



AGENDA OVERVIEW

Detailed descriptions about each session start on page 3.

Audience tools for identifying related content and CEUs start on page 14.

TUESDAY, SEPTEMBER 23, 2025

9:00 a.m. - 10:30 a.m.: Opening Keynote Presentation

11:00 a.m. - 12:00 p.m.: Concurrent Breakout Sessions

- . Being a Resilient Leader and Inspiring Your Team: a Roadmap for Lasting Change
- . Crafting Person-Centered Care Plans for Scheduled and Unscheduled Needs
- . De-Escalation for Combative Behaviors and Mental Health Disorders
- . Demystifying Action Planning: Turning Insight into Sustainable Improvement
- . From Data to Decisions: Driving Performance in Senior Living Through Analytics
- . Life Safety Code and Regulatory Compliance Requirements: An Update from the Fire Marshal - PART 1
- . Recognizing Inappropriate Meds for Those Over 65 Years Old: Utilizing the BEERS Criteria

12:00 p.m. - 2:30 p.m.: Exhibitor Showcase and Trade Show Lunch

2:30 p.m. - 3:30 p.m.: Concurrent Breakout Sessions

- . Crafting Your Community Bronze Quality Award Application Workshop - PART 1
- . Delivering Value Through Healthcare Integration and Collaboration
- . Life Safety Code and Regulatory Compliance Requirements: An Update from the Fire Marshal - PART 2
- . Local and Federal Legislative and Regulatory Update: A Panel Discussion
- . Medication Management: Appropriate Use of Antipsychotic Use and Dementia
- . Navigating Business Associate Agreements and Contracts: What You Need to Know for Compliance
- . Recruitment Reset: Attracting Talent in a Competitive Market
- . Training Staff to Handle Combative Behavior: Strategies for Safety and Compassion

3:45 p.m. - 4:45 p.m.: Concurrent Breakout Sessions

- . Applying Goal Performance Analysis to Quality Improvement
- . Care for At-Risk Skin: Recognition, Assessment, Care Planning, and Treatment
- . Creating Inclusive Senior Living Communities: Practical Steps for Executive Directors
- . Crafting Your Community Bronze Quality Award Application Workshop - PART 2
- . Implementing AI into Everyday Practice in Senior Living
- . OHCA Membership Meeting and Happy Hour
- . Supporting Emotional Wellness: Anxiety and Depression in Aging
- . Workplace Safety in Senior Living: What OSHA Citations Reveal and How to Prevent Them

4:45 p.m. - 6:00 p.m.: Happy Hour (complimentary for all attendees!)



AGENDA OVERVIEW CONTINUED

Detailed descriptions about each session start on page 3.
Audience tools for identifying related content and CEUs start on page 14.

WEDNESDAY, SEPTEMBER 24, 2025

9:00 a.m. - 10:15 a.m.: Concurrent Breakout Sessions

- . ALF/RCF Council Meeting
- . Behavioral Challenges in Dementia: Practical Approaches and Environmental Support
- . The Customer Experience Equation: Refocusing on the Customer Experience as a Driver of Operational Outcomes
- . From Colleague to Captain: Transition into Your Leadership Journey
- . Moving Beyond Pills: Advancing Parkinson's Treatment for Better Quality of Life
- . The Sommelier of Aging: Reimagining Your Role and Creating Meaningful Moments

10:30 a.m. - 11:45 a.m.: Concurrent Breakout Sessions

- . From Filler to Fulfillment: The Art of Purpose—Driven Activity Programming
- . From High Conflict to Constructive Conflict: Turning Conflict into Constructive Behavior
- . Loneliness and Social Isolation: Evidence Based Findings and Wellness-Based Programming Ideas
- . Nursing Facility Council Meeting
- . Through the Lens: Understanding Escalation and Learning De-Escalation Strategies that Work
- . A Time for Discovery, Not Assessment: Seven Steps of Senior Living Sales

11:45 a.m. - 1:00 p.m.: Awards Ceremony Luncheon (ticket purchase required)

1:15 p.m. - 2:15 p.m.: Concurrent Breakout Sessions

- . Bring Out the Best in Your Life Enrichment Program
- . Effective Communication Between Providers and State Surveyors During the Survey Process
- . Mastering Modern Marketing: Digital Strategies that Drive Senior Living Engagement
- . Nutrition and Mental Health for Older Adults
- . Restoring the Rhythm: Leveraging Circadian Rhythm in Dementia Care
- . Safe Teams, Strong Results: Building a Culture of Psychological Safety

2:30 p.m. - 3:30 p.m.: Concurrent Breakout Sessions

- . Accountability Into Action: The Surprising Impact of Addressing Under-Performing Employees
- . Behind the Behavior: A Personality-Based Approach to Understanding Actions
- . Harnessing AI: Transforming Senior Living Marketing for the Modern Age
- . Life Enrichment Collaboration Roundtable
- . Train to Retain: Designing Training to Keep Top Talent



DETAILED SESSION DESCRIPTIONS

TUESDAY, SEPTEMBER 23, 2025

9:00 a.m. - 10:30 a.m. Keynote Presentation (1.5 CEUs)

Burn Bright Through Change: How to Build Resilient Teams in a Transforming World

Audience: All Audiences

The workplace is not what is used to be—the workplace is a myriad of different generations! Employee change is part of the journey—but burnout doesn't have to be! In this energizing keynote, senior care leaders and teams will set off on a summer camp-inspired adventure into the heart of change. Our keynote speaker will introduce the Burn Bright Model, a practical framework designed to help teams stay resilient, connected, and focused—even in uncertain terrain. With trail-tested tools and real-world insights, you'll leave equipped to guide your team through transformation with confidence—and keep your own flame burning bright.

- Trailblazing Through Change: Learn to pause and reset when the path ahead is unclear.
- Fire Building for Endurance: Spot early signs of stress and resistance before they lead to burnout.
- Paddling in Sync: Build adaptive, collaborative teams ready for the next bend in the river.
- Navigating with Purpose: Reconnect with your “why” to stay energized and aligned.

Hannah Austin, international speaker, best-selling author, podcast host, SheShatters, LLC

Hannah Austin is a bestselling author, mental health and wellness speaker. She has an extensive background in the healthcare sector spanning over two decades. Transitioning from her distinguished executive roles, she embarked on a transformative journey founding SheShatters in 2021. Her mission: to champion mental health advocacy for employees and managers while fostering equilibrium between personal and professional spheres. At its core, SheShatters represents a pivotal shift away from the pervasive corporate hustle culture, sparking a broader movement towards holistic well-being.

11:00 a.m. - 12:00 p.m. Concurrent Breakout Sessions (1.0 CEUs)

Being a Resilient Leader and Inspiring Your Team: A Roadmap for Lasting Change

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Leadership demands clarity, energy, and resilience—qualities that can erode under the weight of constant change and burnout. Building on the keynote session, this hands-on workshop equips participants to translate the Burn Bright Model into a personalized, practical action plan. Through guided reflection and collaborative exercises, attendees will assess current priorities, identify areas for growth, and design a step-by-step strategy to integrate resilience practices into their daily leadership approach. From aligning with your personal “why” to building a team culture of shared accountability, this session empowers you to lead with intention and endurance. Let's put insights into action—and keep your leadership fire burning strong long after camp ends.

Hannah Austin, international speaker, best-selling author, podcast host, SheShatters, LLC

Hannah Austin is a bestselling author, mental health and wellness speaker. She has an extensive background in the healthcare sector spanning over two decades. Transitioning from her distinguished executive roles, she embarked on a transformative journey founding SheShatters in 2021. Her mission: to champion mental health advocacy for employees and managers while fostering equilibrium between personal and professional spheres. At its core, SheShatters represents a pivotal shift away from the pervasive corporate hustle culture, sparking a broader movement towards holistic well-being.

Crafting Person Centered Care Plans for Scheduled and Unscheduled Needs

Audience: ALF, RCF

CEUs: 1.0

Responding to combative behaviors and mental health crises in senior care settings requires skill, empathy, Person-centered care is the foundation of high-quality, compassionate service in senior living—but effective care planning goes beyond routine tasks. This session will explore how to craft individualized care plans that not only reflect each resident's preferences, values, and goals, but also account for both scheduled and unscheduled needs. You'll learn how to anticipate and document care for less predictable situations—those that may not occur daily but still require thoughtful planning. We'll discuss how to create clear, resident-specific guidance that empowers staff to respond confidently, even when needs arise unexpectedly. Using real-world case examples and practical strategies, this session will also tackle how to encourage staff engagement with care plans—especially when they feel they “already know” the resident. Walk away with actionable tools to strengthen communication, support consistent care delivery, and enhance emotional, social, and physical well-being for every resident.

Cynthia McDaniel, MSN, RN, CEO, ElderWise, Inc.

