will be discussed, such as limitations on substitute decision-makers regarding relationship decisions, capacity to consent to a sexual relationship, and when consent potentially turns into an allegation of abuse. As well as relationships involving prior allegations of financial or other exploitation. Participants will be encouraged to adopt "Guidelines for Consent" for their communities and will better understand the roles of staff in assessing consent to sexual relationships. Participants will also better understand the roles of substitute decision-makers in the expressed wishes of residents whom seek relationships with others who the decision-makers may find unacceptable. Finally, participants will discuss the benefits of honoring self-determination in decisions involving risk and relationships.

CONNECTING CUSTOMERS WITH CARE "VIRTUALLY!"

GUAVA

Interested in sponsoring? Ask WALA how!

Jonathan S. Leuthe, Owner/Founder: SpinVision Virtual Tours

Connecting with customers and long-distance family members has always had its challenges in the process of choosing a care facility. Then 2020 happened...

Over the past two years, demand for virtual tour solutions has skyrocketed. When it comes to showcasing assisted living homes and care facilities virtually, there are a few "dos and don'ts" that can help make these more effective, and even save money. With nearly a decade specializing in assisted living tours, we'll share some of the best practices to help you future-proof your marketing, stand out from your competition, and instantly connect with customers worldwide.

This presentation is geared toward care facilities and assisted living home owners/operators and their sales and marketing managers. We will share proven solutions that will help you connect with family members and decision makers more efficiently by leveraging proven virtual tour solutions developed over the last 10 years. Learn creative ways to connect with your audience online and enhance existing marketing using a blend of innovative photography, video tours, 360° images, Google Tours, interactive 3D, floor plans, and even drones! You're probably utilizing some of these solutions already. We'll share ways to help maximize your marketing and grow your business virtually!



10:45-11:45AM CONCURRENT SESSIONS CONTINUED

CONDUCTING A MORE COMPLETE INTERVIEW USING FORENSIC INTERVIEW TECHNIQUES

TAMARIND

Interested in sponsoring? Ask WALA how!

Adam Nagel, Lieutenant: Appleton Police Department

Jeff Miller, Education and Compliance Manager: Innovative Services, Inc.

This presentation will cover the basics of conducting a more complete interview using forensic interviewing techniques. You will learn how to establish a root cause of the incident, reduce risk for future issues, keep your employees safe, and (most importantly) provide better client outcomes. The presentation will also focus on the victim, helping providers be trauma informed and victim centered. Additionally, we will address issues of interviewing clients who may be non-verbal, cognitively delayed, children, or others who, in a "regular" setting may not be served appropriately. These techniques will allow for better client outcomes. Individuals who hear this information will not, themselves, be prepared for a full forensic interview. The techniques can provide a baseline to be better and more open to speaking with clients who may have been ignored in the past.

CYBER-SECURITY IN THE WORKPLACE

PORTIA

Interested in sponsoring? Ask WALA how!

Jeremy Wu, Sales Executive: Simple Network Consulting

Justin Ratner, Cynet Partner Account Manager: Cynet

Join this session to learn how to improve your cyber-security stance in today's challenging environment.

12:00 - 1:00 P.M. SIT-DOWN LUNCH AND PAC RAFFLE DRAWING

KALAHARI BALLROOM

Thank you to our Lunch Sponsor CarePatrol

1:00 - 1:30 P.M. 2022 HERO AWARDS

KALAHARI BALLROOM

Join us as we honor those that go above and beyond to provide exceptional care and services to assisted living residents. Program made possible by the Assisted Living Foundation of Wisconsin.

THURSDAY, MARCH 24 • CONCURRENT SESSIONS



Meet WALA's 2022 Annual Sponsors! These industry experts are here to help transform challenges into practical solutions. Their dedication to the assisted living profession is demonstrated through the support of this event and beyond. WALA is grateful for their outstanding commitment.

2022 ELITE BUSINESS SPONSORS



2022 INDUSTRY CHAMPION SPONSOR



2022 INNOVATOR SPONSORS



Plan to visit the following exhibitors on Wednesday, March 23rd. Schedule a meet up or connect in advance via the WALA App! Check [here](#) for an up to date list of exhibitors.

