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Maryland

MEMORY CARE SYMPOSIUM
NATIONAL

RESHAPING THE PICTURE

JULY 8-9, 2024 | ROCKVILLE, MD


INGLESIDE
AT KING FARM
ENGAGED LIVING

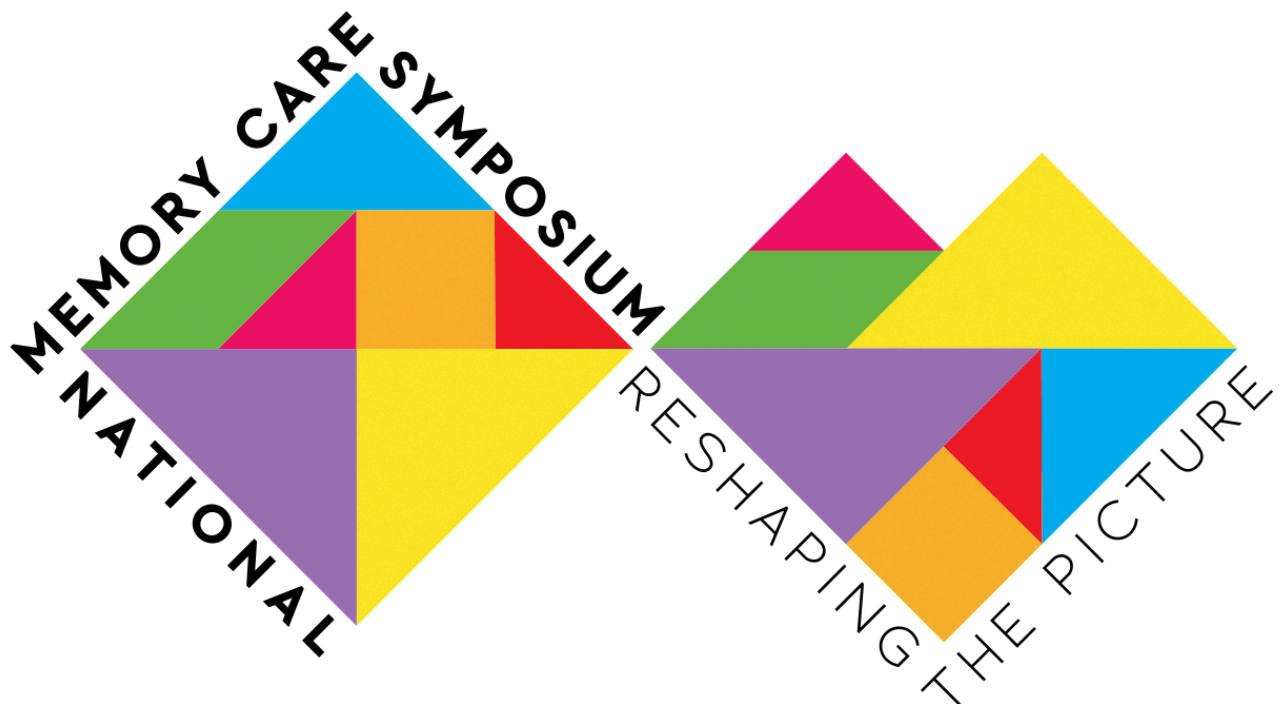


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Monday, July 8, 2024

8:00 - 8:30AM	Breakfast Buffet		
8:30 - 9:00AM	Welcome from LifeSpan and LeadingAge Maryland		
9:00 - 10:00AM	Opening Keynote		
10:00 - 10:30AM	Resident Engagement Tech Demos		
10:30 - 11:30AM	Breakout A1	Breakout A2	Breakout A3
11:30 - 11:45AM	Break/Travel		
11:45AM - 12:45PM	Lunch		
12:45 - 1:45PM	Breakout B1	Breakout B2	Breakout B3
1:45 - 2:15PM	Resident Engagement Tech Demos		
2:30 - 3:30PM	Breakout C1	Breakout C2	Breakout C3
3:30 - 5:30PM	Networking Reception		

Tuesday, July 9, 2024

8:00 - 9:00AM	Breakfast Buffet & Networking			
9:00 - 10:30AM	Keynote Presentation			
10:30 - 11:00AM	Resident Engagement Tech Demos			
11:00AM - 12:00PM	Breakout D1	Breakout D2	Breakout D3	Breakout D4
12:00 - 12:15PM	Break/Travel			
12:15 - 1:15PM	Lunch			
1:15 - 2:15PM	Breakout E1	Breakout E2	Breakout E3	Breakout E4
2:15 - 2:45PM	Resident Engagement Tech Demos			
2:45 - 3:30PM	Closing Session			

AGENDA





Carrie Shaw

July 8 | 9-10:00am
Cultural Arts Center

Carrie Shaw, MS, is a medical illustrator, public health educator, and CEO & Founder of Embodied Labs, an immersive caregiver training platform.

Founded in 2016, Embodied Labs serves 200+ subscribing organizations including senior services providers, government agencies, hospital systems and corporations to train students, healthcare workforce and informal caregivers. Embodied Labs has been recognized globally for their work by the AARP and Bill & Melinda Gates Foundation and has been featured in Oprah Magazine, [CBS - The Doctors](#), [The New York Times](#) and [CNN International Tech for Good](#).

Through her work building Embodied Labs, Carrie's mission is to accelerate global behavior change for healthier aging at scale by positively impacting the health of self and others through immersive learning experiences.

dementia man

an existential journey



Sam & Susan Simon

July 9 | 9-10:30am
Cultural Arts Center

The Dementia Man, An Existential Journey is the award-winning autobiographical story of a man who faces his diagnosis of Alzheimer's disease, by actor and playwright Samuel A. Simon. It is a peek into the head and heart of the struggle with a broken medical system and a personal and family change. This show is changing the dialogue about cognitive decline in America. Bring this show to your community so we may share the inspiring journey and project an uplifting image of those who have this disease, portraying a meaningful life ahead of them. We can live a life with dignity and full of meaning for years to come. This presentation is the recipient of the 2023 Dementia Arts Impact Award. The play will be followed by Q&A with Sam and his wife and caregiver, moderated by Kenya Bryant, Executive Director of Ingleside King Farm.



Sentimental Journey Singers

July 9 | 2:45-3:30pm
Cultural Arts Center

Insight Memory Care Center is partnering with Encore Creativity for Older Adults, the nation's largest choral program for singers 55+, to offer a chorus for those diagnosed with early or beginning moderate Alzheimer's and other memory impairments. Singers in the chorus, along with their care partner, will learn familiar and new songs in three-part harmony. We will rehearse familiar music for the season, along with old favorites such as Somewhere Over the Rainbow. Everyone will learn vocal technique skills to improve their singing voice and, of course, enjoy the all-important social aspect of choral singing! Dr. Mary Ann East will share the program's history, the research behind the importance of creative communities in persons living with dementia, and will follow her presentation with a performance from the chorus group comprised of people with cognitive decline and their caregivers.

