

UALA **THE**
POWER OF
ASSISTED LIVING
DAVIS CONFERENCE CENTER - MAY 4, 2022



MAY YOUR **WHY** ALWAYS BE WITH YOU





Mindy Hill
UALA President

Welcome to the 2022 UALA Conference.

I remember sitting in this very conference center over 20 years ago now as a first-time attendee and feeling inspired and in awe of all the great leaders of our organization. Over the past 20 years so many of those leaders and many of you have served as such incredible examples, mentors and colleagues to me in my journey in this great industry we are all blessed to be part of. All those leaders and the new ones that would follow in the years after that conference are the true power and force of assisted living in Utah.

For each of us, defining our reason “**WHY**” is our individual force for good each day in serving the seniors in our companies and communities. For so many of us, that “**WHY**” has served as a great anchor for us individually and collectively amid the COVID-19 Pandemic and present challenges in our industry. I am proud to be associated with such incredible individuals and am inspired by the concern and care that each of you give our residents each day.

Thank you for joining us today and for being a vital part of our organization. I'm honored and grateful to be the new UALA President. As a UALA board, we are hopeful and excited for what is to come in our industry and association. We hope that you will always remember that YOU are the POWER of assisted living.

SCHEDULE OF EVENTS

★ ● 7:00 - 8:00 a.m. - Eclipse Expo A&B
REGISTRATION - CONTINENTAL BREAKFAST
BYLAW UPDATE - VENDOR SHOW
PRESENTATION OF NEW BOARD MEMBERS
AND OFFICERS

★ 8:00 - 8:30 a.m. - Eclipse Expo A&B
PRESIDENT'S MESSAGE "MAY YOUR WHY
ALWAYS BE WITH YOU" - Board President Mindy Hill
WELCOME TO THE UALA ANNUAL CONFERENCE
JOEL HOFFMAN - Utah Department of Health

★ 8:30 - 9:30 a.m. - Eclipse Expo A&B
"YOUR DESTINY IS IN YOUR HANDS, TAKE IT"
RANDY GARN - Entrepreneur

● 9:30 - 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

SCHEDULE OF EVENTS

CONTINUED

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 - PAUL WILLIAMS

FEDERAL AND STATE SENIOR LIVING UPDATE

● 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

COMEDY SPORTS PERFORMANCE

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.

ADMINISTRATIVE TRACK



ASK AN ATTORNEY

RANDY MORRIS

Scalley Reading Bates Hansen & Rasmussen



MERIDIAN DH

/////

OPERATIONS TRACK



MAINTENANCE & SAFETY INSPECTIONS

Q&A with State Surveyors

JARED BROWN

Health Program Coordinator at Utah Department of Health



STRATUS 7,8,9

/////

ACTIVITIES TRACK



PURPOSE DRIVEN CRAFTS

Utilizing Arts and Crafts as an
Intervention for Older Adults"

KATHERINE WRIGHT

Recreational Therapist

ASHLEY BOWEN

Adaptive Facility Manager - Salt Lake County Parks & Rec.



MERIDIAN C

BREAKOUT SESSION 1

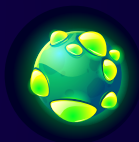
10:30 - 11:20 A.M.

MARKETING TRACK ///

DIGITAL MARKETING PRESENTATION

TRENT PACKER

Founder of New Tab Marketing



STRATUS 5 AND 6

/////

NURSING TRACK ///

MEDICATION AND MED CART AUDITS AND WHAT TO LOOK FOR

JARON STOUT

President, CEO of Collaborative Pharmacy Consulting



MERIDIAN G

LEGEND:

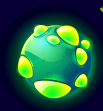
(TRACKS ARE IDENTIFIED BY COLOR / Planet)



= OPERATIONS
TRACK



= ADMINISTRATIVE
TRACK



= MARKETING
TRACK



= ACTIVITIES
TRACK



= NURSING
TRACK

BREAKOUT SESSION 2

2:05 - 2:55 PM

ADMINISTRATIVE TRACK ///



WORKFORCE PANEL DISCUSSION with ZAMP HR

RILEY ALLRED, JEFF ENGH,
CHRISTIAN ROBBINS, RACHELLE UPWALL



MERIDIAN DH

/////

OPERATIONS TRACK ///



MEMORABLE MEALS, ALL UNDER BUDGET

MICHAEL GARDNER
Culinary



MERIDIAN C

/////

ACTIVITIES TRACK ///



THE POWER OF MUSIC THERAPY IN ASSISTED LIVING

EMILY CHRISTENSEN
Board-certified music therapist



MERIDIAN C

BREAKOUT SESSION 1

10:30 - 11:20 A.M.