Accushield

Health Screening

A Place for Mom

Elder Care Company

Acadia Pharmaceuticals

Pharmaceuticals

ALEA Training & Consulting

Training & Consulting for Providers

American Parkinson Disease Association

Parkinson's Association

Apollo Corporation

Investment Corporation

Assisted Living Consultants Consortium

Consulting for Providers

Assisted Living Pharmacy Services

LTC Pharmacy

BAKA Core Training Centers

Training Center

Bayland Buildings, Inc

Design/Build General Contractor

Berghammer Construction

Construction General Contractor

Bio Tech X-Ray

Mobile X-Ray, Ultrasound and More!

Bluestone Physician Services

On-Site Primary Care Providers

Brighton Hospice

Hospice Provider

CarePredict

Technology Services

Castle Senior Living Training Academy

Education

CAT 5 Restoration

Restoration Contractor

Cawley Company

Manufacturer

CLA

Health Care Consulting & Accounting Firm

ClearPath Connections

Technology Services

Community Living Solutions

Architecture & Design

Consolidated Construction Company

General Contractor & Construction Manager

DBS Group

General Contractor & Construction Manager

Dedicated Business Solutions

Offset Printing

Direct Supply

Equipment and Furnishing

Dynamic Mobile Imaging

Mobile X-Ray, Ultrasound and More!

EasyShifts.com LLC

Assisted Living Software

ECP

eMAR & EHS Software

Eldermark

Senior Housing Software

ERC: Counselors & Consultants

Employee Assistance Program

Equip

Training & Consulting

FOX Rehabilitation

Rehabilitation Provider

Genesis Rehab Services

Rehabilitation Provider

Genoa Healthcare - Assisted Living Pharmacy

LTC Pharmacy

Gordon Food Service

Food Service Distributor

Great Lakes Beverages

Beverage Distributor

Greenfield Rehabilitation Agency

Rehabilitation Provider of PT, OT and Speech Therapy Services

GROTH Design Group

Architecture, Interiors, and Planning

Guardian Pharmacy

LTC Pharmacy

H.J. Martin and Son

Architecture & Design

Hartig Pharmacy Services

LTC Pharmacy

Hausmann Group

Insurance Agency

HealthDirect Pharmacy Services

LTC Pharmacy

Herzing University

Education

Hoffman Planning, Design & Construction, Inc

Planning, Design & Construction Services

Hoglund Bus Company

Commercial Bus Dealership

HPS

Group Purchasing Organization

HPSI Purchasing Services

Group Purchasing Organization

iCare

Managed Care Organization

KARE

Staffing Solutions

Keller, Inc

General Contractor

Lerdahl

Furniture, Space Planning, and Design

LifeLoop

Management Software

LodgeVision

HD Distribution, Satellite TV, Phone & Internet

LTC Rx

LTC Pharmacy

M3 Insurance

Insurance Services

Marcus & Millichap

Commercial Real Estate

Marsh McLennan Agency

Insurance Services

Martin Bros Distributing

Full-Line Food Service Distributor

McCullough's LTC Pharmacy

LTC Pharmacy

Medication Management Partners

LTC Pharmacy

MedLine

Manufacturer & Distributor of Healthcare Products and Solutions

Midwest Alarm Services

Alarm and Nurse Call Integrator

MJ Care, Inc

Employment Agency

Moments Hospice

Hospice Provider

Morton LTC Pharmacy

LTC Pharmacy

My Choice Wisconsin

Managed Care Organization for the Family Care Program

Nextaff

Staffing & Recruitment

Notify Nurse Call

Nurse Call Communications

O'Connell Long Term Care Pharmacy

LTC Pharmacy

Oak Medical S.C. On-Site

Primary Care Provider

PharMerica

LTC Pharmacy

Phillips Total Care Pharmacy

LTC Pharmacy

PointClickCare

Healthcare Software Provider

PRN Home Health & Therapy

Home Health Care

PROCare HR

Human Resource Provider

Promedica | Heartland

Home Care & Hospice Services

R&R Insurance

Insurance Services

Reinhart Food Service

Food Service Distributor

Reinhart Boerner Van Deuren S.C.

