

LeadingAge™
Michigan

Work 
that Matters

Leadership Institute



AUGUST 5-7, 2026

Grand Traverse Resort & Spa | Acme, Michigan

Welcome

Dear Friends,

Welcome to the 2026 Leadership Institute! We are pleased to welcome you back to Grand Traverse Resort & Spa, and look forward to an exciting mix of education, networking, and relaxation over the next 3-days.

Please make it a point to engage with each of our sponsors at the Mini Expo on Thursday. We especially want to thank our sponsors for supporting our event this year and every year. For this year, we have planned educational sessions on important topics and provided extra free time for golf, networking, engaging, or just relaxing.

Our staff will be on hand to answer questions and provide any support as needed. Please visit the Registration desk for assistance.

Thank you for joining us!

Sincerely,



David E. Herbel
President & CEO | LeadingAge Michigan



Schedule of Events

DAY 1 - Wednesday, August 5

- 8:00 am Welcome Breakfast
- 9:00 am Education Sessions
- 12:00 pm Networking Luncheon Education
- 1:30 pm Sessions
- 3:00pm LMI Golf Classic
- 6:00 pm Welcome Reception at The Lobby Bar

DAY 2 – Thursday, August 6

- 8:00 am Breakfast
- 9:00 am Education Sessions
- 11:30 am Networking Lunch
- 1:00 pm Education Sessions
- 2:00 pm Experience Traverse City
- 6:00 pm Chair Reception at The Pavillion

DAY 3 – Friday, August 7

- 8:30 am Breakfast
- 9:00 am Education Sessions
- 12:00 pm Conclusion - Safe Travels!

Featured Speakers

Statewide Housing Plan 2.0

Van Adams, *Michigan State Housing Development Authority*



Discover what's ahead for housing in Michigan. Join us in Traverse City for an inside look at MSHDA's Office of Housing Strategies and Statewide Housing Plan 2.0. This 5-year plan is critical for Michigan's housing success as it serves as the policy roadmap for expanding housing access, aligning statewide priorities, and meeting the evolving needs of Michigan communities.

The session will also explore House Bill 5805 and its proposed \$42 million Housing Opportunity Tax Credit, designed to attract private investment, close critical financing gaps, and support the development and preservation of affordable housing across Michigan.

Wednesday, August 5 | 9:00 am | Michigan AB

The Golden Age of Senior Living

Facilitator- Tom Meyers, *Ziegler* **Steve Fetyko,** *Brio Living Services*

Jeff Huegli, *Beacon Hill at Eastgate* **Tyler Luce,** *Presbyterian Villages of Michigan*

In this panel session, participants will hear a case for why the not-for-profit senior living industry is potentially entering its "Golden Age". At the national level, this claim has to do with the undeniable demographic forces of the Baby Boomers which will drive demand for independent living, the entry point to life plan communities, through 2030 and beyond. Rising occupancies and building waitlists suggest increased demand. Will there be enough supply of product? These and other factors certainly should be intriguing for existing senior living providers. Hear from LeadingAge Michigan members as they challenge or agree with these observations nationally as they weigh in as to how these forces are playing out in their individual marketplaces.

Wednesday, August 5 | 10:00 am | Michigan AB



Featured Speakers

Leadership Through the Decades: Lessons for the Next Generation

David Tiesenga, *Trillium Living*

Join a distinguished retired leader as he reflects on a career spent navigating change, building culture, and developing future leaders. Through personal stories and practical insights, this session will explore how leadership evolves over time, the metrics and trends that shape strategic decision-making, workforce challenges past and future, and what lies ahead for healthcare and aging services. Attendees will leave valuable perspectives on creating strong organizational cultures, developing lasting leaders, and building a legacy that endures long after retirement.

Wednesday, August 5 | 1:30 pm | Council Room



The State Plan for Aging & Departmental Updates

Scott Wamsley, *MDHHS*

The Association again welcomes Scott Wamsley, who oversees the operations of the Bureau of Aging, Community Living and Supports, which includes aging services as well as Medicaid long-term services and supports. Scott will provide an update on the development of the State Plan on Aging and many activities and initiatives within the Michigan Department of Health and Human Services focused on long-term care, including their priorities, strategies, and workforce development plans.

