**SCHEDULE AT A GLANCE**

**Monday, October 2, 2017**
- 11:00 AM: WHCA PAC Fall Golf Invitational
  - **Sponsored by:**
- 12:30 PM: Conference Registration Opens
- 1:00 PM: Breakout Sessions
- 2:45 PM: Breakout Sessions
- 4:15 PM: Education Adjourns
- 6:00 PM: Dine Around

**Tuesday, October 3, 2017**
- 8:00 AM: Registration Opens
- 8:30 AM: Keynote Session
- 10:15 AM: Breakout Sessions
- 11:45 AM: Lunch
  - **Sponsored by:**
- 12:45 PM: Breakout Sessions
- 1:00 PM: IHCA & WHCA Board Meetings
- 2:30 PM: Breakout Sessions
- 4:00 PM: Exhibit Showcase
- 6:00 PM: Happy Hour
- 7:00 PM: Fabulous Fall Fun Night
  - **Sponsored by:**

**Wednesday, October 4, 2017**
- 8:00 AM: Registration Opens
- 8:30 AM: Breakout Sessions
- 10:15 AM: Breakout Sessions
- 11:45 AM: Conference Adjourns

**CONTINUING EDUCATION**

This conference is approved by the Washington Department of Social and Health Services for up to 12 continuing education units for assisted living professionals, and meets the requirements of Chapter 246-843-130 WAC for up to 12 continuing education units for skilled nursing professionals.

CEUs offered by the Idaho Health Care Association are approved by the Idaho Board of Examiners of Nursing Home Administrators and the Idaho Board of Examiners of Residential Care Facility Administrators. For more information, click [here](#).

**CANCELLATION POLICY**

Cancellations made in writing on or before September 25, 2017, are subject to a $25 cancellation fee per person. Cancellations made after September 25, 2017, are completely non-refundable. Substitutions requested in writing are welcome.

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**CONFERENCE ACCOMMODATIONS**

This year’s Fall Conference will be held at The Historic Davenport Hotel. Rooms have been blocked for attendees in the Historic Davenport and the Davenport Tower. You may make reservations by calling either of the hotels. Reserve your room today!

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<th>Historic Davenport Hotel</th>
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**REGISTRATION INFORMATION**

**Full Conference Package:** Includes entry to all conference education sessions, meals, refreshment breaks, the Exhibit Showcase, the Fabulous Fall Fun Night, and up to 12 continuing education units. **$179** (non-member **$358**)  

**Monday Only Package:** Includes entry to educational sessions offered on October 2 (variety of concurrent sessions available), refreshment breaks, and up to three continuing education units. **$79** (non-member **$158**)  

**Tuesday Only Package:** Includes entry to educational sessions offered on October 3 (variety of concurrent sessions available), lunch, entry to the Exhibit Showcase, and up to six continuing education units. **$109** (non-member **$218**)  

**Wednesday Only Package:** Includes entry to educational sessions offered on October 4 (variety of concurrent sessions available), refreshment breaks, and up to three continuing education units. **$79** (non-member **$158**)  

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**REGISTER HERE**
EDUCATION SCHEDULE

- Assisted Living
- Skilled Nursing
- General

Monday, October 2 | 1:00 PM—2:30 PM
- Assisted Living Systems that WORK
- Bringing Your Quality Teams to Life
- Bridging the Gap from Bronze to Silver National Quality Awards

2:45 PM—4:15 PM
- Three Meals a Day: The Person Directed Way
- SNF, CMS, Survey, RoP, and Regulatory Update
- Pillars of Success: Five Keys to Effectively Interact with Persons Living with Dementia

National Quality Awards

Tuesday, October 3, | 8:30 AM—10:00 AM
- The One Goal that Impacts ALL OTHERS: Staff Stability

10:15 AM—11:45 AM
- Architecture of Excellent Care Planning: Resident Designed, Care Team Engineered
- Overview, the Demise of RUG and the Dawn of the Resident Classification System (RCS-I)
- In a High Tech World, We Need High Touch Leadership

