

Utah Assisted Living Annual Conference

Davis Conference Center
Layton, Utah



Taking Charge *of Change*




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Hello, I am Scott Monson, and I am honored to serve you as your 2021/2022 UALA President. I Welcome you to this year's conference and truly hope you find value from the keynote speakers and breakout sessions we have prepared for you. Our Conference theme this year is "Taking Charge of Change".

John F. Kennedy once said, "Change is the law of life, and those who look only to the past or present are certain to miss the future." I and others clearly recognize that my journey within this Association changed my future and continues to do so. I encourage each of you to choose courage over comfort, choose your journey, and grow along the way.

Change is inevitable In March of 2020, everything in life has changed. The way we conduct business, our gatherings and our social lives are no longer the same. UALA will change. At times, it is uncomfortable to see things changing all around us, but it is the only constant in life. Rather than be fearful of difficult times, embrace them, and turn them into learning experiences. I believe it is time to collectively rise up and move forward.

As we end 2021 and move into 2022, I challenge you to change your mindset. We know how to adapt, and we've learned to be agile. Together, we will transition from our past to our very bright future. Let's all agree that we won't wait for change to come ~ We will find ourselves taking Charge of the Change.

A handwritten signature in cursive script that reads "Scott Monson".

President
Utah Assisted Living Association

7:00 - 7:45 a.m. - Eclipse Expo A&B

REGISTRATION - CONTINENTAL BREAKFAST
BYLAW UPDATE - VENDOR SHOW

7:45 - 8:00 a.m. - Eclipse Expo A&B

WELCOME TO THE UALA ANNUAL CONFERENCE

★ 8:00 - 8:50 a.m. - Eclipse Expo A&B

MAGGIE ELEHWANY - SVP of Public Affairs at Agrentum

● 8:50 - 9:30 a.m. - Eclipse Expo A&B

VENDOR SHOW

★ 9:30 - 10:20 a.m. - Eclipse Expo A&B

GENERAL SESSION - UTAH DEPARTMENT OF HEALTH

KRISTI GRIMES - Licensing Manager at U.D.O.H

JOEL HOFFMAN - Director of Utah Department of Health

● 10:20 - 10:30 a.m. - Eclipse Expo A&B

VENDOR SHOW

★ 10:30 - 11:20 a.m. - See Track Schedule

BREAKOUT SESSION 1

● 11:20 - 12:00 p.m. - Eclipse Expo A&B

VENDOR SHOW

12:00 - 12:45 p.m. - Eclipse Expo A&B

LUNCH & HERO AWARDS

★ 12:45 - 1:45 p.m. - Eclipse Expo A&B

KEYNOTE SPEAKER

DR. JOHN DELONY - "STORIES & BRICKS"

● 1:45 - 2:05 p.m. - Eclipse Expo A&B

VENDOR SHOW

★ 2:05 - 2:55 p.m. - See Track Schedule

BREAKOUT SESSION 2

● 2:55 - 3:35 p.m. - Eclipse Expo A&B

VENDOR SHOW

★ 3:35 - 4:35 p.m. - Eclipse Expo A&B

ENDNOTE SPEAKER

MARLENE WILLIAMS

4:35 - 5:05 p.m. - Eclipse Expo

DOOR PRIZES & CLOSING REMARKS

★ CANT MISS SPEAKERS / BREAKOUTS

● PLEASE SUPPORT OUR VENDORS

BREAKOUT SESSION 1

10:30 - 11:20 A.M.

Rock Your Culture

Troy Wood
CEO of Lakeview Hospital



ADMINISTRATIVE TRACK

MERIDIAN DH

Life Crisis

Tim McClure
Life Safety at Utah Department of Health



OPERATIONS TRACK

STRATUS 7 AND 9

Leading Live Exercise Classes to Improve Residents Overall Health

Jessica Sappington



ACTIVITES TRACK

MERIDIAN G

BREAKOUT SESSION 1 – CONTINUED

10:30 – 11:20 A.M.

How to Communicate Effectively Through Crisis

Constance Sablan
Marketing at Sablan Communications



MARKETING TRACK

STRATUS 5 AND 6

Where to Start When You Don't Know Where to Start - Nursing Best Practice

Kayla Straws, Autumn Wright, Cassidee Davies
Chancellor Gardens



NURSING TRACK

MERIDIAN C



LEGEND:



= ADMINISTRATIVE TRACK



= MARKETING TRACK



= OPERATIONS TRACK



= NURSING TRACK



= ACTIVITIES TRACK

NAB CEU's Are Available, look for postings at the conference



BREAKOUT SESSION 2

2:05 - 2:55 P.M.

Transparency with Residents, Staff and Family During Tough Times (Covid)

Diane Macheers

Sr. VP Corporate Communications - The Ridge Senior Living

Mandy Hampton

COO at The Ridge Senior Living



ADMINISTRATIVE TRACK

MERIDIAN DH

The Scheduling Whisperer: A New Way to Approach Hiring and Scheduling

Dave Fox

Owner at Abbington Senior Living Corp



OPERATIONS TRACK

STRATUS 7 AND 9

Activities Panel

Cristi Gulbransen

Community Life Director of The Ridge Cottonwood



ACTIVITES TRACK

MERIDIAN G

BREAKOUT SESSION 2 - CONTINUED

2:05 - 2:55 P.M.

