

CONFERENCE  
REGISTRATION



# What if

## 2019 Annual Meeting and Exhibition

Cool Springs Marriott  
Franklin, Tennessee  
July 29 - 31, 2019



*LeadingAge*  
Tennessee

## CONFERENCE SPEAKERS

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**Matt Thornhill**

### **TOMORROW'S SENIOR LIVING OPPORTUNITY:**

#### **What if you could be the Netflix in a Blockbuster World?**

We all know change is coming to senior living, but what? when? how? And more importantly, who? In this eye-opening keynote, Matt Thornhill — futurist, generations expert, and co-founder of the Think Tank Institute for Tomorrow — will share insights and perspectives on the future. In this informative and provocative session, you'll

gain a better understanding of the relevant trends impacting senior living. Matt also will share the implications of his firm's most recent study about how today's older Boomer thinks, feels, and behaves when it comes to where and how they'll live, and how they plan to take care of themselves. He'll show you how an understanding of the mindsets and preferences of today's Boomers will create new opportunities for all.

Matt Thornhill is a research-based futurist and nationally-recognized generations expert. He is co-founder and managing partner of the Think Tank Institute for Tomorrow based in Richmond, VA. Matt spends most of his time helping organizations across the country see the future so they can win their tomorrow. Matt literally wrote the book on marketing to Boomers, Boomer Consumer, and is routinely tapped by the media for his thought leadership on the future and the generations shaping it.



**Leah Brown**

### **STAYING POWER:**

#### **What if you could keep your best talent?**

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Workforce thought leaders from Crescendo Strategies will share insight on why staffing is so challenging today and additional ways to gain greater staffing stability. Join us to learn how to slow the revolving door, more effectively manage the impending shorter-term workforce, and maximize the time you have with each employee.

Leah Brown is a Talent Retention Strategist for Crescendo Strategies, a Louisville-based firm committed to reducing unnecessary employee turnover for clients across multiple industries. Leah has 25 years of experience facilitating leadership programs through organizations such as the U.S. Chamber of Commerce's Institute of Organizational Management, Dale Carnegie, the Department of Defense Education Activity, and the International Center for Corporate Learning at Sullivan University. Leah was included in Louisville's Business First Magazine's "20 People to Know in Workforce Development."



## BACK FOR A SECOND YEAR! TOWN HALL CONVERSATION

The LeadingAge Tennessee Town Hall Conversation is your opportunity to provide input to LeadingAge about ways public policy is affecting you, the older adults you serve – and how policy could be changed for the better. LeadingAge has established a new public-policy setting process, the most important part of which is a Town Hall Conversation in each state. LeadingAge state and national staff, and a member of the LeadingAge national Board of Directors, will participate to hear directly from you. Results of last year's conversations will be shared; those along with conversation from this year will be reviewed by LeadingAge's Policy Committee, Board of Directors and staff, and will be used to set public policy priorities to better represent your interests and the interests of older adults in Washington, DC. The feedback from each Town Hall will be aggregated so we can identify the most pressing issues across states, themes and emerging issues.

### 2019 LATN CONFERENCE SCHEDULE

#### DAY 1 7/29

10:00 – 1:00 & 3:00 – 6:00	Registration Open
1:00 – 4:30	Deep Dive Tools and Grants for Improved Resident Engagement
4:30 – 6:00	Welcome Reception

#### DAY 2 7/30

7:00 – 10:00	Registration Open
7:30	Breakfast
8:00 – 10:00	Welcome, Business Meeting, Awards, Keynote
10:00 – 10:15	Break
10:15 – 11:15	Concurrent Sessions
11:15 – 11:30	Break
11:30 – 12:30	Concurrent Sessions
12:30 – 2:00	Trade Show and Lunch
2:00 – 3:00	Concurrent Sessions
3:00 – 3:15	Break
3:15 – 4:15	Concurrent Sessions
4:30 – 5:30	Closing Keynote

#### DAY 3 7/31

8:30 – 11:00	Public Policy Updates and Town Hall Conversation
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# registration information

## 2 WAYS TO REGISTER BY JULY 15, 2019

1. Online at [LeadingAgeTN.org](http://LeadingAgeTN.org)

2. Mail your completed form with a check to LeadingAge TN, P.O. Box 14638, Knoxville, TN 37914.

### STEP 1: CONTACT INFORMATION

Attendee First, Last Name and Title: \_\_\_\_\_

Facility / Company: \_\_\_\_\_ Social Media: @ \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

