Join Oregon Health Care Association (OHCA) at the Annual Convention & Trade Show, the largest long term care conference in Oregon. Through dynamic leadership, strategic partnerships, and innovation in senior care, the long term care profession in Oregon leads the nation in care offered to aging and disabled populations. Our community of professionals will continue to "Blaze New Trails" in the provision of quality care by developing and improving upon the quality of the care we deliver. All of us at OHCA look forward to seeing you at our western-themed Annual Convention & Trade Show!

**AGENDA-AT-A-GLANCE**

**Monday, September 18, 2017**

- 8:00am - 4:00pm  Registration
- 9:00am - 10:15am  Keynote Speaker
- 10:45am - 11:45am  Education Breakout Sessions
- Noon - 1:15pm  General Session Luncheon
- 1:15pm - 3:30pm  Trade Show Exhibitor Showcase
- 3:45pm - 4:45pm  Happy Hour Education Breakout Sessions
- 5:00pm - 6:00pm  Fun Night Cocktail Hour
- 6:00pm - 10:00pm  Fun Night

**Tuesday, September 19, 2017**

- 8:00am - 2:30pm  Registration
- 9:00am - 10:00am  Education Breakout Sessions
- 10:15am - 11:15am  Education Breakout Sessions
- 10:45am - 11:15am  Award Winners Welcome Reception
- 11:30am - 1:00pm  Awards Ceremony Luncheon
- 1:15pm - 2:15pm  Education Breakout Sessions
- 2:30pm - 3:30pm  Education Breakout Sessions
- 3:30pm  Convention Adjourns
Radical Leadership! A New Era for Today's Organizations

Presented by Craig Zablocki

Attendees will learn how to clearly articulate radical leadership principles and experience the difference between a purposeful leader and a personality leader. You’ll understand the importance of communication in management and leave with a better understanding of what is critical to providing thoughtful leadership and person-centered care.

Craig Zablocki has encouraged and inspired people with his unique blend of humor and authenticity. A nationally known speaker and consultant, Craig has presented to more than 900,000 policy makers, state employees, health care professionals, and students internationally and in all 50 states. His books, Improv 101, Unleash Your Creative Spirit, and Humor Me, are critically acclaimed and his cutting-edge methods incorporate practical tools to loosen up, become more creative, and live in the moment.

Sponsored by: BARINGS

Monday Luncheon: National Address

Monday, September 18, 2017 • Noon - 1:15pm

OHCA is pleased to welcome Mark Parkinson, President and CEO of the American Health Care Association (AHCA) and former governor of Kansas, to our convention. Governor Parkinson will discuss the opportunities and challenges facing the long term and post-acute care profession nationally. He will explain how providers and caregivers can help shape the future of long term care and demonstrate the value and quality of care the sector provides to millions of Americans.

The Honorable Mark Parkinson is the president and chief executive officer of the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL), which represents more than 11,000 for- and not-for-profit nursing homes, assisted living residences, and facilities for the care of seniors and individuals with intellectual and developmental disabilities. Before leading AHCA/NCAL, the native Kansan was a successful businessman, state legislator, and most recently served as the 45th Governor of the State of Kansas.
“County Fair” Trade Show and Exhibitor Showcase

Monday, September 18, 2017 • 1:15pm - 3:00pm

This is your opportunity to network with other long term care professionals and OHCA business partner members! Build your professional network and meet with exhibitors and sponsors to discuss how their services and solutions will help you improve your operations, discover costs savings for your building, and enhance the quality services you provide for your residents.

Dessert will be served in the Trade Show! Sponsored by: MCKESSON

Empowering Healthcare

Grand Prize

One lucky winner will receive the GRAND PRIZE western-themed basket. There are two ways to enter to win the grand prize:

1. Participate in the Scavenger Hunt on the Annual Convention Mobile App. For every 100 points you collect (visit 10 vendors), receive 1 entry into the grand prize drawing.
2. Collect business cards from the vendors you meet. For every 10 unique business cards you collect, receive one entry into the grand prize drawing.