A1: Reshaping the Picture Using LEGO® Serious Play® | Derwood Classroom

Presented by:

- Loretta Woodward Veney, Loretta Veney Inspires - Author, Inspirational Speaker and Certified LEGO® Serious Play® Facilitator

This interactive workshop session is tailored specifically for professionals working in assisted living, memory care and adult day programs as well as activity directors and other health care professionals! Certified LEGO® Serious Play® Facilitator Loretta Veney will guide participants through a series of tasks where they will use LEGO® bricks to build new strategies that will reshape the picture for caring for individuals with cognitive impairment. Everyone in attendance gets to play and share their ideas and will also get to keep the kit provided for building! LEGO® Serious Play® is a great way to cover a Serious topic while having lots of fun too!

During the session participants will:

- 1) learn and demonstrate the four concepts of LEGO® Serious Play
- 2) experience first hand the power of "thinking with their hands"
- 3) enhance their communication and listening skills and create new strategies through the building of 3D metaphorical models.

A2: Changing the Face of Problem Solving in Dementia Care | Ellicott Classroom

Presented by:

- Ann Patterson, VP of Health Services, Broadmead
- Stacey Young, Director, Center of Excellence in Dementia Care, Broadmead

This session will lead you through innovative care practices and programs that help change the conversation around dementia care in your communities. Attendees will be challenged to think What If and Why Not and to reimagine how they are making connections to best support those living with memory concerns. Join us and imagine the possibilities!

During the session participants will:

- 1) Describe how the strongest dementia care neighborhoods and programs can grow from natural leaders in your organizations (Let Leaders Lead)
- 2) Learn how to create innovative programs and what can grow when you do not let barriers get in your way (Breaking Down Barriers)
- 3) Share innovative programs and the journey to developing them to challenge attendees to think bigger in your communities (Build It and They Will Come)

A3: The Joy of Creative Engagement for Caregivers | Ingleside Engaged

Presented by:

- Ilyana Kadushin, Founder and Executive Director of Stories Love Music Inc.
- James Harrell, Accompanying Musician for live events and concerts

This multimedia session will introduce the concepts of Stories Love Music's (501c3) mission with The Joy of Creative Engagement for Caregivers program. An interactive and guided music concert will be integrated into this session. Participants will get to experience the power of music for their own self care and stress management, as well as obtaining creative tools for the most challenging aspects of their caregiving process. We will also share the results of an exciting pilot study. Learn more about us at www.storieslovemusic.com.

During the session participants will:

- 1) Understand Creative Engagement
- 2) Utilize Creative Engagement in Self Care/Stress Management
- 3) Creative Engagement meeting the challenges in caregiving of those with memory impairment.

B1: The Montessori Approach to Dementia Care | Derwood Classroom

Presented by:

- Denise Scruggs, CDP, CADDCT, ADC, Director of Education, National Council of Certified Dementia Practitioners

Do you want to explore ways to improve your dementia residents' or participants' quality of life? Are you interested in learning new ways to take your program to the next level? If so, join us to learn more about the Montessori approach and how you can apply it in your program. The Montessori method is an innovative and compassionate philosophy developed by educator and physician Dr. Marie Montessori and later applied to dementia and senior care settings. Over the past thirty years, the Montessori method has been used in all levels of care to successfully improve the quality of life and well-being of persons with dementia, reduce dementia behaviors, and lessen the use of sedatives and psychotropic medications. It has also increased socialization and activity engagement and positively impacted family and staff satisfaction.

In this interactive session, we will introduce the Montessori approach and explore its basic tenets, including its person-centered strength-based focus, prepared environment, emphasis on relationship-building and socialization, and unique family and staff roles. We will also share ways to empower the person with dementia to live a happy, meaningful, and purposeful life.

As a result of participating in the workshop, attendees will be able to:

- 1) Articulate the difference between traditional dementia care and Montessori care
- 2) Name the basic tenets of the Montessori approach
- 3) Articulate strategies for applying Montessori strategies in their own programs

B2: The Essentials of Aggression Management in Senior Care | Ellicott Classroom

Presented by:

- Daniel S. Wilder, VP of Operations, Sorensen, Wilder, & Associates

In this sessions, Daniel Wilder, a nationally recognized subject matter expert on healthcare workplace violence and de-escalation, will discuss the prevalence of violence in the senior care environment, and steps for successful mitigation. This will include aggressive behaviors demonstrated by residents, family members, and staff members. The program will also address de-escalation techniques for dealing with aggressive behavior in dementia residents.

At the conclusion of this program the attendee will:

- 1) Identify common behavioral changes that take place between calm and physically violent.
- 2) Discuss the role of de-escalation in the management of disruptive/aggressive behavior.
- 3) Discuss techniques to be used when attempting to de-escalate a resident with dementia.

B3: Lessons Learned from Starting a Social Day Program | Ingleside Engaged

Presented by:

- Maureen Charlton, Director of Memory Support Services and Programming, Ingleside at King Farm
- Irene Cochran, Ingleside Engaged Coordinator, Ingleside at King Farm

Looking to start a social day program for those with early stage dementia? Come to this session and learn about the lessons we learned from starting a successful day program. This interactive session will include topics such as: staffing, calendar planning, volunteers, supplies, fee schedule, marketing, mistakes made, technical needs, startup costs, training, census and protocols, etc. There is an increasing need for targeted programming to meet the social, cognitive and physical needs of folks in the early stage of dementia or cognitive decline. Social day programs are a great way to serve this need and can be set up relatively easily.

During the session participants will:

1. Learn the bare necessities of starting a program with success.
2. Create a rhythm of the day and learn how to manage group dynamics and personalities.
3. Be able to discuss ways to evaluate effectiveness of the program and identify areas for adjustment.

C1: Don't Depend On Big Pharma To Have All The Answers | Derwood Classroom

Presented by:

- *Cara Skrypchuk, Senior Director of Memory Support Services, Erickson Communities*
- *Heather Zeiss, Owner, Cliff Consulting and Caraway Assisted Living*

Recent research indicates that leveraging programming to stimulate the frontal, temporal, occipital, and parietal lobes in the brain can reduce disruptive behaviors by up to ten percent. This approach also leads to increased engagement, enhanced mood, and various physiological benefits. The presentation emphasizes evidence-based methods for brain stimulation and offers guidance on implementing a structured activity program incorporating progressive multisensory techniques. Attendees will discover innovative tactics that aim to enhance the retained abilities of individuals with dementia. The discussion will also explore the effectiveness of medications versus therapeutic approaches in enabling individuals to lead a more purposeful life aligned with their capabilities.

As a result of participating in the workshop, attendees will be able to:

- 1) **Understand the Neural Benefits of Programming:** Participants will gain an understanding of recent research findings that highlight the positive impact of programming on the frontal, temporal, occipital, and parietal lobes in the brain, and how such stimulation can reduce disruptive behaviors by up to ten percent.
- 2) **Implement Evidence-Based Progressive Multisensory Techniques:** Participants will learn and be able to apply progressive multisensory techniques within a structured activity program which leads to increased engagement, enhanced mood, and various physiological benefits.
- 3) **Evaluate Strategies for Purposeful Living in Dementia:** The presentation will guide participants in evaluating the effectiveness of medications versus therapeutic approaches in enabling individuals with dementia to lead a more purposeful life aligned with their capabilities.