Law Services

Rockmed LTC Pharmacy

LTC Pharmacy

SafelyYou

Technology Services

Senior Care Realty

Real Estate

Senior Care Solutions

Consulting Services for Providers

Serenity Aquarium & Aviary Services

Community Aquarium & Aviary Services

ServiceMaster Recovery Services

Property Damage Recovery

Servpro

Restoration Contractor

SFM- The Work Comp Experts

Workers Compensation Insurance Carrier

Silverado Senior Living - North Shore

Provider Group

Simple Network Consulting

Information Technology

Simply Connect

Technology

SpinVision, LLC

Virtual Touring Service

St Croix Hospice

Hospice Provider

SVN - Hintze Commercial Real Estate

Commercial Real Estate

Therap Services, LLC

Electronic Health Record with Billing

Thrifty White Pharmacy

LTC Pharmacy

Thryv

Online Marketing & Management

TriCounty Home Care

Home Care & Hospice Services

University of Wisconsin QID

Long Term Care Quality Improvement

VITAS Healthcare

Hospice Provider

WI Representatives of Activity Professionals

Activity Professionals Organization

Wipfli

CPA & Consulting Firm

Wisconsin Community - Based Care and Treatment Training Registry

Education

Wisconsin Talking Book & Braille Library

Specialty Library Services

ADDITIONAL CONFERENCE SUPPORTERS



simple network
CONSULTING



Tech connected. Lives protected.





ADDITIONAL CONFERENCE SUPPORTERS

2022 WALA SPRING CONFERENCE HEALTH AND SAFETY PROTOCOL

WALA will be requiring all attending to display proof of COVID-19 vaccination or proof of Negative COVID-19 testing. Registered attendees will be contacted regarding the process in advance of the conference. Thank you to our supporting sponsor Accushield!

ACCOMMODATION INFORMATION

Attendees are responsible for making their own travel and lodging arrangements.

PARKING AND ACCESS

Kalahari Resort & Conventions
1305 Kalahari Drive, Wisconsin Dells, WI 53965

The registration fee is per person and includes continental breakfasts, lunches, the reception, the industry trade show, and all general and concurrent sessions on Wednesday and Thursday. There is no discount for partial attendance. Available seating at concurrent sessions is limited to room capacity and is based on a first come, first-served basis. A photographer will be present at the conference. Registration for the conference implies consent to be photographed and consent for such photos to be used by WALA in printed materials.

The Educational Pre-Event and Meet and Greet events on Wednesday, March 22, require an additional fee.
Continuing Education Units: 11 hours; NAB applied for.

Please note: Each attendee is responsible for printing handouts prior to attending the conference. Available handouts may be downloaded from the WALA website at www.ewala.org, free of charge, by the attendees prior to the event or after the event until April 15, 2022. We thank you for supporting us in the effort to conserve our environment and natural resources.

What to Wear

WALA encourages you to dress casually for all conference activities. The Kalahari Resort does its best to provide a comfortable climate for all conference attendees; however, sometimes it may be warmer or cooler than you prefer. WALA recommends wearing clothing that can be layered so that you can adjust accordingly to the conference space.

CANCELLATION/REFUND POLICY

Please notify us of any cancellations by March 10, 2022. Substitutions are permitted with advance approval only. Approved substitute attendees must adhere to event Health and Safety Protocol.



2022 UPCOMING WALA EVENTS

April - 83.15 CBRF Administrator Course - Brookfield (Milwaukee Area)

August 31 - WALA Autumn Golf Classic - University Ridge (Madison Area)

September 21-22 - WALA Fall Conference - Brookfield Convention Center

October - 83.15 CBRF Administrator Course - DeForest (Madison Area)

STAY TUNED FOR ADDITIONAL EVENTS AND OPPORTUNITIES!

Not sure if you are on our mailing list? Contact us at info@ewala.org



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WALA

WISCONSIN ASSISTED LIVING ASSOCIATION

WALA exists to serve Wisconsin's assisted living profession through Advocacy, Education, and Service.

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