

EXECUTIVE DIRECTOR LEADERSHIP INSTITUTE

September 25-26, 2019 | Long Island, NY

EDLI.ARGENTUM.ORG



EXECUTIVE DIRECTOR LEADERSHIP INSTITUTE

OVERVIEW

The Executive Director Leadership Institute (EDLI) is an intensive two-day educational experience designed specifically for executive directors of senior living communities. Argentum has developed a curriculum that combines a rigorous academic grounding with real world application to enhance and enrich the work of the executive director in his or her leadership role in their senior living community.

EDLI sessions will delve into mission critical topics for executive directors in areas such as operations management, leadership, human resources, sales and marketing, clinical oversight, risk management, and more.

Participation in this program is restricted to executives who are currently employed as Executive Directors or Administrators of senior living communities (independent living, assisted living, memory care) seeking to enrich their contribution to the success of their community and their company and develop their professional skills for advancement in their company. Participants are eligible to receive up to 12 CEU hours.

EDLI LONG ISLAND September 25-26, 2019 Long Island, NY

Hyatt Regency Long Island
1717 Motor Parkway
Hauppauge, NY 11788

- [Register for EDLI Long Island](#)
- [View the Agenda](#)
- [Reserve Hotel Accommodations](#)

A hotel block is open for EDLI Long Island attendees through September 4, 2019.

Long Island Rates & Deadlines

- Member Rate: **\$699**
- Non-member rate: **\$749**

PRELIMINARY PROGRAM-AT-A GLAND

WEDNESDAY, SEPTEMBER 25, 2019

- 8:30 - 10:00 AM** Inspired Leaders, Inspired Teams, Inspired Results!
Christopher Ridenhour, SpiriTrust Lutheran
- 10:15 - 11:45 AM** Tuned In, Turned Up, Tapped Out, or Turned Off? Engaging the Disengaged,
Christopher Ridenhour, SpiriTrust Lutheran
- 11:45 - 12:15 PM** Lunch
- 12:15 - 1:45 PM** Division of ACF/Assisted Living Surveillance Regulatory Update,
Heidi L. Hayes, NY State Department of Health
- 2:00 - 3:30 PM** Risk Management Principles,
Lourdes M. Martinez and Christina Van Vort, Garfunkle Wild
- 3:45 - 5:15 PM** Developing Your Community's Workforce,
Lisa Fordyce, OnShift

THURSDAY, SEPTEMBER 25, 2019

- 8:30 - 10:00 AM** Creating a Superior Sales Culture,
Dana Asche, Bild & Co.
- 10:15 - 11:45 AM** Great Expectations: Keeping Up with Evolving Customers,
Edie Smith, ProMatura Group, LLC
- 11:45 - 12:15 PM** Lunch
- 12:15 - 1:45 PM** Balancing Mission and Margin,
Kevin Hunter, Hearth Management

EDLI LONG ISLAND PROGRAM

WEDNESDAY, SEPTEMBER 25

Keynote: Christopher Ridenhour, GFN | Director of Workplace Culture – SpiriTrust Lutheran



Christopher Ridenhour provides strategic leadership, coaching and training to upwards of 1,500 staff in an organization defined by a Culture of Considerate Behaviors. The goal is for every single team member to feel valued, appreciated, and expertly equipped to provide exemplary service in a highly stressed and regulated industry. The Mission, Vision, and Values must be more

than the words on the website in order to excel and stand out as a provider and employer of choice. How is this possible? Research-based best practices. Integral, vulnerable leadership. Necessary accountability. Honest conversations. Authentic relationships. And, of course, lots of affirmation and laughter!

8:30 AM – 10:00 AM INSPIRED LEADERS, INSPIRED TEAMS, INSPIRED RESULTS!

While our websites paint perfect pictures of Teamwork and World Class Customer Care, does everyone really, I mean, REALLY, appear as engaged as they do on the home page? Imagine the levels of success your stakeholders could experience if every team member “embraced change”, “owned problems”, and took “personal accountability” for their part in creating an EXTRAORDINARY community. When each of us learns to model “Purpose and Passion”, we create dynamic buildings defined by positive communication, greater performance, and higher retention. While everyone recognizes the AMAZING benefits that come with staff engagement and retention, the actual tools and actions are useless without commitment. It’s time to get committed! Inspired Leaders, Inspired Teams, Inspired Results promises to take you into the hearts and minds of your colleagues to reveal what inspires and motivates them to truly LIVE your organization’s Mission, Vision and Values. This unique offering will serve as the Train-the-Trainer for anyone interested in becoming a “Certified Staff Whisperer.”

Attendees will:

- Assess their professional skillset against the research-based competencies necessary to coach and encourage others to higher levels of performance and purpose.
- Identify the causes of poor retention and examine organizational and personal actions impacting job satisfaction and employee engagement.

- Practice research-driven best-practices to encourage colleagues to make a dynamic commitment to the organization’s Mission, Vision, and Values and demonstrate a readiness to accept and celebrate the ever-increasing changes impacting the organization.