Cynthia McDaniel is a registered nurse and the CEO of ElderWise Inc. She is also the co-founder of the Gero Leadership Alliance and the Community Nursing Network. She has owned a private practice as a geriatric care manager, been a regional director of clinical operations for a senior living company, and held the position of administrator/director of professional service for a home health agency. She has been an assistant professor at Oregon Health & Science University School of Nursing, where she developed and led the online population nursing courses for the RN/BS.

De-Escalation for Combative Behaviors and Mental Health Disorders

Audience: ALF, RCF, NF, SNF, IHC, SRH, Memory Care Credits

CEUs: 1.0

Responding to combative behaviors and mental health crises in senior care settings requires skill, empathy, and strategy. This session offers practical, case-based guidance on de-escalation techniques tailored to individuals living with mental health disorders, cognitive decline, or emotional distress. Through real-world scenarios and case studies, attendees will explore what triggers aggressive or resistant behaviors, how to respond in the moment to prevent escalation, and how to support long-term behavior management with dignity and compassion. Participants will learn verbal and non-verbal techniques, environmental considerations, and documentation practices that improve both resident outcomes and staff safety. Whether you're new to behavioral health or looking to strengthen your team's confidence in challenging situations, this session will equip you with actionable tools to respond calmly, effectively, and consistently.

Robin Jewett, DWSc, PA-C, director of behavioral wellness, Ascent Healthcare

Robin Jewett is a physician assistant with her doctorate of medical science in psychiatry. Robin has nearly 20 years of clinical experience, including dermatology, gastroenterology, ENT, psychiatry, and internal medicine/geriatrics. She is currently on faculty at Rocky Mountain University of Health Sciences doctorate of medical science program. She has also completed additional coursework to become a certified dementia practitioner, a certified geriatric professional, and is a positive approach to care independent consultant.

Ben Fallah, RN, BSN, director of nursing services, RoseVilla Senior Living

Ben Fallah specializes in providing compassionate, person-centered care for older adults. After beginning his nursing career in acute care, Ben began working in skilled nursing in 2018.



Demystifying Action Planning: Turning Insight into Sustainable Improvement

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

Effective root cause analysis doesn't end with identifying what went wrong. It's what happens next that truly drives change. Yet for many senior living communities, action planning and follow-up remain the most challenging steps in the process. In this session, the Oregon Patient Safety Commission draws on two decades of event review data to unpack why action planning so often stalls and how to make it work for you. You'll learn the essential components of a strong action plan, from linking solutions to root causes to establishing meaningful accountability and measurement. The session will also explore practical tools and how to run small tests of change, and why looping staff into the action plan progress is key to boosting morale, engagement, and long-term success.

Sydney Edlund, director of policy and analysis, Oregon Patient Safety Commission

Sydney Edlund is the director of policy & analysis for the Oregon Patient Safety Commission (OPSC). She has worked extensively with OPSC's Patient Safety Reporting Program (PSRP). Sydney joined OPSC in 2010 as the organization's first data analyst, and she has since built analytic and research systems for OPSC's two statewide programs. Sydney's work also includes serving on the quality measurement council for Oregon's community-based care organizations.

Val Harmon, executive director, Oregon Patient Safety Commission

Valerie Harmon is an experienced operations, policy, strategic communications, and patient safety leader. Driven by a passion for creating a healthcare system that works for patients and the organizations serving them, she takes pride in her role supporting the work of the Oregon Patient Safety Commission. Valerie began her career in the long term care industry and has held various roles leading quality and patient safety work at the state-level, focusing on the systems and culture that support better patient outcomes. Valerie is committed to using her work to create a meaningful difference in the lives of people, families, and communities across Oregon.

From Data to Decisions: Driving Performance in Senior Living Through Analytics and AI

Audience: ALF, RCF, NF, SNF, IHC

CEUs: 1.0

This panel will bring together senior living operator executives and data leaders to explore how communities are using analytics to improve financial, operational, and clinical outcomes. The discussion will highlight real-world examples of how data is being used to track KPIs, streamline reporting, and drive accountability. Panelists will also share common pitfalls and lessons learned from those who have analytics programs within their organizations. Panelists will also discuss AI tools that can positively impact operations, evaluating automating processes, and more.

- Understand the KPIs that matter most to operators, owners, and capital partners.
- Learn practical steps to launch or improve your own analytics program.
- Hear real examples of data translating into action at the community and corporate level.
- Identify common challenges and how to avoid them when undertaking an analytics program.

Casey Allen, co-founder and chief product officer SeniorLytics, LLC

Casey Allen has over 15 years of experience in healthcare enterprise SaaS playing a role in either product management, development, operations, or consulting. He is currently the co-founder and chief product officer of SeniorLytics, an analytics and automation service and platform dedicated to serving the senior living industry.

Carl Mason, president and COO, Senior Housing Managers

Carl Mason started working for Senior Housing Managers in 2014 as an operations analyst, working on day-to-day activities. After 5 years of running the operations, Carl was promoted to the chief operating officer in 2021 and in 2024 became the president of Senior Housing Managers.



Sarah Silva, president, Arete Living

Sarah Silva is a distinguished leader in the healthcare industry, bringing over 21 years of senior living experience and deep-rooted leadership. She is deeply committed to elevating the quality of care and enhancing the resident and family experience in senior living communities nationwide. In 2023, Sarah was honored with the Jan Thayer Pioneer Award from the American Health Care Association and National Center for Assisted Living (AHCA/NCAL)—a prestigious recognition awarded to individuals who have made significant contributions to the field. She was selected for her advocacy of person-centered care, her leadership in improving care delivery, and her steadfast commitment to diversity, equity, inclusion, and belonging.

Jason Tanner, director of information systems, Mosaic Management

Life Safety Code Regulation and Compliance Requirements: An Update From the Fire Marshal PART 1

Audience: NF, SNF

CEUs: 1.0

Providers work diligently to stay in compliance with regulatory requirements to keep residents and staff safe as well as the fire and life safety survey process running smoothly. In this session, representatives from the Oregon State Fire Marshal will discuss staying in compliance with building code, and what maintenance professionals can do to stay up to code.

The Office of the Oregon State Fire Marshal

Recognizing Inappropriate Meds for Those Over 65 Years Old: Utilizing the BEERS Criteria

Audience: ALF, RCF, NF, SNF, IHC

CEUs: 1.0

This panel will bring together senior living operator executives and data leaders to explore how communities The BEERs Criteria is a list of medications that the American Geriatrics Society (AGS) considers potentially inappropriate for older adults. Often misconceived as a blanket restriction for all older adults, the BEERs List is intended as a cautionary tool, highlighting medications with a potentially unfavorable harm-to-benefit ratio. These criteria can effectively be applied beyond the prescriber's role and can guide senior care providers to improve resident safety and quality of care. This session will provide a comprehensive examination of the BEERs List and demonstrate how senior care providers can use the criteria to manage resident health. Audience members will explore the rationale behind identifying certain medications as potentially inappropriate for older adults and will offer guidance on alternative pharmacological and non-pharmacological treatments.

Kelcey Delach, PharmD, consultant pharmacist, Consonus Pharmacy

Kelcey Delach is an experienced healthcare professional with a strong background in pharmacy. Currently serving as a consultant pharmacist at Consonus Healthcare, Kelcey has been with the company for six years, providing expert consulting services to enhance patient care. With a diverse range of experience in both community and healthcare settings, Kelcey is passionate about advancing patient care through comprehensive pharmaceutical expertise.

12:00 p.m. - 2:30 p.m.: Exhibitor Showcase and Trade Show Lunch



2:30 p.m. - 3:30 p.m.: Concurrent Breakout Sessions (1.0 CEUs)

Crafting Your Community Bronze Quality Award Application Workshop: PART 1

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

In this interactive session, participants will learn how to craft a strong, Baldrige-based Organizational Profile that sets the stage for a successful Bronze Award application and drives meaningful organizational improvement. Whether you are new to the AHCA/NCAL National Quality Award Program or looking to strengthen your approach, this session will walk you through each section of the profile, explain its purpose, and offer practical guidance on how to reflect and articulate your organization's unique story. Attendees will explore real examples, discuss common pitfalls, and leave with tools to begin—or refine—their own Organizational Profile with clarity and confidence.

- Complete the Bronze Quality Award application for your community
- Explore tips and best practices for writing a strong, accurate, and useful profile
- Leave with actionable tools and insights to support your team's application process

Maggie Hilty Katz, vice president of market strategy, Avamere Health Services

Maggie Hilty Katz joined Avamere Living in 2013 as an administrator-in-training. As the VP of market strategy, Maggie works alongside Avamere Living's facilities to develop strategic plans and partnerships for market growth, including contracting, niche programming, and general market and census saturation. Additionally, Maggie oversees the business development, community outreach, and marketing teams. Maggie works closely with industry partners from all over the nation to develop plans and practices to better meet the needs of the senior population by allowing them options and the opportunity to receive quality care within Avamere Living.