12:45 PM—2:15 PM
- Achieving Your Occupancy Goals: The Magic Formula for Assisted Living
- QAPI: Designing and Implementing a Plan
- Hot Topics in Employment Law

2:30 PM—4:00 PM
- Achieving Your Occupancy Goals, continued...
- Emergency Preparedness from a Community Perspective
- How to Lead this Baby-Boomer, GenX, and Millennial Crew

Wednesday, October 4 | 8:30 AM—10:00 AM
- Building a Positive and Productive Culture through Strategic Leadership
- Team Centered Wound Care: Making Your Wound Care Safe and Simple Again
- Customer Service as a Risk Management Program for AL and SNF Operations

10:15 AM—11:45 AM
- Caring for LGBT Individuals in Assisted Living
- Answer the Call - Reversing Adverse Events: Avoiding Harm and Rehospitalizations
- Making VA and Medicaid Benefits Work for the Family and the Resident

THANK YOU!

We wish to thank the following companies for sponsoring the WHCA Fall Conference:

Alliance Insurance Group
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Apollo Corporation
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Brain Injury Alliance of Washington
Columbia Roofing & Sheet Metal
Consonus Healthcare Services
Creative Strategies
Daverco, LLC
Doritar Personal Care
Eldermark Software/Simply Connect
Employer Resources Northwest
Food Services of America
Geneva Woods Pharmacy
Grand Canyon University
Healthcare Services Group, Inc.
Heartland Pharmacy
HPSI Purchasing Services
Infinity Rehab
Institute for Professional Care Education
Intalere
Invacare

Legacy Power Systems
Management Services Northwest
McKesson Medical-Surgical
Medline
Mercury Pharmacy Services, Inc.
NADONA
Navigator Group Purchasing
Omnicare of Seattle
Optum
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PayNorthwest
PROPACPAYLESS Pharmacy
Propel Insurance
Schryver Medical
SimplyThick
Sound Health Medical
Soundview Medical Supply
Time Equipment Company
United Wound Healing
Washington Automated Inc.
Western Bus Sales, Inc.
Assisted Living Systems that WORK | Mandy McKenzie | Assisted Living | Elizabethan
Are you an assisted living leader who feels like you’re constantly going around the same mountains? Are you churning out processes that your care team does not follow? Are you wondering why your staff isn’t following direction? Where is the chaos coming from? Maybe it’s time to look at your systems. We talk about systems a lot in the assisted living world, but what is a system? What’s the framework for building good systems? We’ll talk about how to create effective processes that really work to guide your team, streamline your processes and eliminate unnecessary steps. We’ll learn how leaders in assisted living create their own bottlenecks in their processes and how to improve staff participation and workflow by getting strategic about systems. We’ll focus on how to execute, evaluate and tweak your systems to ensure your process has maximum impact.

Bringing Your Quality Teams to Life | Elena Madrid | Skilled Nursing | Marie Antoinette
This session is designed to utilize a dynamic learning environment to increase the participant’s understanding of essential strategies to bring their teams and quality initiative plan to life across an organization. The AHCA Quality Initiative plan will serve as the movie script as themes and characters will bring the plan to life and demonstrate the path to sustainable quality. Discussion topics will include the Baldrige Excellence Framework. We will engage participants through each of the criteria and then integrate the quality initiative goals. One of the key areas we want to emphasize is how the framework and quality initiative plan leads to sustainable quality.

Bridging the Gap from Bronze to Silver National Quality Awards | Lori Heiner | General | Isabella
Congratulations on your Bronze Quality Award! Now you are ready to take the next step in your quality journey to excellence by applying for the Silver Award. This is the time to demonstrate the achievements your organization has made in Health Care Process, Customer and Workforce Satisfaction, Leadership and Marketplace Performance. This course will review the criteria for each stage of the silver award process including organizational profile, health care criteria and finally results. You will have what you need to bridge the gap between the bronze and silver award. So what are you waiting for? You have done the hard work. Now it’s time to go for the silver!