Fun Night Barn Dance

Monday, September 18, 2017

5:00pm - 5:45pm Fun Night Cocktail Hour
6:00pm - 10:00pm Dinner, Country Western Dance Lessons, Casino, Interactive Games

Location: Oregon Ballroom, Oregon Convention Center

Dust off your boots and cowboy hats for the Fun Night Barn Dance! Learn the moves to the most popular country line dances, and then use your new moves on the dance floor! A country barbecue dinner is followed by western-themed activities including casino tables, horseshoe pits, ping pong tables, photo booth, and more!

Sponsored by:
Awards Ceremony

Tuesday, September 19, 2017 • 11:30am - 1:00pm

The OHCA Annual Awards Ceremony recognizes the admirable contributions of long term care professionals who demonstrate a commitment to quality care through their dedication to residents, staff, and the long term care profession. Join us as we honor the superstars of long term care and thank them for all they do! Nominations are now being accepted for all categories, including Business Partner of the Year. Nominate someone today online at bit.ly/OHCAAwards2017. Sponsored by: YARDI

Mobile App

Once you’ve registered for the OHCA Annual Convention, download the mobile app for the event, which will be available in August. The Annual Convention mobile app allows you to create your own custom agenda, take notes, and get in touch with people you meet at the event. The mobile app will enable you to:

- Create a custom agenda of education sessions
- Access presenter handouts
- Take notes within the app and email them to yourself
- Participate in the scavenger hunt and enter to win the grand prize
- Find exhibitors and sponsor contact information
- Connect with other attendees on Facebook and Twitter

Sponsored by: ALLIANCE INSURANCE GROUP

Recording Expectations
Monday, September 18
10:45am - 11:45am

• Chronic Wound Infections: Prevention, Precognition, Assessment, and Treatment
Presented by Pamela Scarborough, Director of Public Policy and Education, American Medical Technologies
Sponsored by: American Medical Technologies
Audience: ALL
Education Track: Clinical

• Empathy is What Makes Us Human: Connect with Those with Dementia
Presented by Amira Fahoum, NW Region Director of Marketing and Operations, Compass Senior Living
Sponsored by: Compass Senior Living
Audience: ALL, MEM
Education Track: Direct Caregiver

• Food Service Competencies: Are You in Compliance with CMS Final Rule?
Presented by Elaine Farley-Zoucha, Owner/President, EZ Nutrition Consulting
Audience: NF
Education Track: Dietary

• Group Power: Authentic Communication
Presented by Craig Zablocki, Motivational Speaker, Craig Zablocki & Associates
Audience: ALL
Education Track: Leadership

Monday, September 18
3:45pm - 4:45pm

• The Endangered Heel and Updates on Skin Tears
Presented by Pamela Scarborough, PT, DPT, MS, CDE, CWS, CEEAA, Director of Public Policy and Education, American Medical Technologies
Sponsored by: American Medical Technologies
Audience: ALL
Education Track: Clinical

• Bathing Without a Battle
Presented by Cathy Parkinson, CMF Senior Care Consultants
Audience: ALL, MEM
Education Track: Direct Caregiver

• Implementing Person Centered Care in the Food Service Department: Can It Be Done?
Presented by Elaine Farley-Zoucha, Owner and President, EZ Nutrition Consulting
Audience: ALL
Education Track: Dietary

• The Cost of Employee Engagement for Those You Care About
Presented by Martie Moore, Chief Nursing Officer, MedLine Industries, Inc.
Sponsored by: MedLine Industries, Inc.
Audience: ALL
Education Track: Leadership

• Infection Control
Presented by Mary Post, Director of Infection Prevention, Oregon Patient Safety Commission
Sponsored by: Oregon Patient Safety Commission
Audience: NF
Education Track: Legal/Risk Management

• Fire and Life Safety Compliance Trends
Presented by David Mills, Deputy State Fire Marshall, Oregon Office of the State Fire Marshal; and Michael Trabue, Fire and Life Safety Services Manager, Oregon Office of the State Fire Marshal
Audience: ALL
Education Track: Maintenance