Robin Nicholson, senior executive director/director of operations Ohana Ventures

Robin began her career in long term care in 2004 as a night shift caregiver while attending Oregon State University. In 2015, Robin completed the administrator-in-training program and earned her ALF/RCF administrator credentials. In 2022, Robin joined Ohana Ventures, a Pacific Northwest-based senior living organization, as the administrator of Holly Residential Care Center in Eugene, Oregon. Under her leadership, Holly Residential earned an AHCA NCAL Bronze National Quality Award in 2023, a Silver Award in 2024, a deficiency-free survey, and more than 20 Best-in-Class customer satisfaction awards. Robin serves as director of quality assurance and senior executive director for Ohana Ventures.

Nicolette Reilly, senior vice president of quality, Oregon Health Care Association

Nicolette Reilly provides OHCA members with guidance around regulatory compliance and operational best practices and is an integral part of OHCA's public policy, professional development, workforce enhancement, and quality service efforts. Nicolette comes to OHCA with an extensive background in long term care leadership and operations roles including as the president of Ovation by Avamere and vice president of operations for Avamere Health Services.



Improving Outcomes and Empowering Operators: Unlocking the Potential of Proactive Care

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

Value-based care is reshaping the future of senior living - and in many communities, that future is already underway. From supporting ADLs to managing medications and reducing hospital visits, communities are already delivering the kind of proactive care that drives better outcomes. In this session, the presenters will explore how to build on that foundation. They'll discuss the value senior living delivers every day and how communities can take the next step by integrating healthcare services, strengthening partnerships, and using data and technology to deliver even more preventative, coordinated care. Whether you're new to value-based care or already exploring more proactive approaches, this session will offer practical insights on how to align care delivery, technology, and operations to drive better outcomes.

Justin Schram, MD, co-founder and co-CEO August Health

Justin Schram, MD is a physician leader dedicated to expanding access, convenience, and quality of care for older adults. His areas of expertise include innovative care delivery models, chronic disease management, digital health, and value-based care. He is co-founder and co-CEO of August Health, a modern EHR and value-based care enablement platform for senior living communities. He is a former faculty member at University of Washington Department of Medicine and has served in leadership and advisory roles at multiple digital health companies in the US and India. He received his M.D. from University of Pennsylvania and trained in primary care and internal medicine at University of Washington.

Benjamin Surmi, director of education and culture, Koelsch Communities

Benjamin Surmi is the director of education and culture for Koelsch Communities. Empowering people to thrive - no matter what disability or cognitive disorder they may live with - is the focus of Benjamin's work as a social gerontologist. Caregiver, activity director, lifelong learning center director, and home repair coordinator were each roles that shaped his understanding of the unique needs of seniors. Currently, he guides the person-centered training for over 2,000 employees in 8 states and drives the Koelsch Innovation Lab.

Life Safety Code Regulation and Compliance Requirements: An Update From the Fire Marshal PART 2

Audience: NF, SNF

CEUs: 1.0

Providers work diligently to stay in compliance with regulatory requirements to keep residents and staff safe as well as the fire and life safety survey process running smoothly. In this session, representatives from the Oregon State Fire Marshal will discuss staying in compliance with building code, and what maintenance professionals can do to stay up to code.

The Office of the Oregon State Fire Marshal

Local and Federal Legislative and Regulatory Update: Panel Discussion

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Stay informed on the latest legislative and regulatory developments shaping the senior care landscape. In this panel discussion, policy and regulatory experts will break down recent and emerging changes at both the state and federal levels that impact long term care, home- and community-based services, workforce, reimbursement, and quality oversight. Attendees will gain insights into how evolving laws and agency guidance affect day-to-day operations, compliance strategies, and future planning. Panelists will also share perspectives on upcoming policy priorities, potential advocacy opportunities, and what providers should be watching in the months ahead.



Clifton J. Porter, president and CEO, American Health Care Association

Clifton (Clif) Porter, II is the president & CEO at AHCA/NCAL. Porter has been serving the needs of seniors in the long term care field for over 30 years. After serving as the administrator and other operational management roles within the senior living sector, Porter transitioned to HCR ManorCare's government relations department from 2004 to 2013 as the vice president of government relations. Now, serving as the top lobbyist in AHCA/NCAL, Porter works to promote the association's legislative agenda. Porter's greatest accomplishment was leading the COVID-19 response negotiations with the White House and Congress ensuring billions of dollars in support for the sector during the pandemic.

Phil Bentley, president and CEO, Oregon Health Care Association

Philip Bentley, J.D., is the president and chief executive officer of the Oregon Health Care Association (OHCA). In this capacity, Phil oversees the management, operations, and strategic direction of OHCA. Before taking on this role, Phil served as the senior vice president of government affairs for OHCA. He earned a bachelor's degree in political science and a law degree from the University of Oregon, and has spent more than 20 years in public policy, law, and legislative affairs. Prior to joining OHCA, he served as legislative director and chief of staff for Oregon Senate President Peter Courtney and practiced law in Portland. Prior to law school, he served as a legislative aide in the Oregon House of Representatives and as a policy adviser to the State Treasurer. He is also a veteran of several electoral campaigns, including Senator Ron Wyden's first election to the U.S. Senate in 1996.

Medication Management: Appropriate Use of Antipsychotic Use and Dementia

Audience: ALF, RCF, NF, SNF, Memory Care Credits

CEUs: 1.0

Value-based care is reshaping the future of senior living - and in many communities, that future is already effective medication management is critical to delivering safe, person-centered care—especially for individuals living with dementia. This session will explore best practices for the appropriate use of antipsychotic medications, with a focus on reducing unnecessary use, mitigating risks, and supporting non-pharmacological interventions. Attendees will learn how to identify when antipsychotics may or may not be clinically appropriate, how to recognize potential side effects, and how to work collaboratively with prescribers, caregivers, and families to support deprescribing efforts. The session will also provide practical tools and strategies for creating individualized care approaches that prioritize safety, dignity, and quality of life.

Robin Jewett, DWSc, PA-C, director of behavioral wellness, Ascent Healthcare

Robin Jewett is a physician assistant with her doctorate of medical science in psychiatry. Robin has nearly 20 years of clinical experience, including dermatology, gastroenterology, ENT, psychiatry, and internal medicine/geriatrics. She is currently on faculty at Rocky Mountain University of Health Sciences doctorate of medical science program. She has also completed additional coursework to become a certified dementia practitioner, a certified geriatric professional, and is a positive approach to care independent consultant.

Ben Fallah, RN, BSN, director of nursing services, RoseVilla Senior Living

Ben Fallah specializes in providing compassionate, person-centered care for older adults. After beginning his nursing career in acute care, Ben began working in skilled nursing in 2018.

Navigating Business Associate Agreements and Contracts: What You Need to Know for Compliance

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Business associate agreements/contracts are more than just paperwork—they're a critical component of healthcare compliance. But for many senior living providers, understanding what these contracts require (and what they don't) can be a daunting task. This session will break down the key elements of



contracting, helping you identify what to look for, what language matters most, and how to ensure your agreements meet HIPAA and other regulatory standards. You'll learn how to assess whether your partners qualify as business associates, what obligations must be included in your contracts, and how to align your practices with state and federal expectations. Whether you're reviewing a new agreement or auditing existing ones, this session will provide practical guidance to help you navigate the legal and operational complexities with confidence.

Gabi Sanchez, JD, partner, Ballard Spahr

Gabi Sanchez represents long term care, senior housing, home health, and hospice providers in business, regulatory, and litigation matters. She routinely advises long term care clients on contentious resident issues, including resident transfers, compliance with resident rights, resident capacity concerns, disputes with residents and family, and collection of accounts receivable from various pay sources. She also advises facilities in insurance payment disputes and recoupment issues as well as other legal issues.

Elizabeth Davis, JD, of counsel, Ballard Spahr

Elizabeth Davis advises businesses and nonprofits—from startups to established market leaders—on corporate and transactional matters including mergers and acquisitions, business formation, corporate reorganizations, succession planning, and general corporate counseling. Liz is familiar with the industry-specific nuances and regulatory requirements of many deals, having advised clients in the senior housing, health care, child care, and technology sectors. She has experience representing buyers, sellers, and operators of senior housing facilities on corporate governance matters and in a variety of deals, including mergers and acquisitions, sales/leasebacks of real estate, joint ventures, and financings, including HUD financing.

Recruitment Reset: Attracting Talent in a Competitive Market

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

The healthcare workforce is shifting—and so are the expectations of job seekers. In this timely and insightful session, you'll dive into the motivations, dealbreakers, and decision-making processes of the 2025 healthcare job candidate. Learn what today's applicants are really looking for in a role, what makes them disengage, and how your recruitment strategy can adapt to attract (and keep) top-tier talent. From compensation trends and scheduling preferences to culture, communication, and onboarding expectations, this session unpacks what it takes to compete in an increasingly candidate-driven market. Walk away with actionable insights, data-driven tips, and messaging ideas that resonate with the modern healthcare workforce.