Three Meals a Day…The Person Directed Way | Bill Lutz | Assisted Living | Isabella
A comprehensive and intensive look at how to create and implement "outside the box" dining solutions for the increasing demands of seniors today and tomorrow. This session will guide attendees along a path of interactive real life problem solving scenarios whose outcome will enable them to initiate real action upon returning to their respective duties. The primary goal is always vastly improved customer and employee satisfaction. The program presents a completely new and improved "future perspective" on dining solutions that can be delivered anywhere.

The participant can expect to take away knowledge and understanding of current dining facility short comings, new ideas of how to quickly change focus on resident appreciation and expectations when dining, and much more.
This session will provide a synopsis and status update regarding the numerous changes and requirements affecting the skilled nursing facility providers. Elena will discuss Phase II of the CMS Requirements of Participation, emergency and disaster preparedness, RCS updates, and numerous other topics. Bring your questions and your concerns as this session will be highly interactive!

Pillars of Success: Five Keys to Effectively Interacting with Persons Living with Dementia | Eric Collett | General | Elizabethan

Are you someone who loves learning and looks for innovative, out-of-the-box solutions and better ways of serving others? Do you care for someone living with dementia? Then you will not want to miss "Pillars of Success: 5 Keys to Effectively Interacting with Persons Living with Dementia" presented by Eric Collett, a nationally-recognized dementia expert, thinker and educator. In Pillars of Success, you will learn how to shift from task-based to person-centered ways of thinking and behaving, how to better see the world like those living with dementia see it, and how to more effectively assist residents in bathing, dressing, toileting, eating, and other ADLs by consistently applying 5 key principles. Along the way, you will learn an analogy to better understand memory loss, gain insight regarding how emotions work and discover a tool that is valuable in hiring and training the right people.

Tuesday, October 3 | 8:30 AM
The One Goal that Impacts ALL OTHERS: Staff Stability | Lou Ann Brubaker | General Session | Isabella

In late April 2017 the Centers for Medicare and Medicaid Services (CMS) issued an advance notice of proposed rulemaking outlining a proposed, significant revamp of the skilled nursing facility Medicare payment system. The notice reads, "We are issuing this advance notice of proposed rulemaking (ANPRM) to solicit public comments on potential options we may consider for revising certain aspects of the existing skilled nursing facility (SNF) prospective payment system (PPS) payment methodology to improve its accuracy, based on the results of our SNF Payment Models Research (SNF PMR) project. In particular, we are seeking comments on the possibility of replacing the SNF PPS’ existing America’s Nursing Homes initiative requires a more diligent effort in assuring success in these two core operational elements.

In this engaging and dynamic Keynote you’ll learn what drives staff out the door, what part money really plays, how to recruit and on board more effectively, and what supervisory strategies help promote long-term retention.

Tuesday, October 3 | 10:15 AM
Architecture of Excellent Care Planning: Resident Designed, Care Team Engineered | Vicki McNealley | Assisted Living | Elizabethan

There is a crossover that takes place for many residents in assisted living; it is when they relinquish their power of decision on how their care planning should be designed and carried out. The one who selected what to wear, who to visit, where to travel, what color to paint their walls, and what kind of car to drive suddenly finds themselves in the passenger’s seat letting someone else drive the decision making for them. Whether by the path of least resistance or the need to get things done, care teams can play into this crossover of power by addressing family members, physicians, and others involved in the support of the resident. During this session, we will dive into the need for the resident to remain in the driver’s seat for as long as possible and learn ways to ensure that care planning, care teams, and family members and supporters ensure that the resident remains the architect and designer of their care leaving the engineering of the plan to the team entrusted with their care.

