



 **AGING**
2020 **IN AMERICA**
ASA CONFERENCE

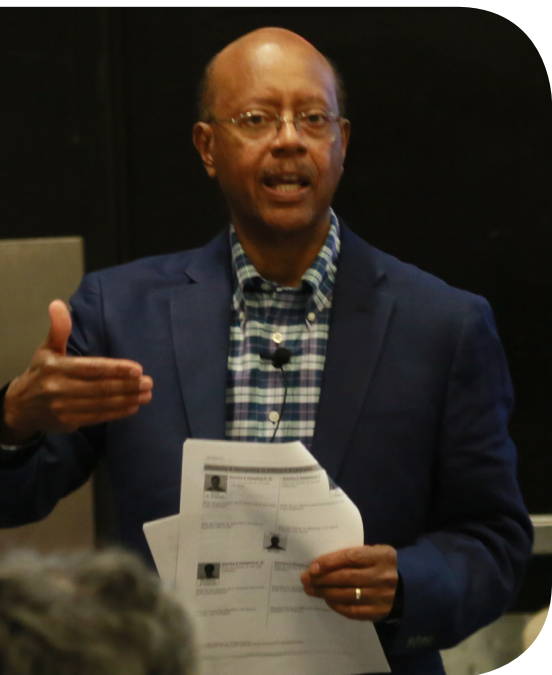


LEADERSHIP INSTITUTE

Cultivate your leadership skills and expand your networks at ASA's 2020 Leadership Institute.

asaging.org/leader

2020 Leadership Institute Program



Cultivate your leadership skills and expand your networks at ASA's 2020 Leadership Institute.

The ASA Leadership Institute is a five-day leadership development intensive that offers self-assessments of communication and leadership styles, presentations by recognized leaders in the field of aging, facilitated dialogue, networking opportunities, leadership literature, and online learning. Program components are carefully designed to prepare the next generation of leaders in the field of aging. The program is offered primarily onsite at the Hyatt Regency in Atlanta from March 23-27, 2020 but also includes pre- and post-intensive activities such as online assessments and an introductory webinar.

Understanding the context of a leader's work is vital. This program focuses on understanding and embracing cultural differences in a way that respects aging adults. Graduates will leave the Leadership Institute with a broad exposure to key influencers and with multiple opportunities to stay connected with other bright professionals who aspire to be their best.

Successful Participants

This unique leadership development opportunity is open to all professionals in the field of aging who have at least three years' experience and a strong interest in building personal leadership skills and capabilities, including effectiveness in current or future professional positions. Once successfully enrolled, participants will complete two online individualized assessments, based on the Everything DiSC® learning model, and pre-reading assignments, and will participate in an online web seminar on March 12, 2020.

Participants also learn about ASA member educational and networking opportunities across various platforms (website, web seminar, podcast, online courses and social media). Orientation and all other activities will be conducted onsite at the 2020 Aging in America Conference. Full participation is required to successfully complete the program and earn the Leadership Institute Certificate of Completion.

Benefits to Attendees and Their Organizations

- An increased self-awareness of your leadership style, a keen understanding of how your style can complement or clash with others' styles, and an understanding of how to adjust to fit the needs of the people you manage.
- Mastery of many approaches to working effectively in multicultural and ethnically diverse organizations and communities to influence positive change.
- Substantive insights into the leadership styles and experiences of visionaries, policy makers, change agents and influencers who have had significant impact in the aging field — a professional network of colleagues.
- Career advancement potential and an ASA Leadership Program Certificate for participants who successfully complete this program.

Program Objectives

- Identify major shifts in the field of aging, including the impact of changing demographics, culture, policy, technological and other factors on leaders and diverse communities;
- Describe the importance of leading a multicultural, inclusive team of professionals who reflect diverse views and opinions;
- Learn from successful leaders who have worked across boundaries, silos, and have surmounted barriers to solve small and big issues, creating sustained improvement;
- Identify resources to serve the growing cohort of diverse older adults facing a spectrum of health, racial, economic and other disparities;
- Build a more expansive and robust professional peer network with which you will share resources, ideas, helpful information in future years.

Onsite Agenda Atlanta

Monday, March 23 | 4:00 to 7:00 PM
Tuesday, March 24 | 8:30 AM to 8:30 PM
Wednesday, March 25 | 8:00 AM to 4:30 PM
Thursday, March 26 | 8:00 AM to 5:30 PM
Friday, March 27 | 8:00 AM to 12:30 PM



Announcement, Enrollment and Registration

Registration for the 2020 Leadership Institute is now open. Please visit asaging.org/leader for a link to register. Registration will close Friday, February 28, 2020.