Callie Hoynes, vice president of government & enterprise, Incite Workforce Solutions

Training Staff to Handle Combative Behavior: Strategies for Safety and Compassion

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

Combative behaviors can present significant challenges in senior living settings, impacting both resident well-being and staff safety. This session provides frontline staff and supervisors with practical, evidence-based techniques for recognizing, responding to, and managing aggressive or resistant behaviors with confidence and compassion. Attendees will explore de-escalation strategies, communication best practices, and environmental adjustments designed to reduce triggers and prevent escalation. Through case studies, and interactive discussion, participants will build skills to protect themselves and support residents effectively, promoting a safer and more respectful care environment.



Maureen Nash, MD, MS, FAPA, FACP, geriatric psychiatrist, clinical psychiatric director, Native American Rehabilitation Association of the NW

Maureen Nash, M.D., is a geriatric psychiatrist, internal medicine physician, lecturer, and consultant. She is the psychiatric services director at NARA-NW and the co-editor of Neurocognitive Behavioral Disorders. She is a fellow of the American Psychiatric Association and the American College of Physicians and a Distinguished Fellow of the American Association for Geriatric Psychiatry. She is a clinical assistant professor at Oregon Health and Sciences University Department of Psychiatry.

3:45 p.m. - 4:45 p.m.: Concurrent Breakout Sessions (1.0 CEUs)

Applying Goal and Performance Analysis to Quality Improvement

Audience: ALF, RCF

CEUs: 1.0

Are your QAPI efforts not providing the results you want or expect? Your process may be missing some key components. We will review the basics of Quality Assurance and Performance Improvement and discuss how understanding and using goal and performance analysis in your process will increase effectiveness through relevant case studies and group discussion.

- Define key characteristics of goal analysis and performance analysis
- Recognize the importance of goal analysis and performance analysis in defining objectives
- Review how to integrate goal and performance analysis into QAPI efforts

Rebecca Evans, director of operations, Consulting Resources

Rebecca Evans leads Consulting Resources working with providers on pre- and post-survey efforts to improve quality programs, operational efficiency, compliance, staff and resident satisfaction. She enjoys working with teams to get to the root cause of performance and compliance issues to develop effective win-win solutions.

Care for At-Risk Skin: Recognition, Assessment, Care Planning, and Treatment

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

Wound prevention is a key missing component in long term care. This dynamic session introduces participants to the evidence-based consensus statements developed by the Coalition for At-Risk Skin (CARS), offering a comprehensive framework for identifying, assessing, and managing individuals with compromised skin integrity. Learners will explore the key elements of a LEAP UP (Lower Extremity Amputation Prevention and Ulcer Prevention) program.

- Describe components of the skin assessment and introduce the concept of Sub Epidermal Moisture (SEM) as a heralding sign of impending skin damage.
- Develop individualized skin care interventions to support skin health and improve outcomes using treatments to prevent and heal skin barrier damage to support the prevention of moisture associated skin damage (MASD), pressure injuries, and skin tears.
- Identify risk factors for major lower extremity amputations and individualized care plans to minimize the risk of avoidable amputations
- Identify risk factors for major lower extremity amputations and individualized care plans to minimize the risk of avoidable amputations.

Ryan Dirks, MS, PA, CWS, chief executive officer and chief medical officer United Wound Healing

Ryan became interested in caring for patients as a physician assistant with the goal of providing care in underserved areas. In 2011, he was introduced to skilled nursing wound care and felt a unique calling to provide specialty care in an often-underserved area. The love for this work and increasing demand sparked the idea of starting United Wound Healing, and eventually his role as CEO led to full-time leadership and administration. He still volunteers at several local high schools providing sports medicine coverage.



Crafting Your Community Bronze Quality Award Application Workshop: PART 2

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

In this interactive session, participants will learn how to craft a strong, Baldrige-based Organizational Profile that sets the stage for a successful Bronze Award application and drives meaningful organizational improvement. Whether you are new to the AHCA/NCAL National Quality Award Program or looking to strengthen your approach, this session will walk you through each section of the profile, explain its purpose, and offer practical guidance on how to reflect and articulate your organization's unique story. Attendees will explore real examples, discuss common pitfalls, and leave with tools to begin—or refine—their own Organizational Profile with clarity and confidence.

- Complete the Bronze Quality Award application for your community
- Explore tips and best practices for writing a strong, accurate, and useful profile
- Leave with actionable tools and insights to support your team's application process

Maggie Hilty Katz, vice president of market strategy, Avamere Health Services

Maggie Hilty Katz joined Avamere Living in 2013 as an administrator-in-training. As the VP of market strategy, Maggie works alongside Avamere Living's facilities to develop strategic plans and partnerships for market growth, including contracting, niche programming, and general market and census saturation. Additionally, Maggie oversees the business development, community outreach, and marketing teams. Maggie works closely with industry partners from all over the nation to develop plans and practices to better meet the needs of the senior population by allowing them options and the opportunity to receive quality care within Avamere Living.

Robin Nicholson, senior executive director/director of operations Ohana Ventures

Robin began her career in long term care in 2004 as a night shift caregiver while attending Oregon State University. In 2015, Robin completed the administrator-in-training program and earned her ALF/RCF administrator credentials. In 2022, Robin joined Ohana Ventures, a Pacific Northwest-based senior living organization, as the administrator of Holly Residential Care Center in Eugene, Oregon. Under her leadership, Holly Residential earned an AHCA NCAL Bronze National Quality Award in 2023, a Silver Award in 2024, a deficiency-free survey, and more than 20 Best-in-Class customer satisfaction awards. Robin serves as director of quality assurance and senior executive director for Ohana Ventures.

Nicolette Reilly, senior vice president of quality, Oregon Health Care Association

Nicolette Reilly provides OHCA members with guidance around regulatory compliance and operational best practices and is an integral part of OHCA's public policy, professional development, workforce enhancement, and quality service efforts. Nicolette comes to OHCA with an extensive background in long term care leadership and operations roles including as the president of Ovation by Avamere and vice president of operations for Avamere Health Services.

Creating Inclusive Senior Living Communities: Practical Steps for Executive Directors

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

As the landscape of senior living continues to evolve, fostering inclusive environments that celebrate diversity is more important than ever. For executive directors who are committed to creating more inclusive senior living communities, one of the biggest challenges is knowing where to start. This presentation aims to bridge that gap by providing practical, actionable items that EDs can immediately implement in their communities to create spaces that honor all residents—regardless of their background, culture, or identity. Through this session, attendees will gain a clear understanding of how to take meaningful steps toward inclusivity in senior living. We'll explore a variety of ideas and initiatives that range from simple cultural displays to more complex, community-wide programs that promote diversity, equity, inclusion, and belonging (DEIB). EDs will gain a toolkit of resources, ideas, and strategies that can be easily customized to fit the unique needs of their residents and teams.



Madison Almodovar, executive director, Avamere at Sandy

Maddie Almodovar is the executive director of Avamere at Sandy, where she leads a team dedicated to fostering inclusive and culturally diverse environments for senior residents. Maddie is passionate about creating spaces that honor and celebrate cultural diversity. In her role, Maddie implements actionable strategies to promote inclusivity, including cultural displays, events, and activities that enhance the daily experiences of residents. With a deep understanding of both cultural dynamics and senior care, Maddie is dedicated to enhancing the quality of life for all residents by ensuring they feel seen, valued, and connected.

Implementing AI Into Everyday Practice in Senior Living

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Artificial intelligence is no longer a distant concept. It's a practical, accessible tool for senior living communities to support better care, streamline operations, and ease the burden on staff. This session is designed to help providers at all levels understand how to incorporate AI tools into everyday practice across clinical, financial, and administrative functions. In this session, the presenter will demystify key concepts and terminology and explore real-world applications that can improve resident engagement, automate repetitive tasks, and contribute to more consistent outcomes. The presenter will showcase inexpensive applications that are available now, as well as those which may take more investment. The presenter will discuss the limitations and challenges of AI, including how to navigate data management, integration, and common implementation challenges.

Sara Bayer, senior director AI healthcare solutions, Haystack Robotics

Sara Bayer is a leading voice at the intersection of healthcare innovation and private sector business growth. She brings over a decade of expertise in practice management, AI-driven healthcare solutions, and clinical training. Sara has contributed to major healthcare think tanks, developed cutting-edge AI applications, and now plays a pivotal role in advancing the adoption of healthcare automation through her work with Haystack Robotics. Sara provides actionable insights to help medical professionals, business owners, and technology leaders navigate the evolving landscape of tech-driven solutions.