C2: Enhancing Memory Support Programming through Philanthropy | Ellicott Classroom

Presented by:

- *Kate Kavitski, MA, RDT, CDP, Director of Development, Westminster Ingleside Foundation*
- *Dan Rubinfeld, Vice Chairman, Westminster Ingleside Foundation*
- *Doug Myers, President & CEO, Westminster Ingleside Foundation*
- *Maureen Charlton, BSW, Director of Memory Support Services and Programming at Ingleside at King Farm*

In 2020, Ingleside at King Farm launched an expanded Memory Support program including Memory Support Assisted Living and an Adult Day Memory Support Program. Partnering with Ingleside's supporting organization, Westminster Ingleside Foundation, Ingleside secured charitable support to provide extended music, exercise, dance, art, and horticultural therapy culminating in a new \$1 million endowment fund for Memory Support.

At the conclusion of this program the attendee will:

- 1) **Develop the case for support:** Memory Support teams and allied team members will learn how to identify areas of opportunity, define the need and the benefit, and secure the support of operations, financial, and fund development teams.
- 2) **How to identify and solicit gifts:** The best gifts are achieved when the Memory Support and Fund Development teams work together to raise awareness, present the case for support, and solicit gifts. Learn how to identify and solicit prospective donors. Review examples of how Ingleside celebrated these gifts and shared the impact of charitable giving benefiting memory support.
- 3) **How to manage your new funds:** Learn how to steward the funds that you have raised and put the funds to the most effective use for your organization. Discuss strategies for assuring continued and increased funding for your program.

C3: Putting the Dementia Discussion on the Dining Table - Evidence based nutrition and simple dining approaches that make all the difference in residents with Alzheimer's wellbeing | Club Room

Presented by:

- Travis Fry, RD LDN, Non Commercial Business Solution Specialist, Gordon Food Service
- Kate Munson, MS, RDN,LDN - Corporate Director of Menu Management, Cura Hospitality
- John Cramutola, BS, CEC, CDM-CFPP - Corporate Culinary Director

This session will begin with up to date evidence on how nutrition plays a role in the prevention and maintenance of cognitive decline, as well as an examination of diet trends that can help support brain health. The applied research will be followed by an experiential and interactive learning session where each of six key components will be first introduced to participants and small groups will be guided through the “how, when and why” elements in small groups; with the opportunity for volunteers to experience the resident perspective and share their insights. Residents with dementia and Alzheimer's have unique and specialized needs and it is important that each of our caregivers and team members who provide service to these residents understands these special needs. Strategies and efforts that are low cost – high impact require planning and commitment but are adaptable to some degree in every resident location. It is time to recognize for this population in particular, the dining environment is vital and can truly be a game-changing initiative in overall wellbeing influencing both nutritional and emotional status.

1. Understand current research supporting the link between food, cognitive decline, and dementia and how science can be reflected in everyday eating choices.
 2. Understand how to inspire moments of conversation that reduce anxiety experienced by Alzheimer's patients and why it is vital.
 3. Experience the effect of olfactory and sound stimulation and simple ways to create positive environments at your location through tabletop inclusions, colors and plate presentation.
 4. Review ideas for successfully offering and marketing a brain inspired menu in your organization by re-imagining portions and the immeasurable value of creative finger foods in resident dignity, improving intakes, and supporting staff adequacy.
- *Tasting samples (if permitted) will also be provided.

Tuesday, July 9, 2024 “D” Breakouts: 11:00-12:00pm

D1: Creating Quality Culture & Environment in Dementia Care | Club Room

Presented by:

- Patricia Hagen, Development Director, WinterGrowth Adult Day & Assisted Living
- Veronica Hoover, Corporate Memory Care Manger Erickson Senior Living

In this session, the presenters will discuss what are some successful approaches that have been used when working with someone living with cognitive decline; How can we understand their brain changes, our word choices, and why that matter; lastly the group will review types of approaches that have worked with some individuals and how to secure a satisfying relationship.

As a result of participating in the workshop, attendees will be able to:

- 1) Understand the difference between institutional- and person-centered language and recognize how person-centered language can improve the mindset of both speaker and listener.
- 2) Understand how tone, body language, and emotional connections can be adjusted to improve interactions with people living with dementia.
- 3) Learn about dementia-related brain changes so you can recognize the shifting language and cognitive abilities of people with dementia and tailor communication styles to their abilities.

D2: Reshaping the Picture Using LEGO® Serious Play® | Art Studio (See Breakout A1)

Presented by:

- Loretta Woodward Veney, Loretta Veney Inspires - Author, Inspirational Speaker and Certified LEGO® Serious Play® Facilitator

This session will be offered on both days of the Symposium. See Breakout A1 for the full session description.

During the session participants will:

- 1) learn and demonstrate the four concepts of LEGO® Serious Play®
- 2) experience first hand the power of "thinking with their hands"
- 3) enhance their communication and listening skills and create new strategies through the building of 3D metaphorical models.

D3: "One Ginger Cove" : Creating Community in the Presence of Memory Loss | Ellicott Classroom

Presented by:

- John Beyer, LCSW-C CDP, Director of Social Work and Wellness, Ginger Cove Retirement Community
- Pat Mosunic, Ginger Cove Independent Living Resident
- Prue Hoppin

The Covid pandemic divided spouses living in different levels of care, kept neighbors from seeing neighbors, and families from loved ones. As it came to an end, Ginger Cove began to devise ways to reinvigorate our volunteer program, which had become non-existent due to the many visiting restrictions that were a result of the pandemic. It became more and more apparent that a shift in thinking had developed with our residents in independent living, as many of them had become uncomfortable interacting with and visiting their neighbors who suffered with chronic diseases, specifically Alzheimer's and other kinds of dementia. There appeared to be quite a divide between our healthy seniors and those less fortunate. Using a "train the trainer" program given by Dr. Jonah Ronch, we educated our independent living residents and created a new Neighbor-to-Neighbor Volunteer Program, designed specifically to increase group and one-to-one interactions between the IL resident volunteers and our residents living in assisted living, memory care, and the health center, many of which who suffer from Alzheimer's disease and other dementias. This has helped to achieve our goals as we foster a community where individuals are connected, compassionate, and caring, who support each other emotionally, physically, and spiritually, and where every member of the community is respected and cared for no matter their circumstances.

As a result of participating in the workshop, attendees will be able to:

- 1) How to develop a model of education and communication about dementia.
- 2) Using this model to bring independent residents a better understanding of dementia
- 3) Helping independent residents to feel comfortable interacting with and volunteering for their neighbors in assisted living, memory care, and the health center.

D4: Dementia as Neurodivergence: Brain Health Improvement & Learning Through all Stages | Derwood Classroom

Presented by:

- Jessica Fredericksen, Director of Brain Health, Goodwin Living
- Abigail Hanlon, Music Therapist, Goodwin Living

All too often when someone is diagnosed with dementia or moves into a Memory Support neighborhood we focus on symptoms through a lens of decline and loss. This causes us to underestimate what individuals continue to be capable of and leads us to miss opportunities to promote brain health and learning through all stages of dementia. In this session we will look at dementia as a form of neurodivergence and dive into the ways these neurodivergent individuals are able to process new information and learn. We will review two case studies of brain health interventions that have improved cognition and mood in residents living in memory support communities. One is a brain health and social program aimed to improve recall, StrongerMemory, and the other is a music program aimed to promote physical movement, new learning, and socialization. We will end the session by engaging in brainstorming and assessment of what types of simple brain health programs attendees can incorporate into their own professional or personal settings.

