

## 2023 IALA Annual Conference & Tradeshow

September 20 & 21, 2023

### West Des Moines Marriott

1250 Jordan Creek Parkway  
West Des Moines IA 50266

**Purpose:** To provide: senior care training, skills to assist residents with care, promoting dining experiences for those with dementia, promoting physical and emotional improvements through exercise, provide skills to reduce anxiety and increase resilience, and become more productive by being happier, practicing happiness techniques. Our sessions provide learning tools attendees can take back and put into place at their assisted living programs and create an atmosphere where attendees have the opportunity to network with colleagues and grow in their positions, utilizing suggestions they learn.

**Overall Objectives:** These outcomes shall address the educational needs and can result in narrowing or closing identifies practice gap(s). Objectives are provided overall and for each speaker/session.

**Wednesday, September 20, 2023**

**Theme: "Leading the Way to a Brighter Future"**

**8:00 – 8:30 a.m. Registration & Continental Breakfast**

**8:30 – 8:35 a.m. Welcome –Debbie Fisher, IALA President**

**8:35 – 8:45 a.m. Recognize Star Award Winner(s)**

**8:45 – 10:45 a.m. Keynote:** **Jacqueline (Jackie) Lopez-Devine, RN, MSN** is responsible for providing leadership and oversight of the Gentiva clinical teams, fostering superior quality patient care, standardizing clinical protocols, developing clinical strategic goals and program expansion. She has over 30 years of experience in hospice and hospital nursing holding multiple roles in nursing, clinical operations, quality improvement and strategic planning. Most recently she served as Chief Quality Officer and Chief Clinical Officer for Trustbridge Hospice.



Jacqueline earned her BSN from Barry University and her Master of Science in Nursing from the University of Maryland.

### ***The Mentoring Margin: Profit or Loss***

Mentoring has become an essential tool to recruitment and retention. In this session, the mentoring investments will be presented that help support organizational stability. In all areas of healthcare, creating an engaged workforce results in better outcomes. Steps towards creating an engaging growth and development program will be shared. Lean Six Sigma tools will be presented that help cultivate the concepts of Joy in Work, engagement, and retention.

#### Objectives

- Identify the benefits of workplace mentoring
- Identify what makes a mentoring program successful.

- Describe key behaviors of effective leaders.
- Identify strategies and Lean Six Sigma tools that help cultivate joy in work, staff engagement and retention.

### 10:45 – 11:00 a.m. Break

**11:00 – 12:00 p.m. Brandon Blankenship** is the Chief Information Security Officer for ProCircular, a cybersecurity and compliance firm providing realistic, actionable, and expert guidance to organizations looking to improve their security readiness, meet regulatory commitments, and address the ever-changing landscape of cyber threats.



Brandon has over 16 years of experience in IT and information security and is passionate about closing the IT skill gap in America. He is a board member of SecMidwest, a Cedar Rapids-based community networking group with a mission of increasing awareness and skills around information security. He also writes for the Cyber Sunday article in the Gazette's business section.

### *Digital Heroes: Enhancing Cybersecurity Skills in Assisted Living Staff*

#### Overview

This session would provide an overview of the importance of cybersecurity in assisted living communities and the role that staff can play in protecting their residents and organizations from cyber threats. The speaker would provide an overview of the top cyber threats that are targeting senior living communities and discuss ways to improve cybersecurity awareness and practices among staff members.

#### Objectives

- Discuss the increasing importance of cybersecurity in senior living communities
- Explain the most common types of cyber threats that are targeting senior living communities
- Share the role that staff can play in protecting their community from cyber threats
- Share examples of tips for improving cybersecurity awareness and practices among staff members.

### 12:00 – 12:30 p.m. Lunch

#### 12:30 – 12:45 p.m. Recognize Star Award Winner(s)



**12:45 – 1:45 p.m. Kayle Neegaard** is a graduate of the University of Northern Iowa and has over a decade of sales/marketing and people operations experience in the senior living and healthcare industries. For the past three years, she has functioned as Jaybird Senior Living's Director of Culture & Team Development where her focus lies on recruitment, retention and development strategies to improve tenure and satisfaction. She resides in northeast Iowa with her husband, two children, and dog. When she's not working, Kayle enjoys camping, boating, and playing golf.