Supporting Emotional Wellness: Anxiety and Depression in Aging

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Anxiety and depression are among the most common—and most overlooked—mental health conditions affecting older adults. In senior living communities, these struggles often go unrecognized, misunderstood, or misattributed to aging or physical illness. This session will explore how anxiety and depression present in older adults, what factors contribute to these conditions in communal care settings, and how staff can recognize the often subtle warning signs. Attendees will gain practical strategies for supporting residents' emotional well-being through early identification, empathetic communication, and collaboration with clinical and behavioral health professionals.

Maureen Nash, MD, MS, FAPA, FACP, geriatric psychiatrist, clinical psychiatric director, Native American Rehabilitation Association of the NW

Maureen Nash, M.D., is a geriatric psychiatrist, internal medicine physician, lecturer, and consultant. She is the psychiatric services director at NARA-NW and the co-editor of Neurocognitive Behavioral Disorders. She is a fellow of the American Psychiatric Association and the American College of Physicians and a Distinguished Fellow of the American Association for Geriatric Psychiatry. She is a clinical assistant professor at Oregon Health and Sciences University Department of Psychiatry.



Workplace Health and Safety in Senior Living Communities: What Oregon OSHA Citations Reveal and How to Prevent Them

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Staying ahead of regulatory requirements is essential to keep staff safe, operations running smoothly, and to avoid costly penalties. In this session, a consultant from Oregon OSHA will discuss occupational safety and health regulatory updates, including recent increases in penalty amounts and changes that directly impact long-term care providers. Attendees will learn about the top 10 most frequently cited workplace health and safety violations, with special attention to those that lead to the most significant penalties. The speaker will point out citations common to long-term care settings, helping providers understand where non-compliance with occupational safety and health regulations has been found to occur. You'll hear lessons learned from actual inspections and examples of positive practices adopted by other communities. This session will include insights, practical tips, and examples of tools to strengthen your community's safety practices and stay in good standing with regulations.

Nathan Sweet, senior industrial hygiene and ergonomics consultant, Oregon OSHA

Nathan Sweet has worked for Oregon OSHA Consultation Services as a senior industrial hygiene & ergonomics consultant for the last 20 years and served as a health compliance officer during the previous 8 years. Nathan currently works for Oregon OSHA Consultation Services in Portland, providing industrial hygiene and ergonomics services across a wide range of industries, including hospitals, dental offices, clinics, assisted living communities, and group homes.

4:45 p.m. - 6:00 p.m.: Happy Hour!

This complimentary event is open to all Annual Convention attendees! Join your fellow attendees for appetizers, beverages and networking! This event will be at the Spirit of 77, directly across from the event venue.



DETAILED SESSION DESCRIPTIONS

WEDNESDAY, SEPTEMBER 24, 2025

9:00 a.m. - 10:15 a.m.: Concurrent Breakout Sessions (1.25 CEUs)

ALF/RCF Council Meeting and Regulatory Update

Audience: ALF, RCF

CEUs: 1.25

The Assisted Living and Residential Care Council meets quarterly to discuss the hot topics and concerns affecting assisted living and residential care facilities. Topics include but are not limited to current legislative issues, regulatory issues, reimbursement, quality initiatives, and data needs. Held in conjunction with the OHCA Annual Convention, OHCA members who work in assisted or residential living facilities are invited to join in this meeting. Topics for this council meeting include top 10 citations, ABST, HCBS rules, and individually-based limitations.

Nicolette Reilly, senior vp of quality, Oregon Health Care Association

Nicolette Reilly provides OHCA members with guidance around regulatory compliance and operational best practices and is an integral part of OHCA's public policy, professional development, workforce enhancement, and quality service efforts. Nicolette comes to OHCA with an extensive background in long term care leadership and operations roles including as the president of Ovation by Avamere and vice president of operations for Avamere Health Services.

Behavioral Challenges in Dementia: Practical Approaches and Environmental Support

Audience: ALF, RCF, NF, SNF, Memory Care Credits

CEUs: 1.25

People living with dementia often engage in behaviors that can negatively affect their quality of life. Caregivers and staff members are often unsure how to handle unwanted and challenging behaviors. In this presentation, we will discuss how and why brain changes often lead to unwanted behaviors. The presenter will discuss a myriad of responses, interventions, and environmental strategies to create a calmer and more engaging atmosphere. Attendees will learn many new strategies that could help them better respond to unwanted behavior and reduce its frequency. In addition, attendees will learn how to engage residents in activities designed to improve attention and their ability to inhibit or not engage in maladaptive behaviors and emotional outbursts. Equip yourself with the knowledge and tools to effectively manage the unique behavioral manifestations of these conditions and provide the highest quality of life and care for your residents.

Robert Winningham, Ph.D., professor of psychological sciences and gerontology, Western Oregon University

Dr. Robert Winningham received his Ph.D. in neuroscience from Baylor University. He joined the faculty at Western Oregon University in 2000 where he serves as a professor of psychological sciences. He helped create the gerontology department and served as the college dean, provost and vice president for academic affairs at Western Oregon University. His scholarship and publications have generally focused on maximizing quality of life, cognitive stimulation, intergenerational programs, physical activity, and social engagement throughout the lifespan. He has written two books: *Train Your Brain: How to Maximize Memory Ability in Older Adulthood* and *Cranium Crunches*, both of which can be found on Amazon.

From Colleague to Captain: Transition Into Your Leadership Journey*Audience: ALF, RCF, NF, SNF, IHC, SRH**CEUs: 1.25*

Transitioning from a colleague to a leader can be challenging, and this session will guide you through this pivotal shift. This session will provide insights and practical strategies to help you step confidently into your new role, focusing on essential leadership skills and effective team management. Learn how to navigate the complexities of leading peers and build a cohesive, motivated team. Equip yourself with the tools to make a successful transition and lead with impact.

Molly Mackey, founder and chief learning officer, LEAdErNship Institute

Molly J. Mackey is an author, speaker and trainer of leaders. She believes that by intentionally intersecting the ongoing journeys of leadership and learning we can create better leaders and Better Leaders = Better Lives™. She has a passion for business, strategy, leadership and learning. Molly is the founder and chief learning officer of the LEAdErNship Institute. She holds a masters of business administration from the University of Iowa and a Certified Professional of Talent Development (CPTD) from the Association of Talent Development.

Moving Beyond Pills: Advancing Parkinson's Treatment for Better Quality of Life*Audience: ALF, RCF, NF, SNF, IHC, SRH**CEUs: 1.25*

It's important for the long term care industry to be prepared with an understanding of Parkinson's Disease (PD) treatment, as well as the unique needs for medication management and ADL assistance common in the mid-to-later stages. Although the rates of PD are increasing, fortunately so are the available treatment options! PD requires complex and carefully timed medication dosing, but new treatments address this with different delivery methods, surgical approaches and non-invasive therapies beyond just the standard and well-known deep brain stimulation surgery. From inhalers to subcutaneous infusions to high frequency ultrasound, we'll catch you up on the exciting new options you might encounter and demystify the wide range of treatments available. These therapies, along with diet, exercise, and outpatient therapy, will not only simplify symptom management for people with PD and their caregiving team, but also slow the disease progression and improve quality of life.

Anna Sanger Reed, program director, Parkinson's Resources of Oregon

Anna Sanger-Reed first joined Parkinson's Resources in 2008, supporting the administrative and program needs of the growing team. She has over 10 years of experience working directly with the Parkinson's community in addition to a variety of other organizational leadership roles. She is passionate about empowering people with knowledge, resources and opportunities to improve support for people impacted by Parkinson's.

The Customer Experience Equation: Refocusing on the Customer Experience as a Driver of Operational Outcomes*Audience: ALF, RCF, NF, SNF, IHC, SRH**CEUs: 1.25*

What if the key to solving your biggest operational challenges (low occupancy, resident complaints, poor communication, or a damaged reputation) wasn't more policies or programs, but a renewed focus on the customer experience? In this dynamic and thought-provoking session, we'll explore how shifting your mindset around customer experience can be the most powerful tool in your operational playbook. Drawing on real-world examples and Oregon-specific data, we'll challenge the idea that there's a "secret sauce" to success, and instead highlight how rethinking your approach to engagement, empathy, and service can transform outcomes across all levels of care. Attendees will walk away with a fresh perspective on the role of customer experience in senior living—how it influences everything from occupancy to morale—and practical strategies to begin making meaningful changes right away. Whether you're leading a team or shaping the culture of your community, this session will inspire you to see customer experience not as a department, but as your foundation.

Maggie Hilty Katz, vice president of market strategy, Avamere Health Services

Maggie Hilty Katz joined Avamere Living in 2013 as an administrator-in-training. As the VP of market strategy, Maggie works alongside Avamere Living's facilities to develop strategic plans and partnerships for market growth, including contracting, niche programming, and general market and census saturation. Additionally, Maggie oversees the business development, community outreach, and marketing teams. Maggie works closely with industry partners from all over the nation to develop plans and practices to better meet the needs of the senior population by allowing them options and the opportunity to receive quality care within Avamere Living.