As a result of participating in the workshop, attendees will be able to:

- 1) Define dementia as a form of neurodivergence where individuals are able to learn and engage with new information.
- 2) Examine two case studies of brain health interventions that can be adjusted for various levels of dementia to promote positive brain health.
- 3) Assess what brain health exercises or programs they can easily incorporate into their professional or personal setting.

E1: Is Memory Care Biased? Uncovering and Dismantling the Hidden Isms in Caring for Individuals with Dementia | Art Studio

Presented by:

- Meg LaPorte
- Dr. Michelle Olson
- Charles de Vilmorin

Ageism and ableism intersect in particular ways in senior living, and to an even greater extent in memory care. How so? Some might say the mere fact that a building that boasts “memory care” on its campus is ableist (or a HIPAA violation) or that walling off individuals inside of a building with locked units and little access to the outdoors is “othering,” not to mention isolating. What’s more, dementia often carries a stigma and “tragedy narrative” where people are seen as either “shells of their former selves” or care recipients, versus humans with purpose, meaning, and continued contribution. Presenters will explore how ageism and ableism are often unconsciously woven into commonly accepted practices in dementia care.

As a result of participating in the workshop, attendees will be able to:

- 1) Identify how and where ageism and ableism exist in dementia care
- 2) Describe practical and creative ways to address and tackle bias in dementia care
- 3) Explain novel and effective processes and tools that help foster deep knowing of individuals with dementia

E2: Empower to Prevent: A community-based approach to address the prevalence of dementia in Baltimore City and engage everyone towards greater cognitive health. | Ellicott Classroom

Presented by:

- Aileen McShea Tinney, President & CEO, Keswick

In late Spring 2024, the Wise & Well Center opened a new community-facing cognitive resource and caregiver support space on Keswick’s campus in Baltimore City. This is in direct response to the Alzheimer Association report in July 2023 that Baltimore City is tied for the highest rate of Alzheimer’s Disease of any jurisdiction in the nation, 16.6% of those 65 and older, and Maryland is also the state with the highest prevalence of Alzheimer’s in the country at 12.9%. This is a place where people of all ages maximize brain health and improve cognitive function. The approach is empowering and preventative while offering significant support to those already affected by dementia. The goal is to go beyond cognitive assessments at a time of crisis to empower all of us towards maximizing cognitive health. What if we took the approach that dementia is a preventable disease? The panel of experts will share how Keswick and its partner organizations are creating an ecosystem to strengthen cognitive health in Baltimore through lifestyle management, age friendly supports, education and engagement, skill development and petite retreats. The panel speakers will share how Keswick is educating the public on dementia as a preventable disease, offering early screening and intervention, as well as support services and resources. There is a place for everyone to learn—for themselves and others.

As a result of participating in the workshop, attendees will be able to:

1. Learn how organizations partner together to positively influence and change the prevalence of dementia in Baltimore.
2. Increase awareness of impact of preventative health approaches that positively impact overall health outcomes and reduce the risk of dementia.
3. Understand how dedicated community space impacts the relationship of support to strengthen the role of caregivers formal and informal

E3: The Wisdom on Wheels Journey: A Nationwide 5 Year Quest to Capture the Hearts and Minds of the Greatest Generation | Club Room

Presented by:

- Jack York, Chief Storyteller, TaleGate

"The Wisdom on Wheels Journey" is a one-of-a-kind session that encapsulates the essence of adventure, human connection and storytelling. This session will present the idea and purpose of the journey, and discuss the lessons learned of resiliency, joy, gratitude and faith among the elders interviewed. In a senior living world dealing with never ending stresses and constant change, there is immense value in connecting with the residents who have lived long, meaningful lives. "The Wisdom on Wheels Journey" is an engaging and heartwarming story of an unforgettable adventure that tells the story of crisscrossing the country in 2 separate journeys spanning 5 years. Through hundreds of personal interviews, the session reminds the audience why they got into the senior living profession in the first place, and the importance in allowing residents to be heard. This generation will never be recreated, their legacies must be captured. You will laugh, you will cry, and you will reflect on the treasures living within the walls of your communities. Can tailor to be dementia specific.

As a result of participating in the workshop, attendees will be able to:

1. The importance of storytelling, especially for your residents
2. The audience will leave with a reminder of the connections that got them into the field in the first place
3. Inspire the audience to preserve the stories that shape our communities, one conversation at a time

E4: Reducing Late-Day Confusion in People with Dementia: An Evidence-based Model | Derwood Classroom

Presented by:

- Dr. William Mansbach; CEO, CounterPoint Health Services; CEO, BCAT® Research Center
- Jennifer Milsovic, OTR/L; BCAT® Coordinator, Mansbach Health Tools

Behavioral and psychological symptoms of dementia (BPSD) are very common in residents with dementia. Perhaps the most challenging type are those that occur as part of the sundowning (late-day confusion) syndrome. Currently, there are very few intervention models that demonstrate success in reducing symptom frequency and severity. Too often, the primary (often only) intervention is medication-based. While medications are often necessary, they are generally not sufficient. What is needed is a care model that empowers staff to be agents of change. In this presentation, Dr. Mansbach and Jennifer Milsovic, OT will describe the interprofessional model and present evidence of its effectiveness. A clinical case will be discussed. Healthcare staff, clinicians, and leaders who work with residents with dementia should find this presentation highly innovative and practical.

As a result of participating in the workshop, attendees will be able to:

1. Define late-day confusion in both theoretical and practical terms.
2. Identify the six key features of the model.
3. Apply the model to everyday situations to reduce frequency and severity of late-day confusion in residents with dementia.



Dr. Mary Ann East

Director of Arts for Life, Encore Creativity for Older Adults

Mary Ann East has been with Encore Creativity for Older Adults since August 2018 when she began conducting the Encore Chorale at Goodwin House Bailey’s Crossroads. In September of 2019 Mary Ann became the Program Director of Sentimental Journey Singers, Encore’s choral program for singers with early to mid-stage cognitive change and their care partners. On June 1, 2022 Mary Ann became the Director of Arts for Life working to expand Encore’s programming for those with cognitive change. Mary Ann has taught music to ages 3-93. She is a former Fairfax County Public School music teacher where she taught elementary general music through high school choir and former adjunct professor at George Mason University. Mary Ann is currently the Music Director at Community of Faith UMC in Herndon (VA) and Co-Founder/Artistic Director of Capital Harmonia, a local women’s chorus whose mission is to bring music composed by women and for women’s voices to the DC area through partnerships with local women’s organizations. Mary Ann holds a Doctor of Musical Arts in Music Education from Boston University, a Master of Music in Choral Conducting and Vocal Performance from George Mason University, and a Bachelor of Music Education from Indiana University.