• Put the Muffin Down!
Best Practices for Marketing and Engaging Support Staff
Presented by Amy Schmidt, Managing Partner, Retirement Connection Guide
Sponsored by: Retirement Connection Guide
Audience: ALL
Education Track: Marketing

• Empowering LTC Communities to Build a Culture of Improvement
Presented by Barbara Kohnen Adriance, Senior Business Leader for Learning and Innovations, Care Oregon; and Lisa McConkie, Clinical Trainer and Developer, CareOregon
Audience: ALL
Education Track: Quality

• Onboarding: From Compliance to Connection
Presented by Jillian Douglas, Chief Learning Officer, Idea Learning Group
Sponsored by: Idea Learning Group
Audience: ALL
Education Track: Workforce
Tuesday, September 19
9:00am - 10:00am

• Managing Grief
  Presenter to be announced
  Audience: ALL
  Education Track: Direct Caregiver

• Bridging the Communication Gap between Nurses and Pharmacists
  Presented by Melissa Robinett, Nurse Consultant Supervisor, Consonus Pharmacy; and Terri Fagan, Director of Clinical Services, Consonus Pharmacy
  Audience: ALL
  Education Track: Clinical

• Home and Community Based Services Rule Overview
  Presented by Bob Weir, LTC Policy Analyst, DHS APD; and Chris Angel, LTC Policy Analyst, DHS APD
  Audience: ALF, RCF
  Education Track: HCBS

• Emotional Intelligence and Your Leadership Style
  Presented by Heidi Rowell, Regional Sales and Marketing Director, Retirement Connection Guide
  Sponsored by: Retirement Connection Guide
  Audience: ALL
  Education Track: Leadership

• Person Centered Programs for Residents with Dementia: Part 1
  **This session continues until 11:15am
  Presented by Sarah Kneisler, Consultant/Owner, Senior Innovative Solutions
  Audience: ALL
  Education Track: Life Enrichment

• Navigating the Complexities for LGBT Elders: Creating Visibility and Inclusion
  Presented by Paul Iarrobino, Managing Partner, True Path Consulting NW
  Audience: ALL
  Education Track: Direct Caregiver

Tuesday, September 19
10:15am - 11:15am

• Diabetes Care in CBC: Resident Rights, Rules, Regulations, and Recommendations
  Presented by Linda Bifano, Nurse Consultant, Bifano Consulting
  Audience: ALF, RCF
  Education Track: Clinical

• Change of Condition
  Presented by Ana Potter, CBC Manager, DHS Safety, Oversight and Quality Unit
  Audience: ALF, RCF
  Education Track: HCBS

• OHCA Membership Meeting: Regulatory Briefing and Legislative Action Update
  Presented by Jim Carlson, President and CEO, OHCA
  Audience: OHCA Members
  Education Track: Leadership

• Person Centered Programs for Residents with Dementia: Part 2
  **This session is continued from 9:00am
  Presented by Sarah Kneisler, Consultant/Owner, Senior Innovative Solutions
  Audience: ALL
  Education Track: Life Enrichment

• Engaging in Advance Care Planning Conversations in LTC Settings
  Presented by Bruce Smith, Executive Medical Director, Regency BlueShield of Washington; and Leslie Foren, Provider and Consumer Outreach Lead Palliative Care, Regency/Cambia Health Solutions
  Audience: NF
  Education Track: Quality

• CMS Requirements of Participation and Rule Changes for Nursing Facilities: Just the Facts
  Presented by Gwen Dayton, JD, Executive Vice President and Legal Counsel, OHCA
  Audience: NF
  Education Track: Requirements of Participation

• Record Low Unemployment Numbers: Recruiting in This Economic Climate
  Presented by Blake Thiens, Recruiter, Prestige Care
  Audience: ALL
  Education Track: Workforce

• New CMS LTC Survey Process for Nursing Facilities
  Presented by Cynthia Vargo, Manager, NFSurvey Unit, DHS APD
  Audience: NF
  Education Track: Requirements of Participation