Program and reading materials will be sent to early registrants beginning in January. Among the essential materials to complete and return will be two online assessments (*Everything DiSC® Management and the Everything DiSC® Work of Leaders* assessment), which will be scored online prior to the program, prepared as personalized reports and distributed by the trainer consultant onsite. *Completion of the self-assessment inventories is mandatory.*

Enrollment Fee

ASA Member rate: **\$1,295**

Non-member rate: **\$1,495 (includes one-year ASA membership)**

Your fee to attend the ASA Leadership Institute includes registration for the Aging in America Conference and a limited number of CE credits for attending ASA's 2020 Diversity Summit on Thursday, March 26.

Please note: Do not register for any other events if you choose to participate in ASA's Leadership Institute. If you are a presenter at the Conference, please contact Christine Arturo carturo@asaging.org to note and accommodate your schedule. Due to limited capacity, the fee for this program is non-refundable.

Kick-off Web Seminar

March 12, 2020 | 10:00-11:30 AM PST

Leadership Roundtable: California Master Plan on Aging

In this time of changing policies and heightened need for advocacy, what qualities, skills, knowledge and talents do leaders in aging need to possess now and in the future? This webinar brings together selected thought leaders who have been appointed to the Stakeholder Advisory Committee of the California Master Plan on Aging—an innovative program introduced to California by executive order called for by Governor Gavin Newsom.

Presenters: Bruce Chernof, MD, FACP, President and Chief Executive Officer, The SCAN Foundation; **Donna Benton**, PhD, Research Associate Professor of Gerontology, USC Leonard Davis School of Gerontology.



Bruce Chernof



Donna Benton



Leadership Institute

Monday, March 23

4:00–5:00 PM

Welcome: Introductions, Program Overview, Badges & Books

Steve Moore, Senior Manager,
American Society on Aging

5:30–7:00 PM

LI20 Networking & Happy Hour

(a no-host, informal gathering)

Hyatt Regency Lobby Bar

“It rekindled my passion for working in the field of aging. I thoroughly enjoyed being around others in the field, hearing their successes and struggles, and learning how to be a stronger leader.”

Amy Blackledge, Population Health RN Supervisor,
Saint Alphonsus Health System, Meridian, ID

Tuesday, March 24

8:30–9:30 AM

General Session—Panel of Pundits 2020: The Decision Year (preferred seating)

The American Society on Aging presents the Panel of Pundits, where politics and policy connect in a unique format, and where predicting trumps pontificating. Part 1 of the presentation will focus the panel's comments on hot issues impacting older adults, from Medicare and Social Security to the Older Americans Act and Elder Justice. Part 2 will focus the panel's comments on both the presidential and congressional elections.

Moderator: **Bob Blancato**, MPA, President, Matz Blancato & Associates.

Presenters: **Paula Basta**, MDiv, Director, Illinois Department on Aging; **Rich Browdie**, MBA, Former President and CEO, Benjamin Rose Institute on Aging; **Yanira Cruz**, DrPH, President and CEO, National Hispanic Council on Aging; **Jay Newton Small**, MS, Co-founder and CEO, MemoryWell, and Washington correspondent for TIME Magazine, and Journalist for Bloomberg News; **Joel White**, Founder and President, Horizon Government Affairs, LLC; **John Zogby**, Founder and Senior Partner, John Zogby Strategies.

10:00–11:30 AM

Leadership Keynote—A Vision for the Future of Aging Services

This presentation sets the stage for the future of aging including: aging population demographics; the greatest specific challenges leaders will need to address in the next decade; and the leadership qualities and attributes that will enhance success for the leader's organization and produce a positive impact for older adults.

Presenters: **Jean Accius**, PhD, Senior Vice President, AARP Thought Leadership and International Affairs; **Bob Blancato**, MPA, President, Matz Blancato & Associates.

11:30 AM–12:30 PM

LI20 Photos and Lunch Break (on your own)

12:30–2:00 PM

Aligning Organizational Leadership Performance With Future Needs of Aging Populations

The trends reshaping the field of aging call for a new kind of leader who can anticipate and respond to changes sweeping the industry, acquire a deep understanding of why and how change is activated, apply the skills needed to lead their organizations through transformation, while they influence change within adjacent sectors that impact the broader system. This session will appeal to leaders who are tasked to grapple with questions such as: How will the future of aging impact the field of aging? How might this influence the implications and opportunities for our organization? And, what kind of leadership will be needed to position us effectively?

Instructor: **Lori Peterson**, CEO and Founder, Collaborative Consulting.

2:30–4:00 PM

Building Community Models of Collaboration

This session will highlight effective models of community collaboration and address the leader's role in forming successful alliances and partnerships. Learn from our panel of successful leaders who have worked across sectors, boundaries, silos, and have surmounted barriers to solve issues large and small thus creating sustained improvement.