The Sommelier of Aging: Reimagining Your Role and Creating Meaningful Moments

Audience: ALF, RCF, NF, SNF

CEUs: 1.25

The role of the life enrichment and activity professional is to thoughtfully curate experiences that enrich lives, uplift moods, and honor each resident's unique story. In this session, engagement professionals are invited to reimagine themselves as "experience sommeliers"—experts in pairing residents with moments that truly matter. Drawing on principles of emotional intelligence, ritual, and creative programming, this session introduces a human-centered approach that moves beyond calendars and checklists to focus on connection, meaning, and joy. Participants will explore practical strategies for crafting interactions that align with residents' preferences, histories, and emotional needs. Whether working in memory care, assisted living, or independent living, attendees will leave with tools to personalize engagement in ways that foster dignity, purpose, and well-being.

Kevin Sage, director of resident engagement, The Springs Living

Kevin Sage is an innovative leader and multimedia producer who found his niche celebrating and serving the lives of aging adults in senior care. As director of resident experience & innovation at The Springs Living, Kevin has the privilege of shaping how life feels for older adults. From reimagining dementia care with dignity at the core, to designing immersive, joy-filled experiences that honor each resident's story, Kevin believes engagement is not a department—it's a culture.

10:30 a.m. - 11:45 a.m.: Concurrent Breakout Sessions (1.25 CEUs)

A Time for Discovery, Not Assessment: Seven Steps of Senior Living Sales

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.25

Today's senior living prospects don't want to be "assessed"—they want to be understood. This session introduces a refreshing, relationship-centered approach to sales that focuses on discovery over diagnosis. Attendees will learn the Seven Steps of Senior Living Sales, a proven framework that prioritizes empathy, active listening, and personalized connection. From the initial inquiry to the final decision, each step is designed to build trust, uncover true motivators, and guide families through what is often an emotional journey. Whether you're new to senior living sales or looking to refine your approach, this session offers practical tools, conversation techniques, and mindset shifts that convert conversations into meaningful move-ins by building trust, uncovering needs, offering solutions, and quality follow-up.

Amy Schmidt, managing partner, Retirement Connection

Amy Schmidt has worked in the retirement industry since 1996. She has managed assisted living and memory care communities in Colorado, and worked as a regional before starting her own business. Seeing a need for a comprehensive local retirement resource, Amy publishes Retirement Connection Guide in four local Oregon and Washington markets. Amy recently launched CareAvailability.com to help families and hospital case managers expedite their search for housing and care services online.



From Filler to Fulfillment: The Art of Purpose Driven Activity Programming

Audience: ALF, RCF, NF, SNF, SRH, Memory Care Credits

CEUs: 1.25

This session dives into the foundation of effective activity programming and its essential role in improving quality of life for individuals at all levels of care. Attendees will learn the principles of creating activities that address physical, cognitive, emotional, and social needs while also fostering a sense of purpose and connection. Participants will leave with practical strategies and actionable tools to create, implement, and evaluate effective activities that truly enhance quality of life.

Justina Pilkonis, MSC, CADDCT, CDP, regional director of resident experience Sinceri Senior Living

Justina Pilkonis is dedicated to enhancing quality of life for seniors through innovative, purposeful, and enriching programming. A certified Activity Consultant (AC-BC) and a Certified Dementia and Alzheimer's Disease Care Trainer (CADDCT), Justina brings specialized expertise in dementia care and resident engagement. With a background that includes consulting and training across Texas, the Midwest, and the east coast, she is passionate about advancing dementia care practices and fostering environments that provide structure, purpose, and joy for residents.

From High Conflict to Constructive Conflict: Turning Conflict Into Constructive Behavior

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.25

High conflict can undermine teams and erode workplace culture, but constructive conflict can spark innovation and enhance collaboration. In this session, you'll discover how to shift from destructive conflict to a constructive approach that fosters creativity and teamwork. Learn the underlying causes of high conflict, strategies to address and reduce it, and how to create an environment where healthy, productive conflict can thrive.

Molly Mackey, founder and chief learning officer, LEAdERNship Institute

Molly J. Mackey is an author, speaker and trainer of leaders. She believes that by intentionally intersecting the ongoing journeys of leadership and learning we can create better leaders and Better Leaders = Better Lives™. She has a passion for business, strategy, leadership and learning. Molly is the founder and chief learning officer of the LEAdERNship Institute. She holds a masters of business administration from the University of Iowa and a Certified Professional of Talent Development (CPTD) from the Association of Talent Development.

Loneliness and Social Isolation: Evidence Based Findings and Wellness-Based Programming Ideas

Audience: ALF, RCF, NF, SNF, SRH

CEUs: 1.25

In this presentation, we will explore social wellness and how it can be used to stave off the negative impacts of loneliness and social isolation. We will look at how loneliness and social isolation is increasing in the United States as well as the effects of loneliness, isolation, perceived social support, and instrumental social support on mental and physical health outcomes. Did you know that recent research suggests that loneliness may be more dangerous than smoking 15 cigarettes per day? We will discuss how to assess (and reassess) residents' psychosocial needs in an effort to be responsive to each resident's unique needs and situation. After discussing some of the foundation research and issues, we will spend the rest of the time exploring practical interventions and programs that can improve social engagement, wellness and quality of life.



Robert Winningham, Ph.D., professor of psychological sciences and gerontology, Western Oregon University

Dr. Robert Winningham received his Ph.D. in neuroscience from Baylor University. He joined the faculty at Western Oregon University in 2000 where he serves as a professor of psychological sciences. He helped create the gerontology department and served as the college dean, provost and vice president for academic affairs at Western Oregon University. His scholarship and publications have generally focused on maximizing quality of life, cognitive stimulation, intergenerational programs, physical activity, and social engagement throughout the lifespan. He has written two books: *Train Your Brain: How to Maximize Memory Ability in Older Adulthood* and *Cranium Crunches*, both of which can be found on Amazon.

Nursing Facility Council Meeting and Regulatory Update

Audience: NF, SNF

CEUs: 1.25

The nursing facility council meets quarterly to discuss the hot topics and concerns affecting post-acute care, nursing facilities, and skilled nursing facilities. Topics include but are not limited to current legislative issues, data needs, changes to the MDS, CMS updates, and top survey citations from the state surveyors. Held in conjunction with the OHCA Annual Convention, OHCA members working in nursing and skilled nursing facilities are invited to join in this meeting.

Eugenia Liu, JD, senior vice president, general counsel, Oregon Health Care Association

Eugenia Liu leads OHCA's regulatory efforts and provides legal and technical advice to OHCA and its members. She has more than 20 years of experience in the senior living industry, both as in-house counsel and outside litigation counsel for providers. Prior to joining OHCA, Eugenia served as general counsel for Eclipse Senior Living where she led all legal, regulatory, and risk functions for the company and the more than 100 senior living communities managed by Eclipse nationwide.

Through the Lens: Understanding Escalation and Learning De-Escalation Strategies that Work

Audience: ALF, RCF, NF, SNF

CEUs: 1.25

What causes someone to escalate—and how can we respond in a way that defuses, rather than fuels, the situation? This session takes a deeper look at escalation through the eyes of both the individual in distress and the caregiver, uncovering what's happening beneath the surface of challenging behaviors. Using real-life scenarios and practical tools, attendees will learn how to recognize early warning signs, respond with empathy, and apply de-escalation strategies that are both effective and respectful. Whether you're working with residents experiencing dementia, mental health conditions, or acute emotional stress, this session will offer actionable techniques to enhance safety, communication, and trust.

Lacey Plasker, older adult behavioral health specialist, Yamhill County Health and Human Services

Lacey Plasker is the older adult behavior health specialist for Yamhill County. She recently worked as a behavior support specialist working with older adults in long term care settings providing education, behavioral interventions, and modeling positive interactions for staff while encouraging person-centered engagement. She is a certified trainer in de-escalation through the Crisis Prevention Institute. She has a passion for improving knowledge and access to services in order to better address the needs of older adults and persons with physical disabilities.

11:45 a.m. - 1:00 p.m.: Awards Ceremony Luncheon

Ticket purchase required



1:15 p.m. - 2:15 p.m.: Concurrent Breakout Sessions (1.0 CEUs)

Bring Out the Best in Your Life Enrichment Program

Audience: ALF, RCF, NF, SNF, SRH

CEUs: 1.0

As life enrichment professionals, we are the organizers of calendars and spaces, the creators of cherished memories, and even impromptu theater performers when entertainment gets stuck in traffic! This presentation will explore the essential roles of life enrichment team members and encouraging other departments to participate in the life enrichment programming, emphasizing the power of collaboration, maximizing individuals' unique strengths, celebrating different personality types and communication styles. By embracing these differences, we can cultivate a more positive environment and enhance the overall well-being and experiences for our residents! Together, we'll celebrate our successes (Roses) identify exciting growth opportunities (Buds) and tackle challenges (Thorns). This approach seamlessly combines the Eisenhower Matrix to identify the what, who and where of your program priorities.