Samuel A. Simon

Playwrite and performer, The Dementia Man

Samuel A. (Sam) Simon started his career in Washington DC as a lawyer for Ralph Nader’s first advocacy group. He then spent 25 years as head of a public affairs firm. In that work, he was often in the news, appearing on Face The Nation, Phil Donahue Show, Oprah Winfrey Show, Good Morning America and many more. Same calls his playwriting and theatre work his 4th Age. His first play, The Actual Dance, Love’s Ultimate Journey Through Breast Cancer, was later turned into an award-winning memoir. In 2021, Sam was diagnosed with early-stage Alzheimer’s. Despite the enormous challenges of this diagnosis, Sam has become "The Dementia Man" a powerful advocate through theater, using his own experience as inspiration to reshape the narrative surrounding cognitive decline. With his newest play Dementia Man, An Existential Journey, Sam defies stereotypes and inspires audiences. Sam lives in Mclean VA with his wife Susan. They have 2 children and 4 grandchildren.



Susan Simon

Cognitive Navigator

Susan holds a master’s degree in special education from George Washington University and served a career as an elementary school teacher. She also served as an elementary school counselor. Susan then received a certification in eldercare from George Mason University and served as the director of admissions and marketing at Tall Oaks of Reston, an assisted living community, for 14 years. Susan and Sam are in their 58th year of marriage. They have 2 adult children and four grandchildren. Susan has served on the board of the Fairfax Education Association, Jewish Council on the Aging and is a past President of Temple Rodef Shalom.



Carrie Shaw

Carrie Shaw, MS, is a medical illustrator, public health educator, and CEO & Founder of Embodied Labs, an immersive caregiver training platform. Founded in 2016, Embodied Labs serves 200+ subscribing organizations including senior services providers, government agencies, hospital systems and corporations to train students, healthcare workforce and informal caregivers. Embodied Labs has been recognized globally for their work by the AARP and Bill & Melinda Gates Foundation and has been featured in Oprah Magazine, CBS - The Doctors, The New York Times and CNN International Tech for Good. Through her work building Embodied Labs, Carrie’s mission is to accelerate global behavior change for healthier aging at scale by positively impacting the health of self and others through immersive learning experiences.



Loretta Woodward Veney [Breakout A1 & D2]

Loretta Veney Inspires - Author, Inspirational Speaker and Certified LEGO Serious Play Facilitator



Loretta Woodward Veney of Loretta Veney Inspires is an inspirational speaker and trained LEGO Serious Play facilitator who offers a wealth of information, encouragement, and humor to her audiences. Loretta is the author of Being My Mom’s Mom, Refreshment for the Caregiver’s Spirit, and Colors Flowing from My Mind. In 2006 after her beloved mother Doris was diagnosed with dementia, Loretta began learning everything she could about the disease becoming a fierce advocate for her Mom in the process. Loretta and her Mom have been featured in the Wall Street Journal, The Washington Post, The NY Times, and a PBS special. Loretta’s engagement with her Mom using LEGO bricks and her facilitation of LEGO Serious Play workshops for those with dementia and their caregivers resulted in she and her Mom being featured in Season Four of Robin Roberts Thrive Thursday series, which previewed on Good Morning America in November 2021. In September 2023, Loretta received a Maude Award for her work with LEGO bricks for those with dementia and their caregivers. Maude Awards are given to individuals and companies using innovative methods for engaging with those with dementia.

Ann Patterson [Breakout A2]

VP of Health Services, Broadmead

Ann is a licensed Nursing Home Administrator and Assisted Living Manager in the State of Maryland as well as a Certified Alzheimer’s Disease and Dementia Care Trainer, Certified QAPI Professional and has a certificate in Professional Aging Services Risk Management. She serves on the Bridging Life Hospice Board and the Education Committee with LeadingAge Maryland. Ann serves as the VP of Health Services at Broadmead supporting a variety of settings including outpatient care, residential services, memory care, rehabilitation, social work, long term care and assisted living. Prior to becoming an Administrator, Ann served as the Director of Marketing for LeadingAge Maryland and 18 years in the telecommunications industry as an operations executive overseeing marketing, client retention and business partner development.



Stacey Young [Breakout A2]

Director, Center of Excellence in Dementia Care, Broadmead

Stacey Young has served as the Director of the Center of Excellence in Dementia Care at Broadmead for the last 9 years. Her role oversees all aspects of dementia care for the center including assessments, care management support to those living with dementia, education for professionals and care partners, engagement support and more. Stacey is a Certified Alzheimer’s Disease and Dementia Care Trainer, Certified Dementia Practitioner, Manager and Montessori Professional, all received through the National Council of Dementia Care Practitioners. Stacey also is Activity Consultant Certified with Memory Care Specialization through the National Certification Council of Activity Professionals. Prior to Broadmead, Stacey served as Director of Recreation and Engagement at Copper Ridge and as a Faculty Member for the Copper Ridge Institute for 15 years. Stacey serves on the board for the Maryland Activity Coordinators Society, on the leadership action team for Dementia Friendly Baltimore County and also is the co-chair of the dementia peer network for LeadingAge Maryland.



Ilyana Kadushin [Breakout A3]

Founder and Executive Director of Stories Love Music Inc.

Musician/Actress; Award winning film producer (2011 HBO Best Documentary for Separate, But Equal); Award winning audiobook narrator (Audie Award); Creative Engagement Coach Adjunct Faculty of voice and public speaking at New York University, Tisch School of the Arts Certification and Education; 2013-2018 Over 400 hours of fieldwork study of Stories Love Music conducted with staff and patients with dementia at both Cobble Hill Health Center’s Alzheimer’s unit and 80th Street Memory Residence in New York.; 2017 Attended Transforming the Landscape of Caregiving Conference given by Rosalynn Carter Institute for Caregiving and MAC Center.; 2015 -Received certification for Dementia Care Professional Care Giving Program at Alzheimer’s Association New York.; 2015- Attended The Institute for Music and Nuerologic Function’s 20th Anniversary Forum.; 2014- Attended a “Narratives in Medicine” Conference at Columbia University. Keynote speeches Include: 2019: Delivered Keynote at IHAS (In-Home-Aides) Conference in Ocean City, Md.; 2019: Delivered Keynote at Dementia Caregiver Conference in Easton, Maryland. ; 2021: Webinar Presentation for Maryland Department of Aging Caregiver Commision.; 2021: Webinar Presentation for DHS and John’s Hopkins’s Call to Care Program; 2021: Ilyana Kadushin (Executive Director of Stories Love Music) presented at the; Virtual Caregiver Conference sponsored by Baltimore County Dept. Of Aging.



Denise Scruggs, CDP, CADDCT, ADC

Director of Education, National Council of Certified Dementia Practitioners



Denise Scruggs is a passionate dementia care professional and educator whose thirty-year career has spanned activities, social work, memory care management, and dementia education in a hospital, long-term care, continuing care, adult day services, and memory care. She has also been a caregiver for her mom and grandmother, who were diagnosed with dementia.