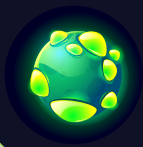
MARKETING TRACK ///

CREATIVE LEAD GENERATION & CLOSING STRATEGIES

MARTI DITARANTO, DIANE MACHEELS



STRATUS 5 AND 6



/////

NURSING TRACK ///

STATE NURSING PANEL

GORDANA SABANOVIC,
JARED BROWN, NICHOLAS STEWART



STRATUS 7,8,9



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SPEAKER BIOS

KEYNOTE SPEAKER



KEYNOTE SPEAKER

**PAUL
WILLIAMS**

///// 12:45 - 1:45 P.M



Paul J. Williams currently serves as the Vice President of Government Relations for Argentum. Founded in 1990, Argentum is the leading national trade association serving companies that own, operate, and support professionally managed senior living communities in the United States.

Paul previously served as the Executive Director of the Senior Living Certification Commission (SLCC), an independent 501(c)(6) organization created by Argentum to administer senior living certifications.

He also served as Executive Director of the Florida Assisted Living Association.



RANDY GARN

/// // YOUR DESTINY IS IN YOUR HANDS, TAKE IT / 8 AM - 8:50 AM



Randy Garn is a New York Times Best Selling Author, Partner at High-Performance Institute, and Passionate Entrepreneur! His favorite thing in the world is to help grow companies and people. As a Partner at Tamarak, our focus is to help build durable and purposeful companies.

He works closely with some of the world's most recognized CEO's, companies, thought leaders, and experts. Randy has been awarded Entrepreneur of the Year by Ernst and Young, and Top 40 under 40 Entrepreneur.



RILEY ALLRED



///// — WORKFORCE PANEL DISCUSSION WITH ZAMP HR / 2:05 PM - 2:55 PM —

Riley Allred Has been the Sales Manager at Zamp HR for 4-years. He loves working with small to medium sized businesses and helping them find solutions to their problems.



ASHLEY BOWEN



///// — PURPOSE DRIVEN CRAFTS: / 10:30 AM - 11:20 AM —

Ashley Bowen, MS, MTRS, CTRS graduated with a bachelor's degree in Therapeutic Recreation from Brigham Young University and a master's degree in Recreational Therapy from Indiana University. She is currently pursuing a PhD in Recreational Therapy from Clemson University.

She has worked in various settings, including mental and behavioral treatment and with older adults, but has spent most of her career in community-based Recreational Therapy settings, specifically in municipal parks and recreation departments in Virginia and Utah, working with a variety of disability populations.

She currently works with Salt Lake County Parks & Recreation as an Adaptive Facility Manager, supervising their adaptive recreation sport, social, and inclusive community programs. She also teaches as an adjunct faculty at University of Utah and Brigham Young University. In her free time, Ashley loves to spend time with her family, travel, hike, camp, play soccer, and snowboard.



JARED BROWN



////// MAINTENANCE & SAFETY INSPECTIONS Q&A / 10:30 AM - 11:20 AM
////// STATE NURSING PANEL / 2:05 PM - 2:55 PM

Jared Brown is the Health Program Coordinator, for the Licensing Team, for the Utah Department of Health. He coordinates the Licensing schedule and surveys throughout the state. Jared worked at Primary Children's Hospital for 8 years prior to coming to work for the State in 2015. In his free time, Jared enjoys playing softball, gardening and spending time with his family.



EMILY CHRISTENSEN MS, MT-BC



////// THE POWER OF MUSIC THERAPY IN ASSISTED LIVING / 2:05 PM - 2:55 PM

Emily Christensen is a board-certified music therapist who has been working with older adults since 2009. She is the owner of Crescendo Music Therapy, where she and her team provide music therapy services to hospice agencies and care communities across Utah. Emily is also a gerontologist, working part time for Jewish Family Service as the Arts and Aging Coordinator. In this role she facilitates the Gleeful Choir (a chorus for people with dementia and their caregivers), as well as additional programming that promotes creative aging for community dwelling older adults.

Emily completed her bachelor's degree in Music Therapy from Utah State University and her master's degree in Gerontology from the University of Utah. She lives in Ogden Utah, where she enjoys the great outdoors, either in her garden at home or exploring Utah's amazing wilderness.