Overview, the Demise of RUG and the Dawn of the Resident Classification System (RCS-I) | Bill Ulrich | Skilled Nursing | Marie Antoinette

Session Sponsored By: CBSI

It doesn’t matter if your facility’s focus is on improving your clinical outcomes, resident/family satisfaction, occupancy/mix, or regulatory performance -- at the heart of each one’s accomplishment is staff stability. Simply stated, staff turnover will undermine each one.

In today's senior care it's not enough to recruit (and fill) whenever there’s an opening, you have to retain quality staff once they’re on board. Supporting AHCA's Advancing Excellence in
case-mix classification model, the Resource Utilization Groups, Version 4 (RUG-IV), with a new model, the Resident Classification System, Version I (RCS-I). During this session, Bill Ulrich, President/CEO of CBSI, will offer an outline of the proposed new system and identify some of its advantages and disadvantages. In addition, the presenter will help participants understand the operational changes that could occur as well as the potential timeline of the implementation. The presenter will outline the proposed system by identifying the key differences between RUG and RCS-I and outline potential changes in payment, financial incentives, as well as operational change required to implement this proposed new system.

In a High Tech World, We Need High Touch Leadership | Larry Friis | General | Early Bird
High-touch leadership focuses on the leader-follower relationship and the importance, value, and need for a more engaged workforce. We will uncover how leaders make connections, find employee assets, and effectively strengthen followers.

Attendees will learn what it means to “Be Present,” as well as better understand what leadership attributes help foster greater leader/follower loyalty.

Tuesday, October 3 | 12:45 PM
Achieving Your Occupancy Goals: The Magic Formula for Assisted Living | Lou Ann Brubaker | Assisted Living | Early Bird
Session Sponsored By:
Management Services Northwest
The National Investment Center for Seniors Housing & Care (NIC) measured average ALF occupancy as roughly 87%—yet some operations nationally are in the mid-to-upper 90s. In this three-hour marketing DEEP DIVE we’ll explore what how AL leaders drive higher occupancy—in terms of both external AND internal factors. This isn’t a ‘theoretical’ marketing discussion but one built upon effective best practices for 2017 and beyond. You’ll leave with immediately actionable strategies to jumpstart your occupancy efforts upon your return to your community.

QAPI: Designing and Implementing a Plan | Demi Haffenreffer | Skilled Nursing | Marie Antoinette
Session Sponsored By:
Haffenreffer & Associates
An effective Quality Assurance and Performance Improvement (QAPI) system requires a plan. CMS is requiring you to present your QAPI plan. Overall improvement includes all services you provide and includes all stakeholders you serve. It takes time, persistence and calls for initiative and leadership at all levels. Success requires good design based on thorough knowledge of the essential components as defined by CMS, the institution of well-defined measures and an understanding of how your program will be assessed by the State survey agency. This workshop will cover essential elements for the design and implementation of your QAPI system. Come prepared to participate in creative and practical exercises in QAPI design and take home a number of tools to incorporate into your QAPI system.
Hot Topics in Employment Law | Krista Hardwick | General | Elizabethan Session Sponsored By: Lane Powell
During this session, Krista Hardwick of Lane Powell will review recent and upcoming changes to labor and employment laws in Washington state and at the federal level. Of particular focus will be the new Washington paid sick leave law that goes into effect January 1, 2018 and the new Washington paid family and medical leave insurance law that Governor Inslee signed last week. Participants will learn strategies for dealing with recreational and medical marijuana in the workplace as well as hear about the status of the Department of Labor’s new white collar overtime rules. Additional information will cover rules regarding volunteers in the workplace, best practices for accommodating employees with disabilities, avoiding retaliation claims, and lessons learned from recent employment-related lawsuits against long term care facilities.