Opening the Bottom of the Sales Funnel

Reed Davis
Sherpa



MARKETING TRACK

STRATUS 5 AND 6

Addressing Behavioral Health - Dealing with Complex Residents Issues

Nina Ferrell



NURSING TRACK

MERIDIAN C

LEGEND:



= ADMINISTRATIVE
TRACK



= MARKETING
TRACK



= OPERATIONS
TRACK



= NURSING
TRACK



= ACTIVITIES
TRACK

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SPEAKER BIOGRAPHY'S



Keynote Speaker

**Dr. John
Delony**

12:45 - 1:45 P.M

Dr. John Delony
www.johndelony.com

Dr. John Delony is a mental health expert with two PhD's in Counselor Education and Supervision, and Higher Education Administration from Texas Tech University. Prior to joining Ramsey Solutions in 2020, John worked as a senior leader, professor and researcher at multiple universities.

He also spent two decades in crisis response, walking with people through severe trauma. Now as a Ramsey Personality, he teaches on relationships and emotional wellness.

Follow John on Twitter, Instagram and YouTube or online at www.johndelony.com.

SPEAKER BIOGRAPHY'S

Marlene Williams

Professor Marleen Williams received her PhD in clinical psychology from BYU. She became a faculty member in 1993. She has a dual appointment at both the Counseling and Career Center and the Department of Counseling Psychology and Special Education.

Her research has focused on women's mental health. She has published and presented internationally on eating disorders, spirituality and mental health, coping with trauma, marriage, blended families, and parenting children with disabilities. Dr. Williams has been a frequent speaker for conferences such as the Utah Governor's Conference on Families, the BYU-Relief Society Women's Conference, Families Under Fire, and the BYU Women's Leadership Conference. She has also served as the president of the Association of Mormon Counselors and Psychotherapists (AMCAP).

Dr. Williams grew up in Utah and attended both BYU and the University of Utah. She married Victor Kent Krzymowski and they lived in Turkey, Germany, and many different assignments in the US where he served as an officer in the USAF. They had four children. She returned to school to finish her education after becoming a widow. After completing her doctoral coursework, she married Dr. Robert F. Williams, and they have a blended family of nine children.

Endnote Speaker

Marlene Williams

4:35 - 5:05 P.M



SPEAKER BIOGRAPHY'S - CONTINUED

Kristi Grimes

Licensing Manager at Utah Department of Health

Kristi is the Licensing Manager for the Utah Department of Health. She oversees licensing and inspections of health care facilities throughout the State of Utah i.e. assisted living facilities, personal care agencies, Intermediate Care Facilities for Individuals with Intellectual Disabilities (ICF-IID's), abortion clinics, birthing centers and various other agencies/facilities. She has been with the State since 2009.

Kristi received her bachelor's degree in social work and has worked in residential treatment, child protective services and long term care facilities.

Kristi is passionate about health care providers providing safe, professional and ethical services to those who entrust their care to these providers.

In her free time, Kristi enjoys Ute football, playing golf, traveling, playing piano, attending concerts and heated card games with family and friends.

Maggie Elehwany

SVP of Public Affairs at Argentum

Senior Vice President, Argentum, September 2020 to present
Responsible for leading Argentum's public policy team, government relations efforts and strengthening its public affairs strategy. Responsible for federal advocacy with U.S. Congress and the Administration.

SPEAKER BIOGRAPHY'S - CONTINUED

Joel Hoffman

Director of Utah Department of Health

Joel Hoffman grew up in the Kansas City, Missouri area and is a Chiefs fan for life. Graduated from Brigham Young University with a degree in public health. Has worked with the Utah County Health Dept., Amoco Oil Company and the Utah Department of Health. Has been with the Department for 29.58 years, but who's counting. Has served for the last 12 years as director of the Bureau of Licensing and Certification.

Cassidee Davies

Reed Davis

Sherpa - sherpacrm.com

Reed Davis is one of the National Training Directors for Sherpa CRM. He's has spent nearly his entire career in Senior Living Sales. Over 17 years ago he started as the Director of Marketing and Admissions at a Skilled Nursing Facility in Omaha, Nebraska. From there he successfully opened a CCRC as the Director of Sales before moving into a Regional Sales role. Prior to joining the training team at Sherpa, Reed spent 8 years as the Corporate Director of Sales and Marketing for a regional Senior Living Provider where he was able to help successfully grow the company from 9 communities in 3 states to 20 communities in 6 states. When Reed is not coaching sales professionals, he is busy enjoying time with his wife and kids coaching their soccer and baseball teams.