10:15 AM – 11:45 AM TUNED IN, TURNED UP, TAPPED OUT, OR TURNED OFF? ENGAGING THE DISENGAGED

The beeps, tweets, dings, and riiiiings, are the notes in the soundtrack of today’s technology-driven world. While our gadgets provide us with quick and easy access to information, they also take away the focus and mindfulness necessary for effectiveness in our work and personal life. The machines are closer than ever to taking over the world. VOICEMAILS, TEXTING, POSTING, TWEETING, BLOGGING, FRIENDING, REPLY, REPLY, REPLY! The “present moment” is calling and it misses you. This interesting and interactive session will reintroduce you to your sanity by offering tips and ideas for how to stay engaged, while helping others to stay focused on organizational goals and higher performance.

11:45 AM – 12:15 pm LUNCH

12:15 PM – 1:45 PM Heidi L. Hayes | Interim Director for ACF and Assisted Living Residence Surveillance, NY State Dept. of Health DIVISION OF ACF/ASSISTED LIVING SURVEILLANCE REGULATORY UPDATE

This session will delve into trends seen in New York assisted living, including the Top 5 Common Citations in 2018, Top 5 Complaint Allegations Received in 2018, and Inspection Review Process (IRP) Determinations. The session will also cover Program & Policy Updates including the 2019-2020 Assisted Living Program (ALP) Updates.

The Division of Adult Care Facilities (ACF) and Assisted Living Surveillance will ensure that residents receive high quality services through:

- Compliance with statutory and regulatory requirements;
- Promotion of innovative and technological practices;
- Quality assurance and improvement activities; and
- Fostering of continuous improvements through collaboration with key stakeholders.

EDLI LONG ISLAND PROGRAM

2:00 PM – 3:30 PM

Lourdes M. Martinez | Partner/Director, Garfunkel Wild
Christina Van Vort | Partner/Director, Garfunkel Wild

RISK MANAGEMENT PRINCIPLES

What are the areas of greatest risk vulnerability in senior living communities? What are “realistic expectations,” and how might they impact risk management? Discover the answers to these questions while also identifying the various constituencies within a community that can improve or impede progress in managing risk.

3:45 PM – 5:15 PM

Lisa Fordyce | EVP Enterprise Development
Senior Living, OnShift

DEVELOPING YOUR COMMUNITY'S WORKFORCE

A recent Argentum report found that the senior living industry will need 1.2 million employees by the year 2025. This session will delve into best practices for hiring, training, and retaining the top talent needed to staff senior living communities, with an emphasis on developing the next generation of leadership.

Attendees will:

- Learn engagement strategies to keep your top talent
- Uncover modern recruiting practices to attract millennials to senior care
- Explore best practices to manage staffing challenges

THURSDAY, SEPTEMBER 26

8:30 AM – 10:00 AM

Dana Asche | Director of Training, Bild & Co.

CREATING A SUPERIOR SALES CULTURE

The demands required of senior living operators are growing and the pressure to perform is unrelenting. Working with executive teams daily, Bild & Company has found each is faced with the same challenge: talent shortages, increased competition and investor expectations.

The blending of real estate and healthcare is a unique and ever evolving business model and senior housing itself is in a rapid state of change. In this session, Dana will share five strategies used to strengthen your role as an Executive Director and in turn, the business you manage.

Attendees will learn best practices for managing their sales, including closing your community sales gap and simplifying sales, training your staff to effectively utilize CRM, creating an unforgettable prospect visit process, and setting expectations and accountability for your sales team.

10:15 AM – 11:45 AM

Edie Smith | Executive Vice President & Director
of Research, ProMatura Group, LLC

GREAT EXPECTATIONS: KEEPING UP WITH EVOLVING CUSTOMERS

Understanding the customer and being customer centric is critical to success in any industry. The constant momentum of evolving economic indicators, demographics, communications technology, and access to information will continue to have an enormous impact on the way we do business and the efficacy of sales programs. Prospective residents and their loved ones arrive to the community with greater knowledge, increased expectations, and longer lists of decision criteria. This session will focus on the changes in customers and how management and sales counselors can stay ahead of these trends to improve sales in your company.

11:45 AM – 12:15 PM

LUNCH

12:15 PM – 1:45 PM

Kevin Hunter | Chief Operating Officer,
Hearth Management

BALANCING MISSION AND MARGIN

The mission of senior living is to provide vibrant communities where older adults can thrive and enjoy an improved quality of life. This course will cover best practices for maintaining optimal care and services to residents while adhering to a successful budget. Participants will:

- Learn how to improve staff efficiencies so they can spend more time providing care and services
- Understand the impact of revenue and expenses on value
- Learn which resources to invest in to grow and maintain high occupancy rate

REGISTER FOR THE EXECUTIVE DIRECTOR LEADERSHIP INSTITUTE

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Complete this form in its entirety and submit it to Argentum via email to registration@argentum.org

Name

Current Employer/Company

Job Title

Street Address/PO Box

City

State/Province

Zip/Postal Code

Country

Email Address

Phone Number (with area code)

REGISTRATION RATE (SELECT ONE)

\$699/Argentum members

\$749/nonmembers

PAYMENT INFORMATION

Please provide payment information below

CREDIT CARD INFORMATION

Credit Card Type

Card Holder Name

Credit Card Number

Expiration Date

Security Code

By submitting the signed application, you authorize Argentum to charge the registration fee to the credit card provided and for the amount signified in the Registration Rate section of this form.