• Onboarding: From Compliance to Connection
  Presented by Jillian Douglas, Chief Learning Officer, Idea Learning Group
  Sponsored by: Idea Learning Group
  Audience: ALL
  Education Track: Workforce
### Tuesday, September 19

#### 1:15pm - 2:15pm

**Meeting the Needs of Residents with Parkinson’s**  
Presented by Melissa Moran, MPH, Education and Wellness Coordinator, Parkinson's Resources of Oregon  
Sponsored by: Parkinson's Resources of Oregon  
Audience: ALL  
Education Track: Direct Caregiver

**Clinical Topic to be announced**  
Presenter to be announced  
Audience: ALL  
Education Track: Clinical

**Best Practices for Doing Your Own Incident Investigations**  
Presented by Joseph Greenman, JD, Shareholder, Lane Powell; and Gabriella Sanchez, JD, Shareholder, Lane Powell  
Audience: ALL  
Education Track: Legal/Risk Management

**Creating Confident Care Partners in Your Memory Care Community**  
Presented by Christy Turner, Owner, DementiaSherpa.com  
Sponsored by: DementiaSherpa.com  
Audience: ALL, MEM  
Education Track: Leadership

**How Music and Technology are Elevating Cognitive Care**  
Presented by Andrew Tubman, Co-Founder/Chief of Therapeutics and Music, SingFit  
Audience: ALL, MEM  
Education Track: Life Enrichment

**Innovative Approaches to Dementia Care: Part 1**  
**This session is continued through 3:30pm**  
Presented by Sarah Kneisler, Consultant/Owner, Senior Innovative Solutions  
Audience: ALL, MEM  
Education Track: Quality

**Facility Assessments: Part 1**  
**This session is continued through 3:30pm**  
Presented by Demi Haffenreffer, President, Haffenreffer & Associates  
Sponsored by: Haffenreffer & Associates  
Audience: NF  
Education Track: Requirements of Participation

**Empowering LTC Communities to Build a Culture of Improvement**  
Presented by Barbara Kohnen Adriance, Senior Business Leader for Learning and Innovations, Care Oregon; and Lisa McKerlick, Clinical Training and Developer, CareOregon  
Audience: ALL  
Education Track: Quality

### Tuesday, September 19

#### 2:30pm - 3:30pm

**Don’t Fall Into the Vortex! Managing Challenging Behavior**  
Presented by Christy Turner, Owner, DementiaSherpa.com  
Sponsored by: DementiaSherpa.com  
Audience: ALL, MEM  
Education Track: Direct Caregiver

**Mock Root Cause Analysis: Participate in the Solution!**  
Presented by Barbara Wade, Director of Patient Safety Programs, Oregon Patient Safety Commission; and Mary Ludlum, Patient Safety Consultant, Oregon Patient Safety Commission  
Audience: ALL  
Education Track: Clinical

**Ethics and Legal Considerations**  
Presented by Dave Thurber, General Counsel and Litigation Manager, Alliance Insurance Group  
Sponsored by: Alliance Insurance Group  
Audience: ALL  
Education Track: Legal/Risk Management

**Marijuana Use Policies and Practices for Residents and Staff**  
Presented by Gabriella Sanchez, JD, Shareholder, Lane Powell  
Sponsored by: Lane Powell  
Audience: ALL  
Education Track: Leadership

**How Virtual Reality is Improving Resident Quality of Life and Enhancing Life Enrichment Programs**  
Presented by Ramfal Scott White, Founder, Venture VR  
Audience: ALL  
Education Track: Life Enrichment

**Innovative Approaches to Dementia Care: Part 2**  
**This session is continued from 1:15pm**  
Presented by Sarah Kneisler, RMT, NHA, Consultant, Owner, Senior Innovative Solutions  
Audience: ALL, MEM  
Education Track: Quality

**Facility Assessments: Part 2**  
**This session is continued from 1:15pm**  
Presented by Demi Haffenreffer, RN, MBA, President, Haffenreffer & Associates  
Sponsored by: Haffenreffer & Associates  
Audience: NF  
Education Track: Requirements of Participation