### STEP 2: PLEASE CHECK THE FOLLOWING THAT APPLY. (All included with full conference registration.)

I plan to attend the following meals/events:

Monday, July 29: ☐ Welcome Reception

Tuesday, July 30: ☐ Breakfast ☐ Lunch

Wednesday, July 31: ☐ Breakfast

☐ Dietary Restrictions, if any: \_\_\_\_\_

### STEP 3: CHOOSE YOUR REGISTRATION

A	<b>FULL CONFERENCE REGISTRATION (Mon.-Wed.)</b> <small>Fees include all educational sessions and admission to all meals and events on July 29-31</small>	<b>Early Bird</b> <small>Before June 1</small>	<small>After June 1</small>	<b>COST</b>
	1st Member Participant	\$500	\$525	\$
	2nd Member Participant	\$450	\$475	\$
	3+ Member Participant	\$400	\$425	\$
	Non-Member	\$600	\$625	\$
TOTAL				\$

\*(Third person plus discount applies after first and second person fees are applied. Individual communities within multi-site organizations are considered separate communities for purpose of applying discounts for multiple participants. The corporate headquarters of a multi-site organization is considered to be a community in this context and may apply the discount for multiple participants who are employed at the corporate headquarters.)

B	<b>DAILY REGISTRATION FEE</b>	<b>MEMBER</b>	<b>NON-MEMBER</b>	<b>COST</b>
	Daily Participant – Tuesday: July 30 (Includes breakfast & lunch)	\$325	\$375	TOTAL \$

C	TOTAL REGISTRATION FEES: Section A \$_____ + Section B \$_____ = TOTAL ENCLOSED \$
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### STEP 4: PAYMENT INFORMATION

Charge to: ☐ Visa ☐ Master Card ☐ Discover ☐ American Express

Credit Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder name: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

# general information

## WHAT IF....

**What if...**we were more passionate?

**What if...**we embraced new Ideas without any reservations?

**What if...**we freely considered different perspectives?

**What if...**we empowered our teams to take more strategic risks?

**What if...**we could achieve more with new partners?

**What if...**we had confidence to step outside the box, out of our lane and beyond our comfort zone?

**What if...**we dreamed without limits?

**What if...**we focused on our missions instead of our tasks?

**What if...**we helped people find passion and purpose?

**What if...**we made life better for older people, our staffs, our communities and our STATE?

## HOTEL

A block of rooms is held for conference participants at the Franklin Marriott Cool Springs Hotel. Please call the Marriott directly at 800-228-9290 and be sure to request the LeadingAge Tennessee conference room rate of \$169. The deadline for group rate hotel reservations is July 15, 2019. Note: Hotel reservations received after the deadline will be accepted based on availability at the standard room rates.

## CLICK HERE TO REGISTER ONLINE

Franklin Marriott Cool Springs is located at 700 Cool Springs Boulevard Franklin, TN 37067.

## REGISTRATION

Registration may be completed online at [www.leadingagetennessee.org/2019conference](http://www.leadingagetennessee.org/2019conference). Alternatively, the registration form provided in this booklet may be completed and returned with check payable to LeadingAge Tennessee and mailed to P.O. Box 14638, Knoxville, TN 37950. The registration deadline is July 15, 2019. For more information regarding registration please contact Gwyn Earl at (865) 748-4932.

## CONTINUING EDUCATION CREDIT

LeadingAge Tennessee has applied for a total of 14 hours of continuing education clock hours by NAB/NCERS for the Deep Dive Experience and all sessions. Each educational session will be applied for separately. Participants must stay for the entire session to receive credit.

## SPECIAL REQUESTS

Participants needing special assistance, including dietary restrictions, should contact Gwyn Earl at [Gwyn@LeadingAgeTN.org](mailto:Gwyn@LeadingAgeTN.org).

## CONFERENCE ATTIRE

Attire for the conference is business casual and dressing in layers is recommended for varying temperatures in meeting rooms. Please inform session moderators if adjustments need to be made to the sound, lighting, or temperature for your comfort.

## CANCELLATION POLICY

Written requests for cancellation must be received at the LeadingAge Tennessee office no later than JULY 22, 2019. All cancellations received prior to July 22, 2019 will be refunded less a \$50.00 administrative fee. All cancellations received after July 22, 2019 will be non-refundable.