Denise is the Director of Education for the National Council of Certified Dementia Practitioners (NCCDP). Before this, Denise served as a Vice President of Corporate Training for NCCDP for six years and as an independent dementia trainer for over fifteen years while also serving as the Director of the Beard Center on Aging at the University of Lynchburg. Denise authored NCCDP's/ICCDP's Montessori Professional certification program.

Denise holds certifications as a Certified Montessori Dementia Care Professional, Certified Montessori Care Professional Trainer, Certified Dementia Practitioner, and a Certified Alzheimer's Disease and Dementia Care Trainer.

Daniel S. Wilder

VP of Operations, Sorensen, Wilder, & Associates

Daniel Wilder is Vice-President of Operations for Sorensen, Wilder, having joined Sorensen, Wilder & Associates after earning his degree in Criminal Justice in 2006. Since joining SWA, Daniel has worked closely with healthcare clients, including hospitals, senior care communities, clinics, physicians' practices, and more. He has performed security vulnerability assessments at over 200 healthcare and senior care facilities across the nation. Daniel holds a CVI – CSAT certification through the United States Department of Homeland Security. In addition to his role with Sorensen, Wilder & Associates, Daniel is also a firefighter / EMT and a fire science instructor. He is certified in CPTED (Crime Prevention Through Environmental Design) with advanced training in CPTED principles in healthcare facilities, incorporating these CPTED principles into all of the security vulnerability assessments he performs. Daniel's training programs are focused on employee health and safety, and include topics such as back safety, lifting and transferring residents, workplace violence, active shooter, fire safety and evacuations, and personal safety and security. Daniel is also the national program administrator for the Sorensen, Wilder & Associates Essentials of Aggression Management program, and has trained thousands of healthcare professionals in recognizing and defusing aggressive behavior.



Maureen Charlton

Director of Memory Support Services and Programming, Ingleside at King Farm



Maureen holds a Bachelor's Degree in Social Work from Baylor University. She has worked with people with dementia and their families for over 30 years in various capacities, including care settings, professional training, and working for the Alzheimer's Association. Maureen has opened 3 new memory support neighborhoods in Virginia in 2 different communities. Maureen is a Certified Validation Worker and Group Practitioner from the Validation Training institute. Additionally, as a Certified Dementia Practitioner trainer, she loves training and coaching teams to provide quality care to those with dementia. She currently serves as the Director of Memory Support Services and Programming at Ingleside at King Farm where she oversees Ingleside Engaged, a social day program for people in the early stages of dementia, provides training to staff members and provides dementia expertise to the SNF and Assisted Living neighborhoods.

Irene Cochran

Ingleside Engaged Coordinator, Ingleside at King Farm

Irene holds a degree in Recreation Administration with a Therapeutic Concentration from Eastern Illinois University. She has facilitated groups in various settings and has years of experience leading activities and groups. She holds an Activities Director Certificate and is a skilled conversationalist. She has been able to travel many places throughout the world and her personal experience of supporting her mom with dementia only adds to her ability to serve this population and relate to the family members.



Cara Skrypchuk

Senior Director of Memory Support Services, Erickson Communities



Cara Skrypchuk, RD, CPIT, ACC, CMDCP is a seasoned professional in the field of memory support services, currently serving as the Senior Director of Memory Support Services at Erickson Communities. In this role, she plays a pivotal role in oversees diverse aspects of operations, including programs, resident care, marketing, admissions, recreation, and education across all sites of service. Prior to her current role, Cara served as the East Division Director of Dementia and Recreation Services for Genesis Healthcare, managing all dementia and recreation initiatives across an extensive network of 184 nursing homes and assisted living facilities spanning Maryland, Delaware, West Virginia, Kentucky, Tennessee, North Carolina, and Virginia. Beyond her day-to-day responsibilities, Cara Skrypchuk is a sought-after national presenter, sharing her insights on crucial subjects such as Dementia Connection and Creating Frameworks for Care. Her engaging presentations reflect her passion for driving positive change in dementia care practices and educating professionals across the country. With a commitment to excellence and a profound understanding of the complexities of memory support services, Cara Skrypchuk continues to be a driving force in advancing the field and improving the lives of those affected by dementia.

Heather Zeiss

Owner, Cliff Consulting and Caraway Assisted Living

Heather Zeiss, CADCDT, LTP, HYA has over three decades of experience in the senior care industry. After obtaining her degree in Gerontology from the University of North Carolina, Heather began her journey in the field by working for a medical senior adult day care for ten years, where she wrote therapeutic activities for those affected by dementia. Her commitment to caring for those with Dementia then led her to become a liaison between Johns Hopkins and Copper Ridge, where she played a crucial role in the implementation of research projects and best practices. Entering the Assisted Living field in 2004, Heather served as Executive Director in both all-Alzheimer’s communities and traditional assisted living/ independent living communities, before realizing her dream of ownership by acquiring Caraway Assisted Living in February 2023 - a place where friendships flourish, laughter abounds, and award-winning care is a priority. Her dedication extends beyond her community, as she serves as a national consultant and trainer for assisted living communities as the owner of Cliff Consulting and sits on the Board of Directors for the Beacon Lifespan Network and is involved with NFIB.



Kate Kavitski, MA, RDT, CDP

Director of Development, Westminster Ingleside Foundation

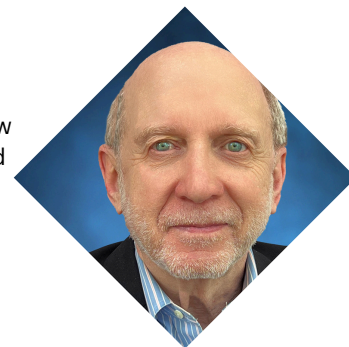


Kate Kavitski, Director of Development, has had the privilege of serving senior living communities for over a decade. Her background includes a Bachelor of Arts from Ithaca College and a Master of Arts in Drama Therapy from New York University. Professionally, Kate has served as a Creative Arts Therapist to non-profit communities, Director of Life Enrichment in memory care settings, and Administrator in Independent Living. A visionary thinker and strategic planner, Kate has assisted with the operational development and opening of a Center for Healthy Living and Memory Support-Assisted Living. Kate serves as Director of Development where she leads annual giving, tribute giving, donor recognition, events, and other projects that further elevate the experience of living at Ingleside.

Dan Rubinfeld

Vice Chairman, Westminster Ingleside Foundation

Prof. Daniel L. Rubinfeld has served as the Robert L. Bridges Professor of Law and Professor of Economics Emeritus at the University of California, Berkeley and Professor of Law at NYU. He served from June 1997 through December 1998 as chief economist and Deputy Assistant Attorney General for Antitrust in the U.S. Department of Justice. Dan is the author of a variety of articles relating to antitrust and competition policy, law and economics, and public economics, as well as two textbooks, Microeconomics and Econometric Models and Economic Forecasts. He is also the co-author (with Robert Inman) of Democratic Federalism, a Princeton Press 2020 publication. He has consulted for private parties and for a range of public agencies including the Federal Trade Commission, the Antitrust Division of the Department of Justice, and various State Attorneys General. He has been a fellow at the National Bureau of Economic Research (NBER), the Center for Advanced Studies in the Behavioral Sciences, and the John Simon Guggenheim Foundation. Professor Rubinfeld teaches courses in antitrust and law and statistics (co-taught with Judge Katherine Forrest) and is a member of the American Academy of Arts and Sciences and a research fellow at NBER. He is a past President of the American Law and Economics Association. He currently serves as Vice Chair of the Westminster Ingleside Foundation.