Presenters: **Michael Adams**, MA, JD, CEO, SAGE; **Brian Duke**, System Director, Senior Services, Mainline Health; **Marta Pereyra**, Executive Director, CLESE.

5:00–6:15 PM

Opening General Session (with preferred seating)

6:00–7:30 PM

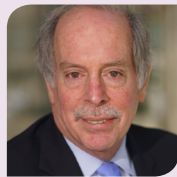
Exhibit Hall Grand Opening & Reception (Optional)

7:00–8:30 PM

ASA Leadership Reception



Jean Accius



Bob Blancato



Lori Peterson



Michael Adams



Brian Duke



Marta Pereyra



Karyne Jones



Robert Carpenter



Heather Menne



Salli Bollin



Wednesday, March 25

8:00–8:05 AM

Welcome to ASA

Karyne Jones MPA, MPP, President and CEO, National Caucus & Center on Black Aging, Inc., and Chair, ASA Board of Directors.

8:05 AM–4:30 PM

Managing to Lead With Style

This program uses online pre-work, engaging facilitation and contemporary video to create a personalized learning experience. Using DiSC®, a simple and intuitive learning model, participants will discover their preferred behavioral style and will learn to adjust to the style needs of staff members when directing, delegating, motivating and developing them. They will also learn to influence and communicate more effectively with their bosses by modifying their approach in order to meet those bosses' needs and preferences. The result: leaders who manage more effectively.

Instructor: **Robert Carpenter**, MBA, President, InSight Management Development.

12:00–1:00 PM

Lunch in Exhibit Hall

6:30–7:30 PM

Peer Groups *(Optional)*

Thursday, March 26

8:00–11:30 AM

Mastering the Work of Leaders—Part 1

Mastering the Work of Leaders helps participants understand their leadership behaviors and the best practices for crafting a vision, aligning others with it and executing that vision effectively in an organization. Moreover, it's an opportunity for leaders at all levels to reflect on how they approach each step of their work. With personalized tips and strategies that give clear direction and are easy to apply, Mastering the Work of Leaders helps leaders lead more effectively.

Instructor: **Robert Carpenter**, MBA, President, InSight Management Development.

11:30 AM–12:30 PM

Lunch Break *(on your own)*

Thursday, March 26

12:30–3:30 PM

Diversity Summit—Inequality Matters: Focus on Diverse and Underserved Older Adults in Rural America

(preferred seating & CE credits available)

The Summit will serve as a foundation from which to understand and discuss the too often negative circumstances engulfing rural diverse older adults. Conditions of older diverse adults in rural America are reflective of all that defines older people throughout society. Maximum effort will be expended toward exploring solutions to unique challenges faced by diverse older adults not residing in urban environments. An intersectional lens will be used to explore the complexities of understanding and meeting the needs of varying older diverse groups in rural America.

4:00–5:30 PM

Leading the Development of a Community Project: What Leaders Need to Know

This session will highlight the benefits of a practice-research collaboration in order to add depth to an organization, identify best practices, and evaluate for impact. Participants will be engaged to consider: Who will they reach with their project? How can they measure program effectiveness? What steps are needed to monitor project progress? How will the project's successes be maintained? Presenters will share different approaches that participants can use to translate research findings into practice in an effort to impact their communities.

Presenters: **Heather Menne**, PhD, Senior Health Policy Researcher, Research Triangle Institute; **Salli Bollin**, MSW, LSW, Executive Director, MemoryLane Care Services.

Friday, March 27

8:00–9:00 AM

General Session & Breakfast *(with preferred seating)*

9:30 AM–12:00 Noon

Mastering the Work of Leaders—Part 2

See Thursday's description.

12:00–12:30 PM

Institute Processing, Wrap-up and Adjourment

Steve Moore, Senior Manager, American Society on Aging

“ The ASA Leadership Institute was an awesome experience seeing emerging professionals in the aging field who were facing similar challenges in their part of the country & also seeing the creative approaches/solutions they were leading to address them. An amazing thing to see so many committed individuals who have the overarching goal of helping the older adult population—from rural communities to statewide impacts.”

*Dayton Romero, Director of Senior Assistance Programs
Silver Key Senior Services, Colorado Springs, CO*

“ The Leadership Institute helped me to understand where my leadership strengths are and the areas in which I need to think more about how I lead/present myself. The insight I gained will help to push me outside of my comfort zone as I continue to seek personal growth and to influence the development of future leaders in my organization.”

*Lisa Weitzman, LISW-S,
BRI Care Consultation Manager of Business Development
Benjamin Rose Institute on Aging*