

# WALA'S 2021 FALL CONFERENCE TOGETHER, FINALLY!

SEPTEMBER 14-15, 2021 · INGLESIDE HOTEL, PEWAUKEE, WI



CEU available: 7.3 hours NAB credits applied for.

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[ewala.org](http://ewala.org)

## 11:30am Welcome/Opening Remarks/Lunch

Thank you to our sponsor Genoa Healthcare - Assisted Living Pharmacy

**Michael Pochowski; President & CEO, Wisconsin Assisted Living Association**

## 11:45am-12:45pm Panel Discussion with DHS Leadership

Thank you to our sponsor Bluestone Physician Group

It's a challenging season for you as a provider on many levels. That's why WALA wants you to be part of these crucial conversations with DHS leaders. Connect around shared priorities that affect those in your care and employment. Don't miss out on this valuable opportunity to invest energy into the solution.

## 1:00-1:50pm Breakout Sessions

### The Importance of Maintaining Quality Hiring Practices in a Tough Job Market

Thank you to our sponsor SFM Insurance - The Work Comp Experts

**Carmen Klug, Senior Marketing Underwriter; SFM Insurance**  
**Carl Gruber, Loss Prevention Specialist, CSR, CSPHA; SFM Insurance**  
**Rick Spaulding, Marketing Underwriter Specialist; SFM Insurance**

Join this panel of experts as they review pre-employment practices, creative benefits, onboarding best practices, and ongoing safe resident handling training to keep quality employees longer. They will also examine the effects hiring has on your workers compensation premium.

### MindAlert: Effective Techniques for Enhancing Brain Health

Interested in sponsoring? Ask WALA how!

**Robert J. Best, NHA, MAPS, Executive Director; Oak Hill Terrace**

In this workshop, participants learn how to include mental stimulation in their daily routine. Brain based exercises will stimulate both sides of the brain and boost memory. Learning experiences will focus on a variety of cognitive abilities and demonstrate that learning can be fun! Participants will practice various exercises that will enhance multiple areas of the brain.

### Virtual Pains? {Real Marketing Solutions in a Virtual World} "The Grand Tour of Healthcare Virtual Tours"

Thank you to our sponsor Lument

**Jonathan S. Leuthe, Owner/Founder; SpinVision Virtual Tours**

Connecting with customers and long distance family members has always had its challenges in choosing a care facility. Then 2020 happened ... If COVID-19 brought your traditional facility tours and recruitment efforts to a halt, learn how you can start future-proofing your marketing, stand out from your competitors, and reach individuals across the globe. This presentation will share proven solutions that can help connect with family members, decision makers and team prospects more efficiently by leveraging virtual marketing techniques that we've learned over the past 10 years.



## 2:00-2:50pm Breakout Sessions

### Harness the Power of Online Marketing to Hire Quality Staff and Fill Your Units

*Thank you to our sponsor [Marsh & McLennan Agency](#)*

**Jack Feldman, Digital Marketer; GetFound Madison**

If you're having trouble finding new employees and residents to fill your units you may be wondering, "What am I missing?". Well the answer is digital marketing! Your future residents, their families, and your future employees are all spending more and more time on their phones and computers. It's time you used the power of Google, Facebook, and Youtube ads to reach them where they live - online. In this session, you'll learn how to use the power of online marketing to grow your pool of residents and job applicants.

### ISP - Tool for Success

*Interested in sponsoring? Ask WALA how!*

**Susan Schneider, Principal; Assisted Living Consultants Consortium LLC**

Writing an ISP is more than regulatory paper compliance. Join us to learn tips on how to develop your Individualized Service Plan to be useful AND functional... giving your staff clear directions, supporting quality care and promoting quality for life for your residents.

### Countering Social Isolation and Loneliness with Thoughtful Common Space Design and Operations

*Thank you to our sponsor [Medline](#)*

**Eric Harrmann, Chief Design Officer; AG Architecture**

**Amy Schoenemann, AIA Director of Real Estate Development; Capri Communities**

Well-designed senior living amenity spaces have been a priority the past few years -- hospitality inspired environments to encourage activity and engagement. These spaces were prioritized as a means for combatting a prevalent senior living issue, social isolation and loneliness. The impact of the pandemic, resulting quarantine and lock down status further exacerbated these issues. Join us to discuss an interactive process for designing social spaces and key therapeutic design aspects of gathering spaces. Explore what defines a positive place experience and how to adjust your building or community to meet these goals.