MARTI DITARANTO



///// CREATIVE LEAD GENERATION & CLOSING STRATEGIES / 2:05 PM - 2:55 PM

Marti DiTaranto joined The Ridge Senior Living team in February 2018. She's worked in the senior living industry for over a decade in both for-profit and nonprofit arenas. Her expertise in sales management spans all service levels, including independent living, assisted living, memory care and skilled nursing.

Marti graduated from State College of Florida and is certified in Senior Living Sales Management by Florida State University. She's passionate about empowering sales teams to achieve their goals, while maintaining a high level of integrity and compassion for the seniors they serve.



JEFF ENGH



///// — WORKFORCE PANEL DISCUSSION WITH ZAMP HR / 2:05 PM - 2:55 PM

Jeff Engh The HR Manager at Zamp HR has over 15 years of HR experience. He enjoys tackling difficult HR concerns and developing new HR and business strategies to help businesses succeed.



Why HR Outsourcing? & Why Partner With a PEO?

According to the National Association for Professional Employer Organizations (NAPEO), small and mid-sized businesses that use a PEO for HR...

7-9%

... grow 7-9% faster than the national average.

10-14%

... have 10-14% lower turnover.

50%

... are 50% less likely to go out of business.

16%

... are 16% more likely to report an increase in profitability.

In addition to simplifying HR and payroll administration, one of the greatest values a PEO provides to organizations is the ability to offer a full suite of HR Benefits and programs in order to help grow the organization, attract the right personnel and maximize workforce efficiency.

As your co-employer, Zamp HR further helps by reducing liability and risk with enhanced HR processes, safety measures, and support for federal, state and local compliance (e.g., wage and hour law, OSHA, employee relations and ACA compliance). Among other benefits, a PEO partnership is designed to lower workforce-related costs while increasing focus on profitability. This is accomplished by minimizing non-revenue producing administrative tasks, outsourced expertise, leading technologies and personal support.



Better employee benefits
Attract/retain the right people



Reduce HR-related costs
while upgrading HR programs



Access a team of HR pros
at a fraction of the cost



Access leading HR tech
Increase workforce profitability



Simplify HR administration
Focus on your business



Reduce risk and liability:
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MICHAEL GARDNER



///// — MEMORABLE MEALS, ALL UNDER BUDGET / 10:30 AM - 11:20 AM —

Michael Gardner I likes to think of herself as a Mom first and a chef second. She has a beautiful 5 year old daughter, a fantastic husband, and a few pets and hobbies that keep her very busy outside of running a successful kitchen.

She has been in the Culinary industry for 17 years, with almost ten of those years in Skilled nursing and Assisted Living Communities. Although she grew up in Utah, her love for food and softball has taken her all over the world. She loves combining that experience, and her love for residents to make their dining experience something to look forward to.



DIANE MACHEERS



///// CREATIVE LEAD GENERATION & CLOSING STRATEGIES / 2:05 PM - 2:55 PM —

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.

Diane is 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



///// — MAINTENANCE & SAFETY INSPECTIONS Q&A / 10:30 AM - 11:20 AM —

Tim McClure has 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. He has 20 years of experience in the construction of healthcare facilities in the Chicago area. Tim loves to do any outdoor activity, and loves dogs and woodworking.



RANDY MORRIS



///// — ASK AN ATTORNEY / 10:30 AM - 11:20 AM —

Randy received his bachelor's degree in history from Brigham Young University in 2012 and received his juris doctorate from the University of Utah in 2017. During law school, Randy was a judicial intern to Judge Keith Kelly of Utah's 3rd district court and also interned for the Office of General Counsel at the Administrative Office of the Courts.

Following law school, Randy served as a law clerk to Judge Thomas Kay and Judge Glen Dawson of Utah's 2nd district court for a year before joining the law firm of Scalley Reading Bates Hansen & Rasmussen. Randy's practice is primarily transactional, focusing on commercial real estate loans, estate planning, and contracts, but he also litigates probate matters including contested estates, guardianships, conservatorships, etc. and has worked on civil litigation cases in a variety of fields.



TRENT PACKER



///// DIGITAL MARKETING THAT ACTUALLY WORKS IN 2022 / 2:05 PM - 2:55 PM

Trent Packer is the Founder and Digital Marketing Strategist for New Tab Marketing. Before overseeing a \$25,000 monthly marketing budget for a medical facility as its marketing director, Trent's journey began in video production. However, starting New Tab Marketing provided an exciting opportunity to support clients in reaching their goals like never before.