Christy Charnquist, life enrichment director, The Springs at Tanasbourne

Christy Charnquist has been the life enrichment director at The Springs at Tanasbourne for 13 years. She thrives on seeing both residents and staff explore and achieve their passions and potential, focusing on what they can do rather than what they cannot.

Effective Communication Between Providers and State Surveyors During the Survey Process

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

The survey process can be a stressful time for providers, and the nervousness that often comes with going through it can create communication barriers and hinder the sharing of important operational details. This session aims to help strengthen communication skills, create shared understanding, and build a collaborative spirit between providers and regulators. Featuring both providers and surveyors, this session will explore ways to establish mutual respect and professionalism in interactions and address common misperceptions that may arise during surveys. The panelists will offer practical guidance on how providers can communicate more clearly and confidently and highlight the goals and intentions behind the survey process from the surveyor's perspective.

Eugenia Liu, JD, senior vice president, general counsel, Oregon Health Care Association

Eugenia leads OHCA's regulatory efforts and provides legal and technical advice to OHCA and its members. She has more than 20 years of experience in the senior living industry, both as in-house counsel and outside litigation counsel for providers. Prior to joining OHCA, Eugenia served as general counsel for Eclipse Senior Living where she led all legal, regulatory, and risk functions for the company and the more than 100 senior living communities managed by Eclipse nationwide.

Cynthia McDaniel, MSN, RN, CEO, ElderWise, Inc.

Cynthia McDaniel is a registered nurse and the CEO of ElderWise Inc. She is also the co-founder of the Gero Leadership Alliance and the Community Nursing Network. She has owned a private practice as a geriatric care manager, been a regional director of clinical operations for a senior living company, and held the position of administrator/director of professional service for a home health agency. She has been an assistant professor at Oregon Health & Science University School of Nursing, where she developed and led the online population nursing courses for the RN/BS.

Mastering Modern Marketing: Digital Strategies that Drive Senior Living Engagement*Audience: ALF, RCF, NF, SNF**CEUs: 1.0*

In an increasingly competitive and digital-first marketplace, senior living organizations must harness the full power of modern marketing tools to stand out. This session offers a comprehensive, educational look at today's most effective digital strategies. Audience members will review how to improve their website's visibility through Search Engine Optimization (SEO), and build results-driven campaigns using Search Engine Marketing (SEM). Discover the benefits of behavioral and contextual targeting, polygonal targeting attribution, and targeted social ads to reach families and prospective residents at the right time and place. The presenters will also explore the growing role of streaming TV and audio platforms in connecting with audiences. Attendees will walk away with practical knowledge to apply these tactics within their own communities—no sales pitch, just strategy.

Michael Bernards, account executive, Digital Marketing Group

Megan Galego, vice president, Digital Marketing Group

Nutrition and Mental Health for Older Adults*Audience: ALF, RCF, NF, SNF, SRH**CEUs: 1.0*

Mental health among senior living residents has long been a topic of interest, particularly in a post-pandemic world. This session will discuss the role that nutrition can play in maintaining or improving the mental health status of older adults via the gut-brain axis, nutrient abundance and enjoyment of meals. A review of current mental health challenges in older adults and specific nutrients that can support mental health goals will be included.

Jen Bruning, MS, RDN, LDN, director of partner education, Incite Strategic Partners

Jen Bruning MS, RDN, LDN, serves as the director of partner education for Incite Strategic Partners, the exclusive group purchasing organization of Oregon Health Care Association. She presents dining and nutrition-related educational content to senior living professionals on a regular basis, including the American Health Care Association/National Center for Assisted Living, many AHCA/NCAL state associations, and industry groups such as ICAA.

Restoring the Rhythm: Leveraging Circadian Rhythm in Dementia Care*Audience: ALF, RCF, NF, SNF, Memory Care Credits**CEUs: 1.0*

This session will explore how circadian rhythms impact physical health, cognitive function, and overall quality of life, particularly for individuals living with dementia. Attendees will learn how dementia disrupts the hypothalamus and why restoring a stable daily rhythm is essential. At the end of the session, attendees will be equipped with actionable steps to implement circadian care that promotes better sleep, improved mood, and enhanced daily functioning for residents with dementia.

Justina Pilkonis, MSC, CADDCT, CDP, regional director of resident experience Sinceri Senior Living

Justina Pilkonis is dedicated to enhancing quality of life for seniors through innovative, purposeful, and enriching programming. A certified Activity Consultant (AC-BC) and a Certified Dementia and Alzheimer's Disease Care Trainer (CADDCT), Justina brings specialized expertise in dementia care and resident engagement. With a background that includes consulting and training across Texas, the Midwest, and the east coast, she is passionate about advancing dementia care practices and fostering environments that provide structure, purpose, and joy for residents.

Safe Teams, Strong Results: Building a Culture of Psychological Safety

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

In this session you'll explore how creating a secure and supportive environment can unlock your team's full potential. Learn the four key principles of creating psychological safety and how they directly contribute to higher performance, better decision-making, and increased innovation. This session offers practical tools to help you build trust, encourage open dialogue, and empower your team to take risks without fear.

Molly Mackey, founder and chief learning officer, LEAdERNship Institute

Molly J. Mackey is an author, speaker and trainer of leaders. She believes that by intentionally intersecting the ongoing journeys of leadership and learning we can create better leaders and Better Leaders = Better Lives™. She has a passion for business, strategy, leadership and learning. Molly is the founder and chief learning officer of the LEAdERNship Institute. She holds a masters of business administration from the University of Iowa and a Certified Professional of Talent Development (CPTD) from the Association of Talent Development.

2:30 p.m. - 3:30 p.m.: Concurrent Breakout Sessions (1.0 CEUs)**Accountability Into Action: The Surprising Impact of Addressing Underperforming Employees**

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

This practical, fast-paced session offers a clear look at how organizations can lawfully and confidently address chronic underperformance and absenteeism. An experienced employment attorney will walk you through strategies for protecting your culture, boosting team morale, and retaining top performers while minimizing legal risk. You'll gain insights into real-world case studies, effective documentation practices, useful templates and tools, and techniques to help you avoid common legal missteps. Whether you're navigating difficult terminations or looking to strengthen your workforce, this session will equip you with the tools to build a high-functioning, resilient team in a challenging labor market.

Anthony Kuchulis, JD, attorney at law, Dunn Carney

Anthony Kuchulis, J.D., focuses his practice on helping employers and management solve difficult employment questions and challenges. This includes finding creative strategies for approaching litigation and often unconventional advice that includes an analysis of all legal and non-legal options available to ensure the best possible outcome to the most complex problems. He has served in various leadership roles with the Oregon State Bar and the American Bar Association.

Behind the Behavior: A Personality-Based Approach to Understanding Actions

Audience: ALF, RCF, NF, SNF, SRH, Memory Care Credits

CEUs: 1.0

This session focuses on uncovering the connection between personality psychology and common behaviors observed in everyday interactions, especially in caregiving settings. The presentation will provide a deeper understanding of common behavioral patterns, explain why these actions often "make sense" when viewed through a psychological lens, and offer actionable strategies to adapt interactions based on personality-driven needs.



Justina Pilkonis, MSC, CADDCT, CDP, regional director of resident experience Sinceri Senior Living

Justina Pilkonis is dedicated to enhancing quality of life for seniors through innovative, purposeful, and enriching programming. A certified Activity Consultant (AC-BC) and a Certified Dementia and Alzheimer's Disease Care Trainer (CADDCT), Justina brings specialized expertise in dementia care and resident engagement. Justina has spoke at state and regional conferences, sharing her insights on dementia care, purposeful programming, and best practices in resident engagement. With a background that includes consulting and training across Texas, the Midwest, and the east coast, she is passionate about advancing dementia care practices and fostering environments that provide structure, purpose, and joy for residents.

Harnessing AI: Transforming Senior Living Marketing for the Modern Age

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

Artificial Intelligence (AI) is reshaping the marketing landscape—and senior living communities have a unique opportunity to leverage this technology to better connect with prospective residents and their families. This session explores how AI tools can optimize marketing strategies, from personalized outreach and predictive analytics to content creation and lead generation. Attendees will learn practical applications of AI in digital marketing campaigns, social media management, and customer relationship management tailored specifically for senior living. Discover how to enhance engagement, improve targeting, and streamline workflows while maintaining the human touch that families value. Whether you're new to AI or looking to deepen your understanding, this session offers actionable insights to help your community stand out in a competitive market.

Jenni Bost, vice president of marketing, Radiant Senior Living

Jenni joined the Radiant Senior Living team in 2013 as the social media and marketing specialist. She has directed the delivery of a consistent brand experience, including involvement in developing brand strategy including the monitoring and evaluation of brand performance in areas such as recruitment, training, and marketing.