Tuesday, October 3 | 2:30 PM Achieving Your Occupancy Goals, continued…| Lou Ann Brubaker | Assisted Living | Early Bird Session Sponsored By: Management Services Northwest

Emergency Preparedness from a Community Perspective | Travis Nichols | Skilled Nursing | Elizabethan
During this session, Travis Nichols, Washington Region 9 Healthcare Coalition Coordinator, will moderate a panel with partners from the Department of Health, the Department of Social and Health Services, and Idaho’s Healthcare Coalition team to discuss the upcoming Emergency Preparedness Rules and how the community of providers can work with the various resources available to ensure they are in compliance. This discussion will offer tips on how to interact with various community services and other providers to create a network and engage in exercises to fulfill requirements in the new rules. Additional information will be provided once Mr. Nichols secures the panelists.

How to Lead this Baby-Boomer, GenX, and Millennial Crew | Larry Friis | General | Marie Antoinette
High-touch leadership examines the role of leaders at all levels of an organization. Baby-boomers are retiring and Gen Xers are being thrust into leadership while Millennials think of work differently. What do the leaders do, who were trained by the Baby-Boomers, when Millennials do not respond to those leadership styles?

Attendees will learn how to make the right connections, as well as how to exchange formal processes using matrix collaborations.

Wednesday, October 4 | 8:30 AM
Building a Positive and Productive Culture through Strategic Leadership | Shari Storm | Assisted Living | Pennington A
Leadership strategies have a major effect on the culture of a business. As a leader, it is up to you to determine what culture works best for your company, as well as how to build and foster that culture among your employees.

During this presentation, Shari storm will share how to manage people through times of change, how to motivate people to be more productive, and how to train people to be better problem solvers.

Team Centered Wound Care: Making Your Wound Care Safe and Simple Again | Ryan Dirks: Dr. Rodney Snyder, MD, CWS; Amy Erickson, LPN, CWA | Skilled Nursing | Pennington B Session Sponsored By: United Wound Healing
Caring for residents with chronic wounds has become more complex and more risky in the post-acute settings. The prevalence of chronic wounds continues to increase in the U.S population, including those requiring post-acute care. Changing regulations and standards of care often leave nurses and caregivers confused and at risk.

This interactive case-study based presentation will engage attendees emphasizing the value of a true interdisciplinary team approach to a successful wound care program.

Don't let your wound care leave YOU wounded!

Customer Service as a Risk Management Program for AL and SNF Operations | Dr. Albert Munanga | General | Pennington C
This risk management presentation evaluates the organization’s operations and interactions with its clients and identifies potential risk factors and common pitfalls based on a customer service model.

The presentation starts by defining customer service and providing a case for customer service
as a risk management program in today’s long term care market place. Opportunity areas for customer service/ risk management are identified and measurement outcomes proposed.

Lastly, ways to create a sustainable customer service culture are discussed.

**Wednesday, October 4 | 10:15 AM**

*Caring for LGBT Individuals in Assisted Living* | *Lori Heiner* | *Assisted Living* | *Pennington C*

Many older LGBT adults have lived through discrimination, social stigma, financial hardships, and poor access to healthcare. Many are reluctant to seek health care services for fear of further prejudice or discrimination. By creating a welcoming, safe and LGBT-affirming space, providers will be better able to provide culturally-competent and person-centered care. This support of resident rights equally to all residents fosters an environment of honesty and trust so all residents can be their authentic selves.

**Answer the Call - Reversing Adverse Events: Avoiding Harm and Rehospitalizations** | *Patricia Howell* | *Skilled Nursing* | *Pennington B*

*Session Sponsored By: McKesson*

Providing quality of care is the most important goal of the post-acute care provider. Learn about the CMS call to action to reduce adverse events in nursing homes based on the 2014 OIG Report. Also, learn about strategies to reverse adverse events, avoid harm, and improve care. This session will help put proactive practice steps in place to positively improve care.

