



# LEADINGAGE ANNUAL MEETING + EXPO

October 28-31, 2018

Pennsylvania Convention Center | Philadelphia, PA

[www.LeadinAge.org/AnnualMeeting](http://www.LeadinAge.org/AnnualMeeting)

## EXPERIENCE OVERVIEW

## Our common goal is empowering older adults to live a purposeful, fulfilled life.

This is where you'll join other dedicated professionals to exchange ideas, explore new strategies and master the latest best practices, all while reigniting your commitment and dedication. You'll engage directly with colleagues to share, inspire and learn from one another, in four productive days. Let's work together to be more nimble, better serve our country's older adults and best prepare for the upcoming changes in our field. LeadingAge is the trusted voice for aging services and the Annual Meeting is where the entire field can join in the conversation. Seize this opportunity to add your voice to the discussion. Join us in Philadelphia.







<b>EDUCATION PLANNER</b>	<b>1</b>
<b>SCHEDULE OF EVENTS</b>	<b>3</b>
<b>KICKOFF CONCERT AND KEYNOTES</b>	<b>5</b>
<b>CONFERENCE HAPPENINGS</b>	<b>8</b>
<b>EXPO HAPPENINGS</b>	<b>9</b>
<b>REGISTRATION INFORMATION</b>	<b>10</b>
<b>HOTEL AND CITY INFORMATION</b>	<b>11</b>
<b>PARTNERS AND SUPPORTERS</b>	<b>12</b>



## SCHEDULE OF EVENTS

### SUNDAY, OCTOBER 28

8:00 a.m. - 12:00 p.m.	Deep Dive Workshops (P)
8:00 a.m. - 12:00 p.m.	Life on Purpose Service Project
9:00 - 11:00 a.m.	Run/Walk Tour of Philadelphia
12:30 - 1:00 p.m.	Kickoff Concert (Doors open at noon)
1:00 - 3:00 p.m.	Vision Keynote
3:30 - 5:00 p.m.	Education Sessions (A)

### MONDAY, OCTOBER 29

8:00 - 9:30 a.m.	Education Sessions (B)
8:00 - 11:30 a.m.	Member Site Visits
10:00 - 11:30 a.m.	Education Sessions (C)
11:00 a.m. - 12:00 p.m.	Public Policy Power Panel
11:30 a.m. - 3:30 p.m.	EXPO Open with Lunch
2:00 - 5:00 p.m.	Member Site Visits
3:30 - 5:00 p.m.	Education Sessions (D)





## TUESDAY, OCTOBER 30

8:00 - 9:30 a.m.	Education Sessions (E)
10:00 a.m. - 12:00 p.m.	Inspire Keynote
12:00 - 3:30 p.m.	EXPO Open with Lunch
2:00 - 5:00 p.m.	Member Site Visits
3:30 - 5:00 p.m.	Education Sessions (F)
3:30 - 5:00 p.m.	FaceAge Participatory Experience Workshop

## WEDNESDAY, OCTOBER 31

8:00 - 9:30 a.m.	Education Sessions (G)
9:30 - 11:30 a.m.	EXPO Open with Coffee
11:30 a.m. - 1:00 p.m.	Education Sessions (H)





## KICKOFF CONCERT & KEYNOTES



### KICKOFF CONCERT | *Featuring Gin Blossoms*

**Sunday, October 28**

12:30 p.m. | Doors open at 12:00 p.m

The band's fusion of pop, melodic rock, folk and country took the airwaves by storm, making the band a natural 90's mainstay. From their breakout album through today, **Gin Blossoms** have sold over 10 million records. Last year, the band went back in the studio to record a new album. LeadingAge fans will get a taste of the new album as it works its way into the songs you know by heart. Grab your lunch and rock into your Annual Meeting experience, LeadingAge style!



### VISION KEYNOTE | *Building Trust*

**Sunday, October 28**

1:00 – 3:00 p.m.

Organizational culture is at the heart of service delivery—and trust is the foundation for everything not-for-profit organizations do. In today's economy, it is imperative for aging services leaders to build trust-based cultures that allow diverse teams to flourish, driving greater organizational effectiveness.

