



## ASA's 2017 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. Additionally, there is an option to enroll in a mentorship program. Program components are carefully designed to prepare the next generation of leaders in the field of aging. The program is offered primarily on site from March 20-24, 2017 in Chicago, IL, but also includes pre-intensive activities.

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 this leadership development program with a broad exposure to key influencers and with multiple opportunities to stay connected with other bright professionals who aspire to be their best.

This unique leadership development opportunity is open to all professionals in the field of aging who have at least three to five years' experience and a strong interest in building personal leadership skills and capabilities, including effectiveness in current or future professional positions.



*Full participation is required to successfully complete the program and earn the Leadership Institute Certificate of Completion and CEUs.*

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### 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 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.

Participants who successfully complete this program receive an ASA Leadership Institute Program Certificate, helpful in securing future promotions or advanced employment positions.

Earn up to 8 CEUs for participation in Aging in America Conference programs.

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### Program Objectives

Review major shifts in the field of aging, including the impact of changing demographics, culture, policy, technological and other factors on leaders and diverse communities;

Understand 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 issues large and small, creating sustained improvement;

Learn to access needed resources to serve the growing cohort of diverse elders facing a spectrum of health, racial, economic and other disparities;

Begin building a more expansive and robust professional peer network with which you will share resources, ideas, and helpful information in future years.

## Registration

Please visit [www.asaging.org/leader](http://www.asaging.org/leader) to register. Registration will close February 20, 2017.

### 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 CEUs for attending conference general sessions, workshops and ASA's 2017 Diversity Summit on March 23.

Please note: Do not register for any other events if you choose to participate in ASA's Leadership Institute (unless you are a presenter at the Conference, whom we ask to contact ASA for accommodations). Due to limited capacity, the fee for this program is nonrefundable.



## Web Seminars

### Leadership Roundtable

**February 28, 2017 | 10:00–11:30 AM Pacific Time**

What qualities, skills, knowledge and talents do leaders in aging need to possess now and in the future? This web seminar roundtable brings together thought leaders representing different positions and viewpoints from the field of aging to share their thoughts on this and other important questions. We don't have crystal balls but we do have these fabulous ASA leaders to guide us!

Presenters: **Richard Browdie**, MBA, President and CEO, Benjamin Rose Institute on Aging; **Dr. Debra Cherry**, PhD, Executive Vice President, Alzheimer's Greater Los Angeles; **Dr. Pinchas Cohen**, MD, Dean and Executive Director, Ethel Percy Andrus Gerontology Center, USC Leonard Davis School of Gerontology; **Robyn Golden**, MA, LCSW, Director of Health and Aging, Rush University Medical Center; **Jeanette Takamura**, MSW, PhD, Dean and Professor, School of Social Work at Columbia University.

### The Future of Aging (recorded)

The aging of America will impact nearly every aspect of our society: from the structure and function of healthcare, to the role of financial planning, to urban design, to the training of social workers. These shifts represent both massive challenges and enormous opportunities. What kind of leadership is required to orchestrate the transformation to an aged society? What skills, competencies and personal traits must 21st century leaders in the field of gerontology possess? What does a great leader do, and how do they learn to do it? What new abilities are required for effective aging-related leadership in the 21st century?

Presenter: **Ken Dychtwald**, President and CEO, Age Wave.

### On-site Agenda ~ Chicago, IL

**Monday, March 20 | 8:00 AM–8:00 PM**

**Tuesday, March 21 | 9:00 AM–5:00 PM**

**Wednesday, March 22 | 9:00 AM–5:45 PM**

**Thursday, March 23 | 9:00 AM–4:00 PM**

**Friday, March 24 | 9:00 AM–11:45 AM**



# Leadership Institute Program Agenda

## Monday, March 20

8:00–9:00 AM

**Registration Desk for Conference badge and book**

9:00–9:15 AM

**Welcome and Introductions**

**Krista Brown**, Director of Education, American Society on Aging.

9:15 AM–5:00 PM

**Managing to Lead with Style** (lunch on your own)

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.

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

5:15–6:15 PM

**Peer Groups** (optional)

6:30–8:00 PM

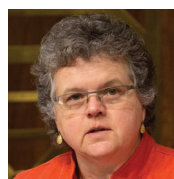
**Leadership Networking Reception with ASA Board of Directors**



Robert Carpenter



Michael Adams



Kathy Greenlee



Colette Browne

## Tuesday, March 21

9:00–9:10 AM

**Welcome to ASA**

**Bob Blancato**, MPA, ASA Board Chair and President, Matz, Blancato & Associates.

9:10–10:30 AM

**Cultivating the Next Generation of Leaders in Aging**

Our esteemed panel of presenters explores the major shifts in the field of aging, including the impact of changing demographics, culture, policy, technological and other factors on leaders serving increasingly diverse communities. Drawing from personal and professional experience, they will share their views on what key elements are needed to cultivate the next generation of leaders in the ever-changing and challenging field of aging.

Presenters: **Kathy Greenlee**, JD, Vice President of Aging and Health Policy, Center for Practical Bioethics; **Michael Adams**, MA, JD, ASA Board Member, CEO, Services and Advocacy for GLBT Elders (SAGE); **Colette Browne**, DrPH, MSW, Richard & Rose Takasaki Endowed Professor, University of Hawaii at Manoa.

11:00 AM–12:30 PM

**General Session** (with preferred seating; CEUs available)

1:30 PM–5:00 PM

**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.

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

5:30–7:00 PM

**Exhibit Hall Grand Opening and Reception** (optional)

ASA thanks our supporters for making this program possible.



The Harry and Jeanette Weinberg Foundation, Inc.



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a catalyst for change



# Leadership Institute (continued)

## Wednesday, March 22

9:00 AM–Noon

### Mastering the Work of Leaders - Part 2

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, this program helps leaders lead more effectively.

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

Noon–1:30 PM

### Grab & Go Lunch in Exhibit Hall and Poster Sessions

2:00–4:30 PM

### Choose optional conference workshop sessions (CEUs available)

4:45–5:45 PM

### Roundtable Sessions

6:00–7:00 PM

### Peer Groups (optional)



Bruce Chernoff



Terry Fulmer

## Thursday, March 23

9:00–10:30 AM

### 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 and silos, and have surmounted barriers to solve issues large and small, thus creating sustained improvement.

Presenters: **Bruce Chernoff**, MD, FACP, President and CEO, The SCAN Foundation; **Terry Fulmer**, PhD, RN, FAAN, President, The John A. Hartford Foundation; **Emily Allen**, Senior Vice President, Programs, AARP Foundation; **Laura Trejo**, MSG, MPA, General Manager, City of Los Angeles Department of Aging.



Emily Allen

11:00 AM–Noon

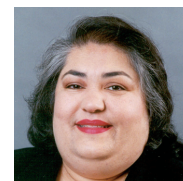
### Choose optional conference workshop sessions (CEUs available)

1:00–4:00 PM

### 2017 Diversity Summit—Inequality Matters: Focus on Older Adult Homelessness

6:00–7:30 PM

### ASA Final Night Reception (optional)



Laura Trejo



Heather Menne

## Friday, March 24

9:00–11:00 AM

### 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, Evaluator, Office of Performance and Evaluation, Administration for Community Living; **Salli Bollin**, MSW, Executive Director, Alzheimer's Association, Northwest Ohio Chapter.



Salli Bollin

11:00–11:45 AM

### Institute Wrap-up and Adjournment

**Krista Brown**, Director of Education, American Society on Aging.