**Making VA and Medicaid Benefits Work for the Family and the Resident** | *David Wilson* | *General* | *Pennington A*

*Session Sponsored By: Ahrens DeAngeli Law Group*

This presentation will cover VA and Medicaid benefits that help pay for care for residents of assisted living and skilled nursing facilities. Rules of eligibility for VA pensions and for Washington and Idaho Medicaid will be reviewed. Strategies for accelerating eligibility and protecting assets will be discussed. At the assisted living level of care, minimization of the negative financial effects of accepting Medicaid will be discussed, including pairing benefits in productive ways and paying for services in addition to those covered by Medicaid. At the skilled nursing level of care, strategies for getting Medicaid approved more quickly and with less risk to the facility will be outlined. After the presentation, attendees should be able to identify residents that are eligible to apply for benefits, should be able to identify residents that with some help can be made eligible for benefits, and should be able to more effectively utilize Medicaid and VA pension benefits to attract and retain residents.
Amy Erickson always knew she wanted to help others. She began her health care career in 1998 and when she became a nurse, she knew that nursing was her calling and health care was her passion. She has over 10 years' experience working in the skilled nursing field as a wound nurse and staff development coordinator. She has a strong love for teaching and building teams.

Amy is dedicated to wound healing. She enjoys helping patients evolve and heal. She feels there is no greater payoff than to see patients smile and feel good because they feel better.

Bill Lutz is owner of Optimum Solutions & Strategies, LLC whose mission is to jump start culture change in residential healthcare communities through grass roots changes in dining services. The result is savings in labor and food cost, vastly improved food preparation, and more satisfied customers. Bill educates residential healthcare practitioners by presenting various seminars, workshops, and cooking demonstrations across the country. Bill's seminars speak to the need for practical improvement in dietary services, and how to enhance food service through restaurant-style service, methodology, and execution.

Before founding Optimum Solutions in 1997, Bill owned and operated several award-winning fine dining restaurants in Columbus, Ohio. For the past 19 years Bill has worked nationwide implementing positive change in residential health care communities.

Bill Ulrich is a nationally-recognized expert and frequent speaker on Medicare, Medicaid and billing issues. Bill Ulrich has more than 26 years of experience in the health care industry as a financial and Medicare consultant beginning in 1989 with The Hillhaven Corporation and founding his own consulting company in 1998. Prior to founding CBSI in 1998, Bill was vice president of the consulting subsidiary of a national nursing home chain, where he directed the efforts of 43 experts who provided daily, comprehensive consulting services to 300 long term care facilities nationwide.

David Wilson is an elder law attorney with Ahrens DeAngeli Law Group; he speaks and publishes regularly on elder law issues. He holds a Juris Doctorate from Arizona State University and an LLM in Taxation from New York University. David is a board certified elder law attorney; his practice focuses on seniors and helping seniors find and pay for long term care. He is currently a member of the Volunteer Leadership Board of the Greater Idaho chapter of the Alzheimer’s Association, the Medicaid Sub-Group of Trust and Estate Professionals of Idaho, the Policy Committee of the Idaho Quality of Life Coalition, and participates in many other community and civic groups.

Demi Haffenreffer, RN, MBA, is founder and President of Haffenreffer & Associates, Inc., an Oregon consulting firm supporting skilled and community based care providers in the delivery of person-centered, compassionate care. Haffenreffer & Associates, Inc. provides educational and hands-on assistance with the implementation of quality systems and corporate compliance programs nationwide.

Dr. Albert Munanga has over 12 years of long term care experience in skilled nursing and assisted living. Currently he serves as a Regional Director for Quality Improvement and Compliance at Era Living. Dr. Munanga has also served as an Executive Director and as Health Services
Director in assisted living, Director of Nursing and Resident Care Manager including staff development in skilled nursing. Dr. Munanga is an educator and a clinical consultant for long term care and home health.

**Elena Madrid** has an extensive background with DSHS Residential Care Services where she was a field manager with oversight of assisted living and skilled nursing communities. As field manager, Elena was responsible for the supervision of licensors, surveyors, and complaint investigators for assisted living communities, skilled nursing facilities, and adult family homes in eastern Washington. Elena has also worked as a director of nursing in both assisted living and skilled nursing. She is a registered nurse and brings a wealth of knowledge regarding long term care requirements and the regulatory issues affecting long term care providers.