A professor at the Harvard Business School, **Frances Frei** formerly served as Uber's first senior vice president of leadership and strategy. Her research examines how leaders create the context for organizations and individuals to thrive. She serves as a personal advisor to senior executives embarking on cultural change and organizational transformations.





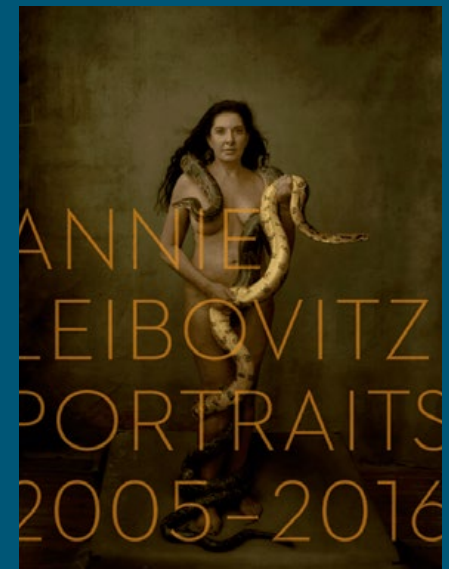
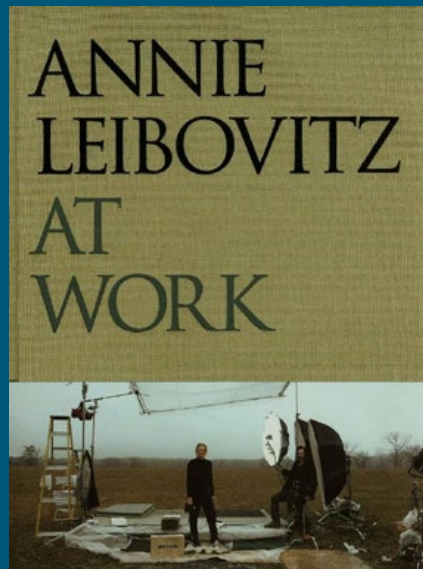
## INSPIRE KEYNOTE | *Capturing the Beauty of Aging*

**Tuesday, October 30**

10:00 a.m. – 12:00 p.m.

What makes a portrait stunning isn't the gear or technology used to capture the image, but the story it tells. A photograph simply provides a fascinating insight into a person's history, depicting a lifetime of experiences (and possibilities) unrestricted by age, accepted beauty norms, or negative perceptions of aging.

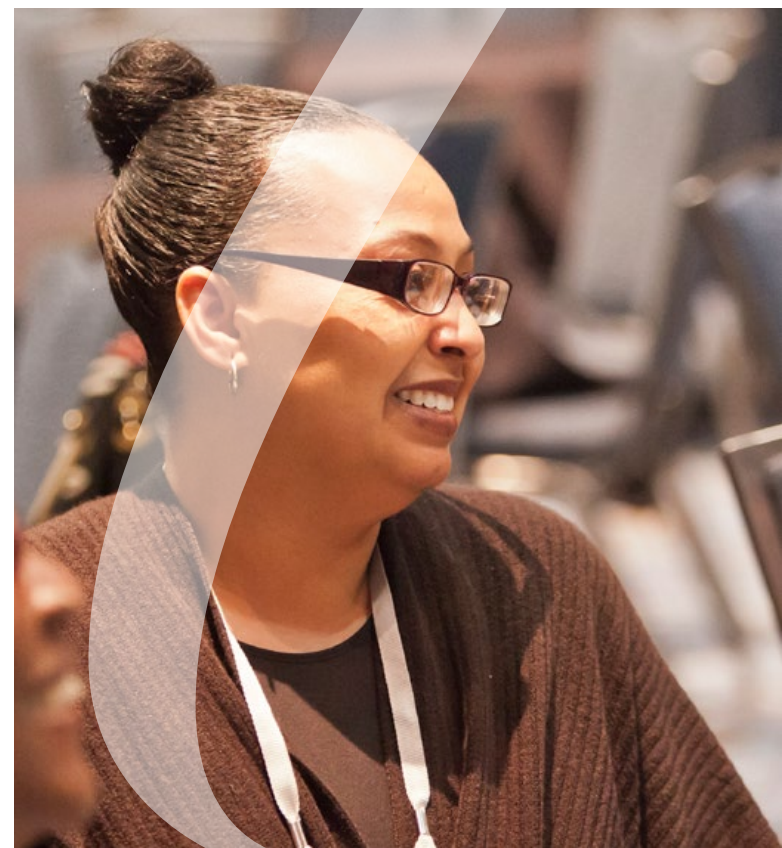
**Annie Leibovitz's** iconic pictures of celebrities first appeared in Rolling Stone and Vanity Fair in the 1970's and by the 1990's were the subject of museum exhibitions worldwide. She is one of only two living photographers who have been invited to exhibit at the Smithsonian National Portrait Gallery and in 2000 she was designated A Library of Congress Living Legend.