#### *Communication & Positive Intent*

While communication is something we do every day, it's not something everyone is good at. Sometimes (unintentionally) poor communication can cause lackluster results and even workplace conflict. By putting a

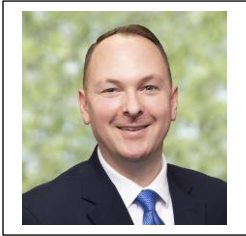
magnifying glass on your communication opportunities and implementing strategies to make improvements, your team can see better outcomes both in the quantity and quality of their work products and relationships.

#### Objectives

- Identify areas of opportunity for improving communication
- Implement clearer messaging plans
- Develop internal strategies for managing communication-related conflict

#### 1:45 – 2:00 p.m. Break

**2:00 – 3:00 p.m. Mark Matulka** is an attorney in Erickson | Sederstrom’s estate planning and corporate practice groups helping his clients meet a variety of legal needs. In Mark’s estate planning practice, he assists clients with estate and gift planning, trust administration, probate and estate administration, guardianship and conservatorship issues, special needs trusts, and federal and state taxation. Mark counsels businesses of all types and sizes in his business practice, from formation and startup to operations, governance, and regulatory compliance. Mark also advises a variety of clients on state and municipal law matters.

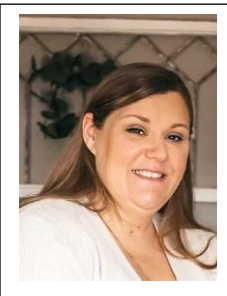


#### *Estate Planning and Legal Considerations in Assisted Living Communities*

This presentation will examine estate planning, powers of attorney, landlord/tenant issues, and payment considerations and claims against an estate and how these issues impact assisted living facilities.

#### Objectives

- Educate the audience about legal issues assisted living facilities must consider when helping residents.
- Inform the audience of legal issues in assisted living considering employees.
- Provide information on estate planning options,
- Review common landlord/tenant issues, and payment considerations.



**3:00 – 4:30 p.m. Catie Campbell** has been with the Department of Inspections and Appeals since 2009. Catie began her employment with the Department as a surveyor for the Special Services Bureau. In 2014 Catie moved to the Program Coordinator position for Intermediate Care Facilities for Individuals with Intellectual Disabilities (ICF/ID) and assumed the role of Program Coordinator for Adult Services Bureau in July 2016, as well. Catie has served as the Bureau Chief of the Adult/Special Services since December 2021. Catie has a bachelor’s degree in Sociology from Coe College in Cedar Rapids. Prior to joining DIA, Catie worked in the human services field with an ICF/IID facility.

#### *Updates for Assisted Living Programs*

This session will provide an overview of recent trends and frequently cited regulatory insufficiencies in Assisted Living Programs.

#### Objectives

- Identify the most commonly cited insufficiencies for assisted living programs.
- Discuss the trends that DIA is seeing in assisted living program inspections.
- Review process of recertification visits in assisted living programs.
- Explore any updates that affect assisted living programs.

**Thursday, September 21, 2023**

**8:00 – 8:30 a.m. Registration & Continental Breakfast**



**8:30 – 11:30 a.m. Stevie Ray** is expert in the science of influence and has been a nationally recognized keynote speaker and corporate trainer for over thirty years. Stevie is a national columnist for the *Business Journal Newspapers* and is the author of eleven books, including *The Roadmap to Influence*. He is a guest lecturer for the University of Minnesota and the University of St. Thomas. A professional comedian, Stevie is the Executive Director of Stevie Ray's Improv Company in Minneapolis. Stevie is the first person in the country to have designed his own college degree to study the psychology of humor.