**Becoming a Thought Leader in Recruiting Top Talent**  
Presented by Scott Sadler, Executive Coach/National Public Speaker, Creative Conflict Solutions  
Audience: ALL  
Education Track: Workforce

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**AUDIENCE KEY**

The audience each session is intended for is indicated underneath each session description by the following acronyms:

- **ALF:** Assisted Living
- **ALL:** All Audiences
- **IHC:** In-Home Care Agency
- **MEM:** Memory Care Unit Credits
- **NF:** Nursing Facility
- **RCF:** Residential Care Facility
THANK YOU SPONSORS!

OHCA acknowledges the following sponsors for their gracious sponsorships of the 2017 Annual Convention & Trade Show. To see the most current list of exhibitors for this event please visit www.ohca.com/events/annual-convention

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Empowering Healthcare

FUN NIGHT:
kd

CONTINENTAL BREAKFAST:
LANCASTER McCARR

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Medline
Oregon Patient Safety Commission
Oregon Senior Referral Agency Association
Parkinson’s Resources of Oregon
Retirement Connection Guide
SingFit
Venture VR
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<th>Facility / Agency</th>
<th>OHCA Members</th>
<th>Non-Members</th>
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<td>First Attendee = $314.10&lt;br&gt;Second Attendee = $269.10&lt;br&gt;Additional Attendee = $18</td>
<td>First Attendee = $404.10&lt;br&gt;Second Attendee = $359.10&lt;br&gt;Additional Attendee = $63</td>
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<th><strong>Early Bird Registration Rate</strong>&lt;br&gt;Register by August 6, 2017</th>
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| **Fun Night Tickets**<br>Dinner and Entertainment<br>Monday, September 18 | **$39 / person** | **$89 / person** |

| **Awards Ceremony Luncheon Tickets**<br>Awards Ceremony<br>Tuesday, September 19 | **$29 / person** | **$79 / person** |

**PREFERRED HOTELS**

Reservations can be made online. Visit the OHCA website for links to online reservations: [www.ohca.com/events/annual-convention](http://www.ohca.com/events/annual-convention).

**Marriott Courtyard Portland Downtown Lloyd Center**
- Reservations must be received by August 25, 2017
- 435 NE Wasco St, Portland 97232
- (503) 234-3200
- $184/Night + tax
- Please note that parking may be an additional charge

**DoubleTree by Hilton Portland Hotel Lloyd Center**
- Reservations must be received by August 28, 2017
- 1000 NE Multnomah St, Portland 97232
- (800) 996-0510
- Standard Room: $144/Night + tax
- Premium Room: $154/Night + tax
- Overnight parking is complimentary.
The Annual Convention is approved for the following education units:

**Nursing Facility Administrators:**
Approval pending for 10.75 CEUs by the Oregon Health Licensing Agency

**Assisted Living, Residential Care Administrators:**
OHCA is an approved provider of 10.75 CEUs by the Department of Human Services Office of Licensing and Regulatory Oversight

**Memory Care Administrators:**
OHCA is an approved provider of 6.0 CEUs by the Department of Human Services Office of Licensing and Regulatory Oversight

**Washington State Nursing Facility Administrators:**
OHCA is an approved provider of 10.75 CEUs by the Washington State Board of Nursing Home Administrators

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**MORE DETAILS AVAILABLE ONLINE!**

The event website, [www.ohca.com/events/annual-convention](http://www.ohca.com/events/annual-convention), has all you need for:

- Education track details and related content
- Session descriptions
- Continuing education units

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**Access Event Handouts!**

Download the mobile app before the event to access and download the handouts for your sessions. During the event, you’ll be able to use the app to take notes and email them to yourself. Content from the mobile app, including handouts can be accessed via your laptop computer. Details for access coming at the end of August!

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**QUESTIONS**

Visit the event website, [http://www.ohca.com/events/annual-convention](http://www.ohca.com/events/annual-convention), or call (503) 726-5260 for more information.