# N | NETWORKING EVENTS

The field comes together in Philadelphia. LeadingAge wants to help you find the people you want to connect with. Learn about all of our networking events and opportunities on our website ([LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting)) and tap the power of community.





## My Intent Bracelet. What's your WORD?

The real purpose of anyone's life is to be fully involved in living at every age. You help people on their journey to live a life with intention. What virtue do you want more of in YOUR life? What is a challenge you want to overcome? What are you most passionate about? Choose a word when you register and we'll etch it on a bracelet so you can wear it during the conference.

## Crossroads

We know the LeadingAge Annual Meeting is a big place and we want to help you find new friends and colleagues with whom to connect. Sometimes you need to just get some work done that's not conference related. Grab a seat to power up, do some work, catch up with an old friend or meet a new one. Join us for Happy Hour every day at 3:30 p.m.

## FaceAge

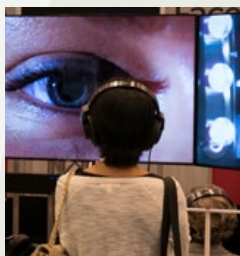
In alignment with our vision of an America Freed of Ageism, LeadingAge is proud to present FaceAge, an immersive three-screen video series built around cross-generational encounters. The series challenges perceptions, fosters introspection, builds acceptance, awareness and cross-generational connections.



### FaceAge Theater

**Sunday-Wednesday | 8:00 a.m. - 5:00 p.m.**

The FaceAge Theater will offer immersive hour-long showings of all six FaceAge chapter films, followed by a conversation with the FaceAge team of filmmakers and training facilitators. FaceAge's award-winning video program weaves together six interconnected chapter films in which young adults (18-22) and older adults (65+) reflect on life. FaceAge sparks meaningful, positive impact on the relationships between generations and groups. Come to view the films and learn more about how FaceAge can partner with you for cross-generational community engagements, workforce trainings, multidisciplinary educational programs, and a broad range of cultural programming.



### FaceAge Participatory Experience Workshop

**Tuesday | 3:30 - 5:00 p.m.**

Join us and experience firsthand what an event in your community could look like. LeadingAge and FaceAge are teaming up to produce an event where attendees are invited to participate or observe how FaceAge films lead to powerful community engagement and conversations about positive aging. The FaceAge platform is a breakthrough mechanism for establishing a meaningful, positive impact on the relationships between generations. *Not for CE credit. Please select this option when you register.*

## Public Policy Power Panel

**Monday | 11:00 a.m. - 12:00 p.m.**

What do aging service providers need to know about what's going on in Congress and the Administration? Join LeadingAge leadership and policy experts to discuss burning issues in the wake of new legislation, regulations, survey and certification guidance, and financing affecting provider members. *Not for CE credit. Please select this option when you register.*

## [RE]FRESH. [RE]CHARGE.

Throughout the meeting, join us for our wellness breaks. Have fun and get healthy as we focus on key areas of well-being—physical, emotional, spiritual, intellectual and social every day!