Doug Myers

President & CEO, Westminster Ingleside Foundation

Douglas C. Myers has extensive experience in advance philanthropy supporting the missions of not-for-profit health care and educational organizations. His greatest satisfaction is when he matches the passions and interests of donors with the needs of those served by nonprofits. He has experience in board development, strategic planning, endowment building, leadership giving, capital campaigns, and foundation operations. As Westminster Ingleside Foundation President & CEO Doug leads the Foundation in advancing philanthropic support for Ingleside at Rock Creek, Westminster at Lake Ridge, and Ingleside at King Farm. He takes great pride in knowing that no one has ever been asked to leave an Ingleside community due to financial hardship of no fault of their own. Additionally, Ingleside has a robust employee scholarship program to help attract, train, and retain outstanding employees. He is excited by the numerous untapped opportunities to improve the quality of life those who live and work at Ingleside. Doug previously held the positions of President & CEO, Asbury Foundation, Associate Vice President of Development at McDaniel College, and was an integral leader for the Suburban Area Healthcare Foundation. He had held the designation of Certified Fund-Raising Executive and has given presentations at numerous professional educational conferences. He has volunteered his service with the American Red Cross, Carroll County Public Schools Education Foundation, The Arc, and UMA.



Travis Fry, RD LDN

Non Commercial Business Solution Specialist, Gordon Food Service

Travis Fry is currently the Non Commercial Business Solutions Specialist at Gordon Food Service for the Atlantic Coast Region, and has held this position since April 2021. In this role he uses his prior operational experience working in acute care hospitals and long term care to help all healthcare customers improve their operations. His background includes a BS in Nutrition and Dietetics from Colorado State University along with a BS in Integrative Therapeutic Practices from Metro State University of Denver. He completed his accredited dietetic internship at the Children's Hospital of Colorado in 2014 with a focus on pediatric food allergies. His post internship work history includes the following: Nutrition Care Manager with Morrison Senior Living ; Outpatient Nutrition Director for First Care Medical Clinic; Lead Inpatient Dietitian for Morrison Healthcare.



Kate Munson, MS, RDN,LDN

Corporate Director of Menu Management, Cura Hospitality

Kate has worked in contract food services for over 10 years and started her career as a Food Service Director and Registered Dietitian in a long-term care community. Kate completed her undergraduate degree at Minnesota State University, Mankato in 2010. She then completed her dietetic internship and Master of Science in Nutrition and Dietetics degree at Central Michigan University in Mount Pleasant, MI in 2017. Kate is an active member of the Minnesota Academy of Nutrition and Dietetics (MAND) and has previously served on the board.



John Cramutola, BS, CEC, CDM-CFPP

Corporate Culinary Director

John brings over 14 years of culinary expertise, including 11 years in healthcare foodservice. With a strong focus on infusing his passion for food and hospitality into his work, Chef John excels in customer service and client relations. His diverse experience encompasses opening a fast-casual restaurant, catering high-profile events, and community volunteering. Notably, he served as the saucier/sous chef at Trump National Golf Course in Pine Hill, New Jersey, cooking for the 45th president and other VIP guests. Chef John is dedicated to continuous learning, holding certifications like Certified Dietary Manager, ServSafe, Alltertrain, and working towards a Certified Executive Chef certification through the ACF.

He is also pursuing a second bachelor's degree in healthcare administration to better understand client needs within the healthcare industry, blending his culinary passion with a commitment to responsible foodservice.



Patricia Hagen

Development Director, WinterGrowth Adult Day & Assisted Living



Patty Hagen was born in Maryland and she always had a love of helping people and thinking outside the box – the why not? Patty studied Recreation Therapy at the University of Maryland and became a Certified Therapeutic Recreation Specialist. Patty’s first job out of college was working for Baptist Senior Adult Ministries and helped open the Laurel Adult Medical Day Program in her hometown. She then joined the therapy team at Montebello Rehabilitation Hospital in Baltimore and assisted in the acute rehabilitation of individuals who had acquired traumatic brain injuries, spinal cord injuries or had a stroke. Building on that background, Patty moved to North Carolina and became the first recreation therapist for FirstHealth of the Carolinas Rehabilitation Hospital in Pinehurst. Patty held positions as Director of Recreation Therapy and Director of Memory Care for The Charles E. Smith Life Community, and developed a Brain Enhancement Gym and programs that were stimulating, fun, and exciting with the recreation department over the years. She was Director of Memory Care for Kensington Senior Living and Charlestown Retirement Community – at each she assisted in the opening of new memory care assisted living residences. Patty also served as the Senior Director for the Cahmann Center for Senior Services at the Jewish Council for the Aging and Director of the Misler Adult Medical Day Center. As of today, Patty is the Development Director for WinterGrowth Adult Medical Day Program, Assisted Living and Respite Care. Patty is married to her husband Jim and they have two daughters Emily & Christina. They adore their Miniature Australian Sheppard Raven. As a family, they love to travel, play & watch sports, and enjoy time at the beach.

Veronica Hoover

Corporate Memory Care Manger Erickson Senior Living

Veronica Hoover was born in Delta State in Nigeria. Veronica's first job after college brought her into the Anatomy Lab as a Histology Technician in Hull, England. Building on that background, she enjoyed teaching Gross Anatomy and Embryology in the next stage of her career. Soon the Hull Royal Infirmary drew her in as a volunteer before she joined the Activity staff and became the Activity Manager. After moving to the United States, Veronica served as the Operations Manager at Potomac Ridge Behavioral Health and Good Shepherd Center, followed by a season as Memory Care Director at Brightview Senior Living. Since joining Erickson Senior Living in 2020, Veronica has enjoyed working as the Traveling Memory Care Manager and, more recently, as the Corporate Memory Care Manager. Veronica is married with three children and loves traveling, tennis, field hockey, reading, and hiking.



John Beyer, LCSW-C CDP

Director of Social Work and Wellness, Ginger Cove Retirement Community



John has worked in the aging field since 1989. After achieving his Masters Degree in Social Work he worked for Genesis Eldercare for 10 years as a Social Work Director at Genesis Severna Park Center. In 1999 John became the Director of Adult Evaluation and Review Services at the Anne Arundel County Department of Aging. In 2010, John became Director of Social Work for Riderwood CCRC in Silver Spring, Md. Following this, John was Director of Social Work from 2016 to 2020 at Fairhaven CCRC in Sykesville, Md, then went to Broadmead CCRC in Towson as inpatient social worker for 2 years. In February of 2022 John came to Ginger Cove as Director of Social Work and Wellness.

Pat Mosunic & Prue Hoppin

Ginger Cove Independent Living Resident

Pat Mosunic and Prue Hoppin are Ginger Cove Independent Living Residents, and Neighbor-to Neighbor volunteers who connect daily with fellow residents who live with memory loss.