## 3:00-3:50pm Breakout Sessions

### How to Navigate the Assisted Living Mock Survey Process

*Thank you to our sponsor [Guardian Pharmacy of WI](#)*

**Naomi Fluck, VP of Clinical Services; Senior Care Solutions**

Join us as we review the assisted living mock survey process in detail to assist facility leadership and staff to navigate the process itself, identify areas of concern, and be prepared for survey. Participate as case studies are interactively discussed, role play options, and receive answers to your questions and tools you can use.

### Caregiving through the Emotional Fallout of the Pandemic

*Thank you to our sponsor [Ziegler Investments](#)*

**Karin Johnson, Executive Director; Legacy Hospice**

A hands-on workshop developed to provide leadership with active exercises to support the direct caregivers tackling these issues with teammates, families and residents. Participants will partake and leave the training with ready-made group activities designed to address the top 4 emotional challenges associated with the pandemic.



## Engagement Through Person-Centered Activities

Thank you to our sponsor Consolidated Construction

**Colleen Keegan, CDP, CADDCT, Life Enrichment Coordinator; Attic Angel Community**

Social engagement and meaningful activities are essential to living well. Learn how to lead specific activities that promote creativity, purpose, engagement and meaningful social interactions. Living well means living with purpose. Engaging in person-centered meaningful experiences and social activities keeps people active, involved and fulfilled. This session will provide multiple examples of successful activities that keep people living a life they love. Learn what opportunities you can provide to assist another in living well through person-centered activities!

## 4:00pm Exhibitor Booths Open

## 5:00-7:00pm Evening Reception

Thank you to our sponsor M3 Insurance

Join us for a Networking Scavenger Hunt during the evening reception where you will have the chance to compete for prizes including a WALA Yeti Cooler. Connect with other conference attendees, sponsors, exhibitors, and find clues throughout the hall. There's so much catching up to do - let's get back to networking in style!



## 8:00-9:00am Breakfast / Exhibitors

Thank you to our sponsor [VJS Construction](#)



## 9:00am-9:50am Breakout Sessions

### Strategic Planning - Opportunity from Chaos

Thank you to our sponsor [CLA](#)

**Michael Peer, Principal-Health Care; CLA (CliftonLarsonAllen)**

The COVID-19 pandemic has resulted in significant disruption to senior living providers. Some organizations have been content to put their head down and move from one day to the next. While these organizations focus on the crisis of the day, others see opportunity in a changing industry. Have you put your strategy on hold? Has “long-term” become the next month? This session will address why a pandemic is the perfect time to develop and implement your strategy for success.

### Reputation Management for Assisted Living Communities

Thank you to our sponsor [Wipfli](#)

**Cale Guin, Founder and Marketing Consultant; Levelogics**  
**Karl Robe, Principle; Karl James & Company**

The Senior Living industry was hit harder and more directly by COVID than nearly any other industry. Looking into the specifics of the Levelogics/Harris Poll on how consumers choose an assisted living facility, Cale Guin and Karl Robe discuss the realities of how important reputation is to assisted living communities. They also talk about how to guard, build and fix reputation with specific examples for actions assisted living communities can take to improve and win the reputation battle. Marketing on a Shoestring is designed specifically to help those who have little or no budget. The fact is businesses cannot stop promoting themselves and thrive - even if they have little or no money. This presentation looks at how communities can use what they already have to outshine the competition. It's short-n-sweet and packed with proven, actionable concepts.

### Unharnessing the Power of Culture to Recruit, Inspire, and Retain Caregivers

Thank you to our sponsor [DBS Group](#)

**Maggie Keen, VP Strategic Initiatives; myCNAjobs**

Over the past year the world has experienced a global pandemic, an increasing demand for care, a fear of the vaccination, and record-high unemployment rates. Caregivers, like all of us, had their world flipped upside down. Join us for a session on trends and culture. Together, we'll explore how creating a culture of care internally can be your biggest weapon to recruit, retain, and engage caregivers.





## 10:00am-10:50am Breakout Sessions

### Advocacy and Legislative Updates

*Interested in sponsoring? Ask WALA how!*

**Forbes McIntosh, Government Relations Consultant;  
Government Policy Solutions**

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

### Prioritizing Resident Satisfaction in Dining

*Thank you to our sponsor [Martin Bros Distributing](#)*

**Christy Edwards, Marketing Dietician; Martin Bros Distributing**

Resident satisfaction remains a priority in senior living no matter if you're able to provide communal dining or in-room dining. Learn how to survey your residents, family members and staff and how to use those results to improve your dining program. Now more than ever, senior communities are looking to differentiate themselves from the competition.