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SPEAKER BIOGRAPHY'S - CONTINUED

Nina Ferrell

Dave Fox

Owner at Abbington Senior Living Corp

Dave lives in SLC, loves his wife and family - 4 sons and 1 daughter and 1 grand-daughter!, loves being with people and laughing at a clever joke, and is the co-founder of Wentworth (1999 to 2005) and Abbington Senior Living. Half of his career has been spent as an Executive Director, and the other half hiring and training Executive Directors and department heads in pursuit of best business practices. He also served as President of UALA.

Dave received the Hope of America in 6th Grade but he worried he peaked too soon as he wasn't able to achieve the Eagle rank in Scouting and has never been able to sit in the Eagles' nest. (This was meant to make you laugh)

Dave feels passionately about Abbington's mission statement which is "to improve the lives of people" which includes residents, families, employees, and vendors. From the beginning of his senior living career in 1999, he was especially drawn to figuring out how to make the Nurse and CNA positions better.

He looks forward to sharing and discussing his thoughts about hiring and scheduling today.

SPEAKER BIOGRAPHY'S - CONTINUED

Cristi Gulbransen

Community Life Director of The Ridge Cottonwood

Cristi is very passionate about helping people improve their quality of life. After taking personal training and nutrition courses, she spent 17 years coaching and managing local exercise facilities. She specialized in senior care and helped family members reach their health and fitness goals. She started her career with The Ridge Cottonwood in 2017 in the Tapestry neighborhood. Six months later, she started splitting her hours between assisted living and Tapestry. After a few years, she was promoted to community life director. She enjoys connecting with residents to make their lives more fulfilling and add purpose to their day.

Mandy Hampton

CCOO at The Ridge Senior Living

Mandy Hampton-Chief Operating Officer has over 17 years in the senior living industry including operations and real estate development. She has personally run communities and had a portfolio of 30 communities with three RVP's reporting to her for over four years. She has extensive experience working through budgets, marketing plans, design and construction. Mandy has personally been working with the Ridge since its inception (9+ years). She resides in Montana and loves to hike, kayak and bake.

SPEAKER BIOGRAPHY'S - CONTINUED

Diane Macheers

Sr. Vice President of Corporate Communications at
The Ridge Senior Living

With 30 years of experience across all platforms and disciplines, Diane is a communications and marketing expert by any measure. Her ability to identify and understand the unique business needs of senior living leads to strategies and day-to-day management that grows the business. The Ridge Senior Living depends on Diane's leadership to ensure smooth and thriving marketing and communications operations. Diane has seen it all and has led successes in every situation. She's a problem solver who gets 'er done, which is reflected in one of her favorite phrases, "Yes, we can do it." Her enthusiasm is contagious and her integrity is universally respected. With a passion for service, Diane uses her time outside of work to contribute to civic and community causes.

Tim McClure

Life Safety at Utah Department of Health

I have worked for the Department of Health for the past 15 years, as a life safety code surveyor and as the manager of life safety and construction for the last 7 years. I have 20 years of experience in the construction of healthcare facilities in the Chicago area. I love to do any outdoor activity, I love dogs and woodworking. Tapestry. After a few years, she was promoted to community life director. She enjoys connecting with residents to make their lives more fulfilling and add purpose to their day.

SPEAKER BIOGRAPHY'S - CONTINUED

Constance Sablan

Marketing at Sablan Communications

For over 25 years, Constance Sablan has been a public relations, marketing, and crisis communications consultant for senior living providers, financial institutions, home builders, and drilling companies throughout the Western United States. She has helped numerous clients achieve their marketing goals and navigate crisis and reputation management issues, messaging, and media management. In addition to a well-earned reputation for achieving successful outcomes, she is known for providing clear, calm direction in an otherwise chaotic situation. Constance will share her experience in helping clients communicate tough messages, avoid media traps and bad publicity, and the steps to take when disaster strike.

Jessica Sappington

Jessica worked as an Activity/Life Enrichment Director for 8 years. She has a degree in Therapeutic Recreation from BYU and has spent the last 18 years studying fitness and nutrition. She is also a certified Chair Chi instructor.

In her work as a Live Enrichment Director she developed, and taught to many staff, an exercise program that has been nationally recognized and taught nationally through the National Association For Activity Professionals. She also has a YouTube channel dedicated to senior fitness.

Jessica also enjoys singing and playing the piano. Her husband and 4 children love camping and enjoying time out doors together.

SPEAKER BIOGRAPHY'S - CONTINUED

Kayla Straws

Troy Wood

CEO of Lakeview Hospital

Not many CEOs can say that they “grew up” inside the walls of their hospital; however, I can. Let me explain...

As a young executive, I began working at Lakeview Hospital in 2001 as the Director of Behavioral Health. After a few years, I became Lakeview Hospital's Business Development Director and, eventually, our Chief Operating Officer before moving to MountainStar's Division Office as the Vice President of Business Development.

As a leader in MountainStar's Division offices, I loved the work I was doing, but something was missing. I desperately missed the hospital atmosphere. I missed seeing the faces of our patients and witnessing kind acts of caring delivered by our caregivers. It was the longing to watch our mission be fulfilled every day that drove me to come back to Lakeview — the place I grew up and the place I consider home.

Autumn Wright

Chancellor Gardens

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