New Tab specializes in SEO, website development, content marketing, and branding. But as a full-scale advertising agency, its team of eight employees have managed campaigns resulting in millions of dollars in monthly returns for their clients. Plus, as a Google partner, New Tab Marketing has spent over \$1MM in Google Ad money. Together with Amber, his partner in business and life, Trent enjoys the process of walking alongside clients as they experience unrivaled growth due to creative digital marketing.



CHRISTIAN ROBBINS



///// — WORKFORCE PANEL DISCUSSION WITH ZAMP HR / 2:05 PM - 2:55 PM

Christian Robbins is the Safety Manager at Zamp HR and has over 20 years of safety and workers compensation experience. He enjoys building and implementing safety programs and helping companies to change their safety culture.



GORDANA SABANOVIC



///// STATE NURSING PANEL / 2:05 PM - 2:55 PM

Gordana is a licensing surveyor for the Utah Department of Health. With her team, Gordana does licensing and inspections 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. Gordana worked for the State since 2015.

Gordana received her bachelor's degree in Nursing from University of Utah and prior to working for licensing team she has worked in the hospital and with long term care surveying team.



NICHOLAS STEWART



///// STATE NURSING PANEL / 2:05 PM - 2:55 PM

Nick has been a member of the Licensing Team for the Utah Department of Health since November of 2020. He conducts relicensure and complaint surveys for assisted living facilities, personal care agencies, intermediate care facilities for individuals with intellectual disabilities, and other licensed healthcare entities throughout the state of Utah.

Nick attended nursing school at the University of Central Florida and worked with hospice agencies, psychiatric hospitals, and drug rehabs.

He moved to Lehi, Utah from Savannah, Georgia in 2020 with his wife and four children.



JARON STOUT



MEDICATION AND MED CART AUDITS AND WHAT TO LOOK FOR / 10:30 AM - 11:20 AM

Jaron Stout is on a mission to enhance and improve the current system of pharmacist consulting services in the skilled nursing and long-term care setting. In his 10 years as a pharmacist, he has been able to build his own successful consulting practice in over 25 facilities, collaborating with over a dozen physicians, implementing new payment models with medical directors. He has also implemented pharmacogenetic testing and counseling, and is currently in the process of teaming up with physicians to provide enhanced clinical services such as Annual Wellness Visits, Chronic Care Management, and Behavioral Health Interventions. He is never satisfied with the status quo, and is continually searching for innovative ways to collaborate with physicians to improve clinical services and patient care.

Jaron is currently involved in the Quality Impact Project with ASCP, a study to show the benefits of consultant pharmacists using established clinical and financial metrics. He is also a co-host of SenioRx Radio for ASCP. He has been the acting president for the Utah Chapter for the past three years, and hopes to work on the national level to help consultant pharmacists find more tools and resources for collaboration to enhance the profession of pharmacy as we shift to a new paradigm. His ambitions include facilitating updates to CMS regulations to include collaborative practice agreements, and recognition of pharmacists as a professional that can be delegated the task of writing orders in skilled nursing facilities on behalf of the physician. He believes that teaming up with the American Medical Directors Association would be beneficial in this endeavor.



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RACHELLE UPWALL



///// — WORKFORCE PANEL DISCUSSION WITH ZAMP HR / 2:05 PM - 2:55 PM —

Rachelle Upwall is the Talent Acquisition Specialist at Zamp HR and have been in the recruiting space since 2017. She is passionate about creating connections so companies and employees can thrive and grow together. Rachelle enjoys the fast-paced environment of recruiting and finding solutions for complex solutions.



KATHERINE WRIGHT



///// — GOAL & PURPOSE DRIVEN CRAFT PROGRAMS / 10:30 AM - 11:20 AM —

Katherine studied Therapeutic Recreation at the University of Iowa. This is her ninth year working as a Recreational Therapist in Utah. She has primarily worked with older adults in Skilled Nursing and Assisted Living Facilities. Katherine is currently the Enhancement Director at Crescent Senior Living in Sandy, where she has had the opportunity to develop the Recreation Therapy Program from the ground up. Katherine has the privilege of serving on the Utah Recreation Therapy Association's Executive Committee in the roles of Conference Chair and President-Elect. She is passionate about recreation and in her free time enjoys camping, skiing, canyoneering and landscape photography.



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May 20th

Old Mill Golf Course, SLC, Utah