### Current Guidance and Legal Implications Surrounding COVID-19 Vaccinations, Visitation and Screening

*Thank you to our sponsor [Reinhart, Boerner Van Deuren S.C.](#)*

**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 COVID-19 guidance from both the CDC and Wisconsin DHS. They will discuss the legal aspects of vaccinations, visitations and screenings.



## 11:00am-12:00pm Lunch / Exhibitors

*Thank you to our sponsor [CarePatrol](#)*

## 12:00pm-12:50pm Breakout Sessions

### Using Forensic Interviewing Techniques to Conduct a More Complete Interview

*Thank you to our sponsor [M3 Insurance](#)*

**Adam Nagel, Police Lieutenant; Appleton Police Department  
Jeff Miller, Education and Compliance Manager; Innovative Services, INC.**

Join us as we cover the basics of conducting a more complete interview using forensic interviewing techniques following alleged misconduct. The information will help the interviewer establish a root cause of the incident, reduce risk for future issues, keep employees safe, and most importantly provide better client outcomes. The presentation will also address issues of interviewing clients who may be non-verbal, cognitively delayed, living with dementia, children, and others who are typically bypassed during the interview/investigation process due to assumptions that accurate information would not be obtainable. You'll walk away with "5 tips" for a successful interview.

## Today's Assisted Living Nurse: Q&A

*Interested in sponsoring? Ask WALA how!*

**Debbie Harris, RN**

Bring your questions to this session for an open discussion regarding nurse delegation, increasing acuity and how to manage challenging residents, staff training, development, and more. Operators will leave confident in their approach to managing these topics.

## Managing Threatening Confrontations (MTC)

*Thank you to our sponsor [Martin Bros Distribution](#)*

**Josh Lapin, MSSW, Director; Community TIES Program**

MTC instructs participants in 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 as well as teams. The content places strong emphasis on proactive supports. 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.

## 1:00pm-1:50pm Breakout Sessions

### Partners Through Transition: How Families and AL's can Support Seniors in Transition

*Thank you to our sponsor [Hoffman Planning, Design and Construction](#)*

**Nicole Soulides, MSW Care Manager; Stowell**

**Wenda Krupp, RN Care Advisor; Stowell**

Supporting and empowering the family through transitions ultimately supports our residents. This session will discuss how we must validate the difficult challenges of being a family caregiver and how important it is to become partners in care for the benefit of both the resident and their family. Stowell will elaborate on their intake process and Stowell's Care Coach to support families through transitions and help with caregiver stress.

### Community Technology ..."the future is here"

*Thank you to our sponsor [Bluestone Physicians](#)*

**John Wright, Founder/CEO; Sanus Lifestyle Solutions**

This presentation will show in detail how many of the challenges faced in today's current community living model can be handled with technology. We will specifically address: staff retention, resident safety, resident engagement, community outreach, brand awareness and acceleration to occupancy cognitive enhancement tools.

### Touring Tips & Tricks - Secrets from Placement Professionals

*Interested in sponsoring? Ask WALA how!*

**Michelle Graf, CSA; CarePatrol Fox Cities**

**Tracy Doeppers, CSA; CarePatrol Dane County**

**Ryan Rabe, CSA; CarePatrol of Sheboygan and Surrounding Counties**

**Todd Seidl, CSA; NPRS; CarePatrol of Greater Milwaukee and Southeastern WI**

**Jeff Kelling, CSA; CarePatrol of Milwaukee**

**Moderated by Kim Seidl, Owner and Executive Director; CarePatrol of Greater Milwaukee and Southeastern WI**

A lively, entertaining, and educational moderated panel discussion regarding what works - and what doesn't - to best present your community during a tour. The panelists are Senior Care Advisors with CarePatrol from across the state who have a wealth of feedback from client families regarding their experiences touring a range of assisted living communities. This session will cover both personal and virtual touring and best practices when working both with or without referral and placement leads.

Plan to visit our conference exhibitors to discover an array of practical tools and special offerings just for event attendees. These industry experts have remained committed to you and the industry throughout the pandemic and are just as excited as you are to be Together, Finally!

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*Long Term Care Pharmacy*

## Berghammer Construction

*Construction General Contractor*

## Bluestone Physician

*On-Site Primary Care Provider*

## CCAP Alert

*Technology Services*

## CLA

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## ECP

*eMAR & HER Software*

## Greenfield Rehab

*Rehabilitation provider of Physical, Occupational & Speech Therapy services*

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## Hoffman Planning, Design & Construction

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## M3 Insurance

*Insurance Services*

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You may have noticed that WALA has a new look. More than a new color scheme, this intentional refresh shows our member centered focus. Advocacy, Education, and Service are among our primary purposes and this new look helps to reinforce our commitment to you. Stay tuned for more exciting updates!