### ***The Roadmap to Influence***

Every member of an organization relies on the skill of influencing others to achieve a positive outcome. Sadly, most people rely on ineffective methods of persuasion—statistics and data, authority, or pressure. These methods may work in the short-term, but they damage relationships. Stevie Ray's interactive, hands-on session teaches the process of influence to help others accept your message and act upon it. You will also learn the neuroscience of decision-making, giving you a better understanding of why some methods of influence work, while others cause resistance.

#### **Objectives**

- Define the neuroscience of decision-making, and how triggering mechanisms in the brain affect influence.
- Describe the three *autonomic states* of the brain, and how this affects maintaining a positive connection with the listener.
- Demonstrate how to motivate others to act, so agreements made will not languish in inactivity or meet resistance later on.
- Describe the various factors that affect an individual's behavior: including group dynamics, social proof, confirmation bias, continuation bias, and the effect of *negations* on influence.
- Define how to mitigate stressful interactions and manage contentious partners in influence.
- Be able to give examples of how *influencing up* differs from peer-to-peer interactions, and how techniques of influence must change when dealing with familiar vs. unfamiliar persons.

**10:00 – 10:15 a.m. Break**

**10:15 – 11:30 a.m. Stevie Ray – *continues***

**11:30 – 12:00 p.m. Visit the Vendors**

**12:00 – 12:30 p.m. Lunch with the Vendors**

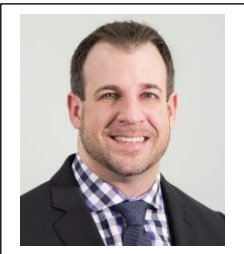
**12:30 - 1:00 p.m. Recognize Star Award Winners, Vendor Introductions & Prizes**

## 1:00 – 2:00 p.m. Brett Lomicky & Jason Mattioli with FOX Rehabilitation



**Brett Lomicky** has a passion for serving older adults began in high school working as a personal care assistant at a community where FOX clinicians were treating residents. He quickly realized the importance of proactive, clinically excellent care to the older adult population and the impact that FOX's innovative approach had within the community. As a newly graduated professional out of Penn State, Brett went on to work as an Exercise Physiologist for FOX in a [FOX Optimal Living](#) community.

Brett's experience as a clinician brought him to move to Chicago as an account manager, helping drive the house call market in the greater metro region. Finally, Brett transitioned to his recent role as Director of Senior Living Partnerships, allowing him the opportunity to combine passions—helping older adults and serving our senior living partners.



**Jason Mattioli**, PT, MSPT, DPT has been a physical therapist in various settings for almost 20 years. However, he did not discover his true passion until joining Fox Rehabilitation 12 years ago. He started as a lead therapist in a senior living community and quickly transitioned to leadership within his first year with the Geriatric practice. Today, he is a Senior Regional Director of Operations in Iowa, Indiana, Illinois, and Michigan bringing clinically excellent care to patients in homes and in senior living. His passion has been fighting Ageism and serving an underserved population via the “outpatient on wheels” model. With his strong background in orthopedics, dementia, neuromuscular re-education, and geriatrics, Jason has a strong belief in the importance of evidence-based practice to drive treatment that produces quality outcomes in a cost-effective way. He is motivated by the challenge of returning his patients to their optimal level of function and promoting a healthy lifestyle of functional wellness to those who need it most!

### ***PSFS and the Impact on Incidents in the Community***

The aim of this topic is to illustrate pathways by which older adults, within an innovative post-acute care delivery model, move to either independence or re-admission back into higher levels of care to maximize the value of rehabilitation delivery. With the use of PSFS testing on older adults during their POC on therapy, one can get a good understanding on the risk for future falls or hospitalizations. We will discuss the full continuum of care as it relates to therapy within the home for older adults.

#### **Objectives**

- Defining Patient Specific Functional Scale and its value on forecasting future functional health incidents
- Explaining the scoring scale (0-10) and the significance of reaching 6.9
- Discussing the continuum of care from Medicare Part A to Part B and its value
- Summarizing the in-home model for therapy for older adults

## 2:00 – 2:15 p.m. Break/Visit the Vendors

**2:15 – 3:15 p.m. Julie Halfpop** leads the team of dietitians who work alongside dining professionals in menu and systems development. Passionate about the senior living industry, Julie has devoted almost 35 years to inspiring excellence in dining. Having managed food & nutrition departments, she challenges her team daily to develop and inspire engagement in tools and services that will promote successful management of the industry's opportunities & challenges. Her favorite topics of conversation revolve around menus, developing marketable dining experiences, controlling costs, and coaching staff.