**Eric Collett** is the principal and owner of A Mind For All Seasons, LLC, a consulting firm that provides education, coaching and consultation to seniors and the families and professionals who care for them. Eric is a licensed assisted living administrator who has been working with seniors living with dementia and their families for 17 years. Prior to starting A Mind For All Seasons, Eric spent almost seven years as the Executive Director of a memory care community where he developed innovative approaches to person-centered care that made a significant difference in how persons living with dementia experience the world. He now spends his time working with hospitals, assisted living and skilled nursing facilities, home health, hospice and PCS agencies and families caring for persons living with dementia. Eric is also an adjunct faculty member at Boise State University and teaches CNA students at CWI. He has served on the board of the Idaho Health Care Association and currently serves as the quality improvement committee co-chair. As a public speaker and trainer, Eric has taught thousands of people how to understand and interact with persons living with dementia. He also presents frequently to groups large and small on diverse topics like leadership, organizational behavior, customer service, team building, music history, and poetry.

Eric graduated summa cum laude from the University of Utah with a degree in interpersonal communication and a minor in psychology. His training and experience make him uniquely suited to study the complex behavioral patterns of persons living with dementia, help others understand those patterns, and develop systems to put that understanding into action.

**Krista Hardwick** represents and advises employers and executives on a wide range of traditional labor and employment matters including unfair labor practice charges, collective bargaining, union organizing campaigns, grievance arbitrations, harassment, discrimination, retaliation, wrongful discharge, and wage and hour claims. For more than a decade Krista has assisted clients with employment-related documents such as handbooks, contracts, non-competition, non-solicitation and confidentiality agreements, and training supervisors and human resources professionals on employment and labor law compliance. Human resources professionals and managers turn to Krista for strategic counsel on policy implementation and interpretation, operational strategy, pay practices, and layoffs, disciplinary action and decisions.

Prior to joining Lane Powell, Krista served as in-house labor and employment counsel for Providence Health & Services, where she gained significant experience within the long term care industry — an area she focuses her practice in as well.

**Larry Friis** is the Principal of High-Touch Leadership and has been engaging audiences for 14 years. Whether in the classroom or Boardroom, on the radio or on the road, Larry combines his professional experiences along with doctoral research into relevant topics of need in leading today’s mix of employees.

Larry has an MBA, a Nursing Home Administrator’s license, and is a Doctoral candidate at Grand Canyon University. As a former Administrator, and married to a former DON, Larry has a health care frame of reference from which to draw when speaking to the hospital and long term care industry on topics of employee engagement, retention, motivation, and leadership.

Larry is an Adjunct Professor at Utah Valley University, Salt Lake Community College, and Brigham Young University-Idaho where he instructs courses in Organizational Behavior, Business Management, and Finance.
Lori Heiner, RN, MN, is directly responsible for supporting WHCA member assisted living providers through regulatory clarification, nurse consultation, facility system evaluation, advocacy, and education. She is responsible for developing and implementing WHCA policies and programs toward these goals. Prior to joining WHCA staff, Lori spent 20 years with the Department of Social and Health Services (DSHS) and Residential Care Services (RCS). Her career began at a skilled nursing facility in Spokane and has been devoted to long term care ever since. Lori started with RCS as a Nursing Home Surveyor and worked as a Field Manager in the Spokane Region 1 office for 15 years. As a Field Manager she was responsible for the management and supervision of licensing, inspection, and complaint investigation staff for assisted living and skilled nursing facilities as well as adult family homes.

Lou Ann Brubaker is the President of Brubaker Consulting, a company she founded in 1988 to exclusively serve senior care and related technology companies. A diverse professional expertise enables her to address today’s most critical skill development needs, including daily management of staff, creation of higher performance teams, handling of conflict, dynamics of change within senior care, census development and strategic planning at the Board level.