Jessica Fredericksen
Director of Brain Health, Goodwin Living



Goodwin Living Director of Brain Health Jessica Fredericksen, CDP, MSW, RCAL, joined Goodwin Living in early 2021 as Brain Health Program Manager. She is focused on advancing brain health and dementia awareness through education, the StrongerMemory program and community outreach through Dementia Friendly Virginia.

Jessica is a Certified Dementia Practitioner (CDP) and Certified Alzheimer’s & Dementia Care Trainer (CADCT) with a Masters in Gerontological Social Work (MSW) from Washington University in St. Louis. Before joining Goodwin Living, she worked for an Assisted Living & Memory Care company in the Midwest where she gained experience as an Executive Director and Corporate Director of Community Excellence. When she’s not focused on brain health, Jessica enjoys volunteering with a local animal rescue and taking hikes with her cockapoo, Chloe Rose.

Abigail Hanlon
Music Therapist, Goodwin Living

Abigail R. Hanlon is a board-certified music therapist and resident in counseling in the Northern Virginia area with a passion for working with older adults, individuals with cognitive change, and those receiving hospice services. Originally from Pennsylvania, Abigail received her undergraduate degree from Marywood University and later, her board certification. Shortly after, Abigail graduated from Drexel University with a master’s degree in Music Therapy and Mental Health Counseling. She joined the Goodwin Living team in 2021 and has been working with older adults in skills nursing, assisted living, and memory support settings. She has recently developed research in collaboration with Encore Creativity for Older Adults, studying the effects of inter-abled choral experiences on cognition and social connection with older adults with and without dementia. She recently presented the results of this research at the American Society’s OnAging conference in March of 2023. Abigail has a passion for empowering individuals in the later chapters of their life as well as those receiving hospice services. She believes everyone has something to offer no matter their age, diagnosis, or abilities.



Meg LaPorte

Meg helps help aging services entities tackle ageism in creative ways so that their communities can be the best environments for elders to live and thrive. Having spent more than 23 years in writing, editing, PR/communications, and marketing in the field of aging services, she leverages her skills and experience to dismantle age bias through artistic activism. She obtained an MA in Management of Aging Services from the Erickson School of Aging Studies at the University of Maryland, Baltimore County in 2014. Meg is co-founder of Art Against Ageism, an alliance of advocates and artists that identifies, amplifies, and creates artistic activism that confronts and tackles ageism. In addition to serving as executive director of the Maryland Regional Direct Services Collaborative, Meg is a member of the board of directors of the Gray Panthers NYC. She founded Age In America in 2015, a blog and social media initiative that seeks to reframe perceptions of age and being older in America through oral histories, storytelling, and images that illustrate the positivity, diversity, and value of being older.



Michelle Olson

Dr. Michelle Olson is an ardent advocate for holistic wellness and nature-based somatic practices. As a social gerontologist and licensed, board-certified creative arts therapist, she brings a wealth of expertise to her roles. Additionally, Dr. Olson holds certifications as a Montessori Dementia Care Professional, a Certified Activity Consultant specializing in Memory Care, and as a Certified Forest Therapy Guide. At Montana State University, Michelle imparts knowledge on mental health and societal aspects of aging, shedding light on issues such as ageism and brain health over our life course. Amidst the challenges posed by the pandemic, Dr. Olson established Evergreen Minds, Inc., a 501(c)(3) nonprofit organization dedicated to dismantling dementia-related stigmas. Through innovative programs, Evergreen Minds fosters connections between individuals living with dementia, and community volunteers of all ages in the Hudson Valley and New York City. Collaborating closely with Vassar College, Dr. Olson facilitates experiential learning opportunities for students, bridging theory with practical engagement. This partnership fosters meaningful interactions with individuals affected by dementia, integrating nature-based activities and expressive arts into the learning experience.



Charles de Vilmorin



Charles is passionate about honoring older adults in our society. From his master's thesis on nursing homes and memory care, to his close connections with the older adults in his family, to creating and leading Linked Senior, a resident engagement platform for senior living, he is an advocate for the person-centered movement. With Linked Senior, he has more than 17 years of experience building solutions that value meaningful engagement to meet the changing needs and preferences of every older adult. Charles serves on the board of the Validation Training Institute, which promotes the work of Naomi Feil, and on the Innovation Council for AMDA-The Society of Post-Acute and Long-Term Care Medicine. He also founded the Old People are Cool initiative to combat rampant ageism in our society and build intergenerational conversations and collaboration.

Aileen McShea Tinney

President & CEO, Keswick

Aileen McShea Tinney is the CEO of Keswick, a not-for-profit nursing home and aging services provider in Baltimore for 140 years. With 25 years of experience, she is dedicated to designing dignified health and housing options for older individuals. Tinney's leadership focuses on integrating clinical and non-clinical aspects to develop accessible and whole-person care, fostering healthier communities. Before Keswick, she held progressive leadership roles at Catholic Charities, overseeing health care, housing, and supportive services for older Marylanders. Tinney, with a M.A. in Management of Aging Services, is committed to providing personalized support to older individuals, ensuring dignity in every setting they call home. She actively participates in industry organizations and serves as a board member and Past Chair of LeadingAge Maryland.



Jack York

Chief Storyteller, TaleGate

Jack York is a pioneer in the field of technology and aging. He co-founded It's Never 2 Late (iN2L), a company dedicated to helping older adults realize the full benefits of engagement technology. With a 15-year background in the Silicon Valley, he saw a vast potential in utilizing technology to foster these connections. As a result, in 1999, he started iN2L, it has evolved into a national leader with over 4000 communities in the US and Canada utilizing the technology. In 2022, he launched TaleGate, a company that integrates on site celebrations at senior living communities with the ability to capture life stories. TaleGate is travelling all over the country in a 42-foot trailer magically changing the perception of senior living and aging.



Dr. William Mansbach

CEO, CounterPoint Health Services; CEO, BCAT® Research Center

Dr. William Mansbach is the founder and CEO of Mansbach Health Tools LLC, which supports the BCAT® Research Center. He is also the CEO and President of CounterPoint Health Services, a multi-disciplinary behavioral healthcare company specializing in geriatrics and dementia care. Dr. Mansbach has an international reputation as a researcher, clinician, and consultant in the aging field. He was a pioneer in the development of memory clinics and is the creator of the BCAT® and ENRICH® systems, which integrate cognitive tests, interventions, and dementia prevention programs. He is the co-author of the award-winning book, Brain Health as You Age: A Practical Guide to Maintenance and Prevention.



Jennifer Milsovic, OTR/L

BCAT® Coordinator, Mansbach Health Tools

Jennifer serves as the BCAT® Coordinator at Mansbach Health Tools. She is an occupational therapist with over 20 years of clinical experience in a variety of practice settings including acute care, inpatient rehabilitation, home health and outpatient rehabilitation. Her specialty areas include neurological rehabilitation, MCI/dementia management, and driving rehabilitation. Throughout her practice, Jennifer has developed OT-specific and multidisciplinary programs, provided clinical education, presented at the local and national level, provided consultative services to senior living organizations, and completed product development tasks for senior care organizations.