Julie is a graduate of Iowa State University with a BS in Food & Nutrition/Dietetics and has a long history of teaching the Dietary Manager courses, public speaking, and serving others.

### ***Saving & Streamlining with Delicious Product Shortcuts***

Invention is necessary in a dining world challenged by costs and staffing shortages. Creative value-added food products have offered quality solutions and opportunities to streamline inventory, save time, excite guests and offer much flexibility. Join us for this session where industry experts will offer an up-close & tasty look at how you can incorporate this “speed-scratch” approach in your operation.

#### **Objectives**

- Address current challenges in senior living dining operations.
- Showcase popular food product solutions in multiple mealtime applications.
- Compare/Contrast various approaches to quantity food preparation relative to cost, labor requirements, nutrition, and resident satisfaction in senior living communities.

**3:15 – 3:30 p.m. Vendor Announcements, door prizes, IALA door prizes & final Star Awards**

## **IALA CONTINUING EDUCATION**

**2023 IALA Annual Conference ♦ September 20 & 21, 2023**

**Contact Hours awarded through IBON Provider #22 Des Moines Area Community College. Participants must register and attend each full day to earn Contact Hours. No partial credit will be awarded. Contact hours are based on a 60-minute education hour.**

**It is up to the licensee to choose relevant courses to earn their continuing education credits. Professional license numbers are required for Contact Hours; please bring this information with you on the day of the event.**

**Target audience includes: Nurses, directors, administrators, activity directors, dietary staff universal workers &/or CNAs.**

- **September 20<sup>th</sup> 7 contact hours**
- **September 21<sup>st</sup> 5 contact hours**
- **Both days - 12 contact hours**

*To ensure YOUR success for our conference, please remind your staff...*

*To bring a copy of this brochure to the conference!*

*To print off speaker handouts from the IALA website; copies will NOT be available at the conference.*

*To bring a sweater or jacket if you get cold easy.*

# 2023 IALA Partner Sponsors

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for making our conference possible!*

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*Thank you!*



# Iowa Assisted Living Association 2023 Annual Conference Registration

September 20 & 21, 2023

1250 Jordan Creek Pkwy, West Des Moines IA

Registration fee: "✓" your selection	
Attending <u>Full</u> Conference	Attending <u>One Day ONLY</u>
\$300.00 member rate with no Contact Hours	\$225.00 member rate with no Contact Hours
\$350.00 member rate with Contact Hours*	\$275.00 member rate with Contact Hours
\$400.00 non-member rate with no Contact Hours	\$300.00 non-member rate with no Contact Hours
\$450.00 non-member rate with Contact Hours*	\$350.00 non-member rate with Contact Hours
Registration includes: Lunch, Breaks & Contact Hours (if purchased) For special dietary needs, contact Shellie Petek	

Please feel free to photocopy this registration form to register additional attendees from your company.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Company City \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

For **CONTACT HOURS**, please provide the following;

SS#: \_\_\_\_\_ License # \_\_\_\_\_

Home Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

**Indicate (X) payment mode:**

Check # \_\_\_\_\_ (Payable to IALA) or AmExp \_\_\_\_\_ Discover \_\_\_\_\_ M/C \_\_\_\_\_ Visa \_\_\_\_\_ Total \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ CVV code on back of card \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**CANCELLATION POLICY: NO REFUNDS will be made after September 8, 2023**

**Deadline to register: September 8, 2023**

**Special Hotel Rate: \$149.00 available until August 30, 2023**

For Room Reservation click [WDM Marriott](#) link

**Book your sleeping room by August 30, 2023**

*"Leading the Way to a Brighter Future"*



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