Life Enrichment Collaboration Interactive Roundtable Discussion

Audience: ALF, RCF, NF, SNF

CEUs: 1.0

This idea sharing session builds community and connections between life enrichment and activity professionals across Oregon's long term care communities and enables them to share ideas to enhance the quality of their life enrichment programs. Roundtable discussions and brain storming sessions include new ideas and problem solving to enhance the resident quality of life and satisfaction within activity programs.

Livia Thompson, lead life enrichment director, Avamere at Bethany

Livia has worked in the senior care industry for over 18 years at Avamere at Bethany. While working as an administrative assistant for almost a year, the opportunity to become the life enrichment director presented itself. Six years ago, she was promoted to the lead life enrichment position where she oversees the training, continuing education and quarterly meetings for life enrichment directors company-wide.



Train to Retain: Designing Training to Keep Top Talent

Audience: ALF, RCF, NF, SNF, IHC, SRH

CEUs: 1.0

In today's world, employers need to do all they can to keep talent. The reasons that employees stay at employers may be surprising--according to LinkedIn's Workforce Learning Report, 94 percent of employees say that they would stay at a company longer if it simply invested in helping them learn! This session will cover how to design training to meet employees' needs. Discover how to make training engaging for the participants and effective for your organization.

- . Discover different training modalities to fit participants' needs.
- . Determine ways to structure training to create a culture of learning and growth.
- . Determine ways to structure training to create a culture of learning and growth

Molly Mackey, founder and chief learning officer, LEAdErNship Institute

Molly J. Mackey is an author, speaker and trainer of leaders. She believes that by intentionally intersecting the ongoing journeys of leadership and learning we can create better leaders and Better Leaders = Better Lives™. She has a passion for business, strategy, leadership and learning. Molly is the founder and chief learning officer of the LEAdErNship Institute. She holds a masters of business administration from the University of Iowa and a Certified Professional of Talent Development (CPTD) from the Association of Talent Development.

Tuesday, September 23, 2025: Intended Audience and Subject Matter Tracks

Time	Content Tracks	Assisted Living/ Residential Care	Nursing Facility/ Skilled Nursing	In-Home Care	Memory Care Credits	Behavioral Health	Clinical/Health Services	Executive/C-Suite	Fire/Life Safety	Leadership/ Workforce	Operational Best Practices	Quality Improvement	Strategy and Solutions
9:00am - 10:30am	Keynote Presentation Burn Bright Through Change: How to Build Resilient Teams in a Transforming World	☒	☒	☒						☒			
11:00am - 12:00pm	Being a Resilient Leader and Inspiring Your Team: a Roadmap for Lasting Change	☒	☒	☒						☒			
	Crafting Person-Centered Care Plans for Scheduled and Unscheduled Needs	☒					☒				☒	☒	
	De-Escalation for Combative Behaviors and Mental Health Disorders	☒	☒		☒	☒							
	Demystifying Action Planning: Turning Insight into Sustainable Improvement	☒	☒								☒	☒	
	From Data to Decisions: Driving Performance in Senior Living Through Analytics	☒	☒	☒				☒					☒
	Life Safety Code and Regulatory Compliance Requirements: An Update from the Fire Marshal - PART 1		☒						☒				
	Recognizing Inappropriate Meds for Those Over 65 Years Old: Utilizing the BEERS Criteria	☒	☒	☒			☒						
2:30pm - 3:30pm	Crafting Your Community Bronze Quality Award Application Workshop - PART 1	☒	☒									☒	
	Improving Outcomes and Empowering Operators: Unlocking the Potential of Proactive Care	☒	☒								☒		☒
	Life Safety Code and Regulatory Compliance Requirements: An Update from the Fire Marshal - PART 2		☒						☒				
	Local and Federal Legislative and Regulatory Update: A Panel Discussion	☒	☒	☒				☒					
	Medication Management: Appropriate Use of Antipsychotic Use and Dementia	☒	☒		☒	☒	☒						
	Navigating Business Associate Agreements and Contracts: What You Need to Know for Compliance	☒	☒	☒							☒		☒
	Recruitment Reset: Attracting Talent in a Competitive Market	☒	☒	☒						☒			
	Training Staff to Handle Combative Behavior: Strategies for Safety and Compassion	☒	☒			☒				☒			

Tuesday, September 23, 2025: Intended Audience and Subject Matter Tracks

Time	Content Tracks	Assisted Living/ Residential Care	Nursing Facility/ Skilled Nursing	In-Home Care	Memory Care Credits	Behavioral Health	Clinical/Health Services	Executive/C-Suite	Fire/Life Safety	Leadership/ Workforce	Operational Best Practices	Quality Improvement	Strategy and Solutions
3:45pm - 4:45pm	Applying Goal Performance Analysis to Quality Improvement	☒										☒	
	Care for At-Risk Skin: Recognition, Assessment, Care Planning, and Treatment	☒	☒				☒						
	Creating Inclusive Senior Living Communities: Practical Steps for Executive Directors	☒	☒	☒						☒			
	Crafting Your Community Bronze Quality Award Application Workshop - PART 2	☒	☒								☒	☒	
	Implementing AI into Everyday Practice in Senior Living	☒	☒	☒							☒		☒
	OHCA Membership Meeting and Happy Hour	☒	☒	☒				☒					
	Supporting Emotional Wellness: Anxiety and Depression in Aging	☒	☒	☒		☒	☒						
	Workplace Safety in Senior Living: What OSHA Citations Reveal and How to Prevent Them	☒	☒	☒					☒			☒	

Wednesday, September 24, 2025: Intended Audience and Subject Matter Tracks

Time	Content Tracks	Assisted Living/ Residential Care	Nursing Facility/ Skilled Nursing	In-Home Care	Memory Care Credits	Behavioral Health	Leadership/ Workforce	Life Enrichment/ Activities	Marketing/ Customer Service	Person Centered Care	Regulatory/Legal
8:15am - 9:00am	Coffee Hour Panel: Get to know your state policy analysts and survey teams!	☒	☒				☒				☒
9:00am - 10:15am	ALF/RCF Council Meeting and Regulatory Update	☒					☒				☒
	Behavioral Challenges in Dementia: Practical Approaches and Environmental Support	☒	☒		☒	☒					☒
	The Customer Experience Equation: Refocusing on the Customer Experience as a Driver of Operational Outcomes	☒	☒	☒						☒	
	From Colleague to Captain: Transition into Your Leadership Journey	☒	☒	☒			☒				
	Moving Beyond Pills: Advancing Parkinson's Treatment for Better Quality of Life	☒	☒	☒							☒
	The Sommelier of Aging: Reimagining Your Role and Creating Meaningful Moments	☒	☒					☒	☒	☒	
10:30am - 11:45am	From Filler to Fulfillment: The Art of Purpose-Driven Activity Programming	☒	☒					☒			
	From High Conflict to Constructive Conflict: Turning Conflict into Constructive Behavior	☒	☒	☒			☒				
	Loneliness and Social Isolation: Evidence Based Findings and Wellness-Based Programming Ideas	☒	☒					☒		☒	
	Nursing Facility Council Meeting and Regulatory Update		☒				☒				☒
	Through the Lens: Understanding Escalation and Learning De-Escalation Strategies that Work	☒	☒		☒	☒					
	A Time for Discovery, Not Assessment: Seven Steps of Senior Living Sales	☒	☒	☒					☒		

Wednesday, September 24, 2025: Intended Audience and Subject Matter Tracks

Time	Content Tracks	Assisted Living/ Residential Care	Nursing Facility/ Skilled Nursing	In-Home Care	Memory Care Credits	Behavioral Health	Leadership/ Workforce	Life Enrichment/ Activities	Marketing/ Customer Service	Person Centered Care	Regulatory/Legal
1:15pm - 2:15pm	Bring Out the Best in Your Life Enrichment Program	☒	☒					☒			
	Effective Communication Between Providers and State Surveyors During the Survey Pro-cess	☒	☒								☒
	Mastering Modern Marketing: Digital Strategies that Drive Senior Living Engagement	☒	☒	☒					☒		
	Nutrition and Mental Health for Older Adults	☒	☒			☒					
	Restoring the Rhythm: Leveraging Circadian Rhythm in Dementia Care	☒	☒		☒					☒	
	Safe Teams, Strong Results: Building a Culture of Psychological Safety	☒	☒	☒			☒				
2:30pm - 3:30pm	Accountability Into Action: The Surprising Impact of Addressing Underperforming Employees	☒	☒	☒			☒				☒
	Behind the Behavior: A Personality-Based Approach to Understanding Actions	☒	☒			☒					
	Harnessing AI: Transforming Senior Living Marketing for the Modern Age	☒	☒	☒					☒		
	Life Enrichment Collaboration Roundtable	☒	☒					☒			
	Train to Retain: Designing Training to Keep Top Talent	☒	☒	☒					☒		