## PHILLY CITY RUN/WALK TOUR

**Sunday | 9:00 - 10:00 a.m. (Run) or 10:00 - 11:00 a.m. (Walk)**

See the City of Brotherly Love as you get your exercise on a guided run and walk. Tour past Philadelphia's most popular sites and see spectacular views of the city. Opt for either the 3-mile run or the 2-mile walk. *Sign up when you register!*

## LIFE ON PURPOSE SERVICE PROJECT

**Sunday | 9:00 a.m. - 12:00 p.m.**

You make a difference every day. Expand your impact to help people in need at this inspiring team centric service project. An estimated 1.7 million Americans require wheelchairs, but many do not have the resources to purchase one. You'll work in teams to assemble wheelchairs for a local organization called Project Home. *Sign up when you register!*

## YOUR CAREER PATH

More than a place to find a job, this new feature of the meeting helps you navigate your career in aging services. Get advice on your next step. Find a mentor. Leverage our private interview pods. Create your LinkedIn profile. We know aging services is more than a job. Let us help you navigate your path.

## LeadingAge LIVE

Annual Meeting daily video highlights filmed LIVE on site. Step into our studio to be part of the program.

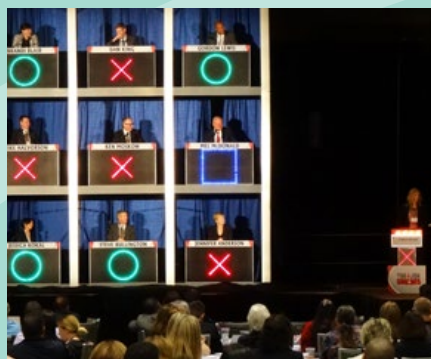
## WE ARE LeadingAge

Stop by our membership area in the center of registration, experience live music, learn about cutting-edge best practices, solutions to your toughest challenges and new membership offerings.



### DAY IN THE LIFE

Walk through a brand new day for older adults. Today's elders needs us to be intentional about the programs and services we offer to help them live a life on purpose. Join us as we celebrate LeadingAge members and cutting edge business partners delivering on that promise.



### Hollywood Squares

Based on the cult classic game show, contestants guess the correctness of aging services celebrity answers in order to win spaces in a tic-tac-toe game.



### Words from the Wise STAGE

Hear from 3 living legends about their life altering achievements which changed the world as we know it.



### Red, White and Brew

Sit down and grab a beer or soft drink as you catch up with old friends at our patriotic watering hole located on the EXPO floor.



### LARGEST EXPO IN THE FIELD AWAITS YOU

Plan ahead and prepare your list of must see Exhibitors. Visit [www.leadingage.org/expo](http://www.leadingage.org/expo) to access the most up-to-date exhibitor list. Select the Category List option to discover the many NEW Exhibitors, see what's on the horizon with the Start Up Garage companies and explore the many innovative products and services the EXPO has to offer. More exhibitors will be added regularly so be sure to visit the online floor plan often to preview the EXPO.



## Register and reserve your hotel online at [LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting)

The LeadingAge Annual Meeting & EXPO takes place at:  
Pennsylvania Convention Center,  
1101 Arch St., Philadelphia, PA 19107

## Login Questions?

Please contact [MyLeadingAgeSupport@LeadingAge.org](mailto:MyLeadingAgeSupport@LeadingAge.org) or 1-866-898-2624 option 1.

## Registration Questions?

Please contact [LeadingAge@Showcare.com](mailto:LeadingAge@Showcare.com) or 514-228-3159.

Register by Aug. 23 for Member Discounted Rate.

## Registration Confirmation, Payment, Changes, Group Registrations, Cancellations, etc.

Please visit [LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting) for more detailed information.

## Registration Categories

Please refer to [LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting) for detailed registration category descriptions and fees.

### ATTENDEE\*

*\* Business firms and exhibitors may not register under this category.*

This category applies to all individuals attending the Annual Meeting NOT associated with a business firm, and includes employees and board members of aging services provider organizations, retired NH/AL administrators, full-time university professors and employees of not-for-profit organizations.