Prior to founding her own company, she was Director of two in-house advertising agencies—turning both into revenue-generating enterprises for the parent organizations. Lou Ann was Vice President of Sales overseeing 35 satellite operations and more than 500 sales professionals. She also directed the North American promotion of more than 130 databases for the world’s largest provider of clinical, scientific and technical information.

Mandy McKenzie has a passion for helping leaders identify systems of organization that bring calm to their chaos. Mandy has helped many assisted living companies with strategic planning, systems development, leadership training, staff training and clinical systems improvement. Mandy believes in simplifying organization strategies to help teams focus on what is really effective and important.

Mandy moved to the Pacific Northwest in 2010 from Athens, Georgia. She studied nursing education at Bevill State in Alabama. Mandy has enjoyed 24 years of leadership in the nursing industry. Currently, she is the Administrator at Rosario Assisted Living & Memory Care in Anacortes, Washington.

Patricia Howell graduated with a BSN from the University of Phoenix. Her skills and work experience include facility and corporate level positions in nursing homes, sub-acute care centers, assisted living and home care. As well as having her own business serving elders and the long term care community. Patricia is now one of the Clinical Support Managers on the McKesson Clinical Resource Team. She has presented Quality and Infection Prevention topics at various state association meetings and webinars.

Dr. Rodney Snyder was positively influenced by his own family physician as a young man. Encouraged from an early age to study medicine, his passion and caring for his patients is evident in every interaction. Practicing medicine for over three decades, Dr. Snyder continues to diligently serve others, both as a wound care and hyperbaric physician, as well as the Chief Medical Officer at United Wound Healing.

Ryan Dirks became interested in caring for patients as a Physician Assistant with the goal of extending the hands of physicians and providing care in underserved areas. His passion for sports as an NCAA athlete and Olympic hopeful made sports medicine a natural fit. 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.

Shari Storm spent 16 years as an executive at a Seattle area credit union. She is now the owner of a consulting company called Category 6 Consulting.

Her book, Motherhood is the New MBA: Using Your Parenting Skills to be a Better Boss was published by St. Martin’s Press. With almost 7,000 copies sold, it has been translated into Mandarin and has been purchased for publication in four countries. The book has received tremendous
press, including Time and Redbook magazines, Martha Stewart’s radio, BusinessWeek online, the Costco Connection and the cover of the Metro News New York, to name a few. The book jacket includes endorsements from a Pulitzer Prize winner, a producer of the TV series 24, and the chair of the board of PCC Natural Markets.

Shari speaks around the country on how anyone can be a better leader, employee, and community member by using the skills used to raise small children.

A native of Kennewick, Washington, Shari now lives in Edmonds, Washington, with her three young daughters, her movie-making husband, and a dog named Fern.

Vicki McNealley, PhD, MN, RN, is Corporate Director of Quality Assurance for Village Concepts and has been involved in assisted living since 1999. She has an extensive background in health care and assisted living. Previously, Vicki served as Director of Assisted Living for the Washington Health Care Association for nine years, where she developed administrator and nursing systems and provided consultation to assisted living owners, administrators, and nurses. Vicki has served as a national award-reviewer for the American Health Care Association and worked closely with the American Assisted Living Nurses Association to develop its certification exam. Vicki is a registered nurse with a master’s degree in community health nursing and a doctorate degree in nutrition. A passionate teacher, she has been a community instructor for 11 years and continues to develop and teach continuing educational programs specific to assisted living.

REGISTER HERE

Are you working on a new construction project? Are you thinking about one? Representatives from Constructions Review Services will be on site throughout the WHCA Fall Conference to answer your questions or review plans with you.

Did you know that Labor & Industries has FREE consultation services to help your business?

Do you have questions regarding workers’ compensation or other L&I programs?

L&I outreach staff will be available throughout the conference to answer questions and provide you with free resources!