- Full Attendee (Sunday - Wednesday)
- Daily Attendee (Choice of Sunday - Wednesday)

### BUSINESS FIRM NON-EXHIBITOR

This category applies to companies and individuals who sell/market products and/or services and are not exhibiting in the EXPO. Exhibitors have invested significant dollars to help attract attendees and the fees ensure non-exhibiting companies are equally supporting marketing efforts. For information about exhibiting, please contact the Exhibit Sales Team at [Sales@LeadingAge.org](mailto:Sales@LeadingAge.org).

- Full Business Firm Non-Exhibiting (Sunday - Wednesday)
- Daily Business Firm Non-Exhibiting (Choice of Sunday - Wednesday)

### EXHIBITOR

This category applies only to individuals employed by an exhibiting company in the EXPO. Contractors or consultants are not eligible to have a badge under another exhibiting company's name. Please refer to [LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting) for detailed exhibitor registration information, categories, and fees – including badge limit allotments.

- Trade Show Only
- Discounted Education/Trade Show
- Full Education/Trade Show (CE)
- Daily Education/Trade Show (CE)

### RESIDENT/ELDER

This category applies to individuals who reside in or receive services from a provider organization. This category is not eligible for CE credits.

### STUDENT

This category applies only to full-time college/university students who are interested in the aging services field. This category is not eligible for CE credits.

### FRIENDS & FAMILY

This category applies only to friends and family members of conference registrants (who are NOT employed with a business firm or a provider organization in the aging services field). This category is not eligible for CE credits.

### CE Credit Eligibility

Only the following registration categories are eligible to obtain continuing education credits:

- Attendee (Full/Daily)
- Business Firm Non-Exhibitor (Full/Daily)
- Exhibitor (Full/Daily Education/Tradeshow)

*To receive CE credits, please complete the CE section of the registration form. LeadingAge cannot issue credit or certificates of attendance without this information.*

Please refer to [LeadingAge.org/AnnualMeeting](https://LeadingAge.org/AnnualMeeting) for registration fees.

# H | HOTEL AND CITY INFORMATION

## Please refer to [LeadingAge.org/AnnualMeeting](http://LeadingAge.org/AnnualMeeting) for hotel listing, rates and map.

Hotels are filled on a first-come, first-served basis when you register for the meeting. After Aug. 23, hotel reservations will be accepted on a space-available basis with no guarantee that the conference rates will apply. All rates are per room, per night, plus taxes.

A credit card guarantee is required with each reservation request. Credit cards must be valid through your hotel check-in date (November 2018). Hotel reservations without a valid credit card guarantee will not be processed. The hotel may charge a one-night deposit to the credit card on file prior to check-in.

## Beware of Hotel Room Poachers!



Hotel reservations for the Annual Meeting should be made directly through our registration link. If you provide your credit card to unauthorized vendors, your card could be compromised and you may not have a reservation when you arrive onsite. Showcare is our official housing provider.

## Registering 7 or More Attendees/Group Rooms

If you need to register and reserve rooms for seven or more people, please download the group hotel form from [LeadingAge.org/AnnualMeeting](http://LeadingAge.org/AnnualMeeting) (Hotel section) and submit it no later than Aug. 16, 2018. For assistance, please contact [GroupHousing@Showcare.com](mailto:GroupHousing@Showcare.com) or call 514-228-3145. Please note that reservations cannot be accepted by phone. Completed forms will only be accepted by fax; our secure server will reject any emails with credit card information.

## Hotel Confirmations, Changes and Cancellations

Hotel confirmations are included within your registration confirmation email and will be sent after each reservation booking, modification, and/or cancellation. Review each one carefully for accuracy. If you do not receive a confirmation via email within five to seven days after any transaction, please contact the housing bureau at [LeadingAge@Showcare.com](mailto:LeadingAge@Showcare.com). For more details, please consult [LeadingAge.org/AnnualMeeting](http://LeadingAge.org/AnnualMeeting).

For Philadelphia city and transportation information, please visit our website.







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## PARTNERS AND SUPPORTERS

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## LEADINGAGE SUPPORTERS



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