Thursday, August 6 | 9:00 am | Michigan AB



Beyond 2030

Andy Edeburn, *Elder Dynamics*

Even though they don't realize it, aging services organizations are standing in the eye of the hurricane right now. Covid in 2020 was the leading edge of the storm, and the explosion of baby boom customers in 2030 and beyond is the trailing edge. While many of us are rightly focused on near-term strategy, this session will explore and consider what comes after that. Participants will learn about discussion and key priorities that emerged from the 2025 CEO Summit, share their own perspectives in conversation, and better outline how their organization might start thinking –and talking – about what comes after what's next.

Friday, August 7 | 9:00 am | Michigan AB



Agenda

2026 Leadership Institute – Education Agenda		
	Wednesday, August 5	
8:00 am	Breakfast Michigan AB	
9:00 am	Statewide Housing Plan 2.0 - Van Adams, MSHDA Michigan AB	
10:00 am	Are We Entering the Golden Age of Senior Living? - Tom Meyers, Ziegler & Panel Michigan AB	
12:00 pm	Networking Lunch Michigan AB	
	Michigan AB	Michigan EF
1:30 pm	Protecting Medicaid Reimbursement Through Data-Driven Advocacy - A Strategic Collaboration Jon Lanczak, Plante Moran	Leadership Through the Decades David Tiesenga, Holland Home
3:00 pm	LMI Golf Classic Welcome Reception to Follow at The Lobby Bar, 6p-8p	
	Thursday, August 6	
8:00 am	Breakfast Michigan AB	
9:00 am	The State Plan for Aging & Departmental Updates - Scott Wamsley, MDHHS Michigan AB	
	Michigan AB	Michigan EF
10:15 am	Defending Your Medicare Margin: Practical PDPM Protection Strategies Jennifer Napier, Engage Consulting	From Gratitude to Growth Aaron Bradford, Heritage Community of Kalamazoo
11:30 am	Networking Lunch Michigan C	
	Michigan C	Michigan EF
1:00 pm	*Managed Care Update: Trends, Challenges, and Opportunities Grant Swemba, Strategic Health Care	Strategic Repositioning for Well-being Andy McLeod, MKM Architecture +Design
6:00 pm	Chair Reception At the Pavillion	
	Friday, August 7	
8:30 am	Breakfast Michigan AB	
9:00 am	Beyond 2030 – Andy Edeburn, Elder Dynamics Michigan AB	
10:45 am	From Data to Hospitality Culture (Not CE eligible for Nursing) – Andre Alexandre, NEXDINE Hospitality Michigan C	
12:00 pm	Conference Ends	

**Not CE eligible for Nursing or NAB*

Session Descriptions

Wednesday, August 5

Statewide Housing Plan 2.0

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Van Adams, *Michigan State Housing Development Authority*

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Tom Meyers, *Ziegler (Facilitator)*

Steve Fetyko, *Brio Living Services*

Jeff Huegli, *Beacon Hill at Eastgate*

Tyler Luce, *Presbyterian Villages of Michigan*

Session Descriptions

Protecting Medicaid Reimbursement Through Data-Driven Advocacy: A Strategic Collaboration

Michigan's Medicaid reimbursement environment continues to evolve, placing increasing importance on accurate data, meaningful analysis, and informed advocacy. LeadingAge Michigan, in collaboration with Plante Moran, has launched a strategic reimbursement initiative to better understand the differences in provider reimbursement outcomes, identify the underlying policy drivers, and develop evidence-based advocacy strategies that protect and strengthen reimbursement for Michigan's mission-driven, not-for-profit providers.

This session will provide participants with an inside look at how comparative provider data is being analyzed to evaluate the impact of Provider Tax calculations, Quality Measures (QMI), Variable Cost Limits, and other key reimbursement methodologies. Attendees will gain insight into how these findings will shape LeadingAge Michigan's advocacy agenda as the association prepares to educate and influence a new Governor, Legislature, and state policymakers on behalf of Michigan's not-for-profit aging services providers.

Jon Lanczak, [Plante Moran](#)

Leadership Through the Decades: Lessons for the Next Generation

Join a distinguished retired leader as he reflects on a career spent navigating change, building culture, and developing future leaders. Through personal stories and practical insights, this session will explore how leadership evolves over time, the metrics and trends that shape strategic decision-making, workforce challenges past and future, and what lies ahead for healthcare and aging services. Attendees will leave valuable perspectives on creating strong organizational cultures, developing lasting leaders, and building a legacy that endures long after retirement.

David Tiesenga, [Trillium Living](#)

Session Descriptions

Thursday, August 6

The State Plan for Aging & Departmental Updates

The Association again welcomes Scott Wamsley, who oversees the operations of the Bureau of Aging, Community Living and Supports, which includes aging services as well as Medicaid long-term services and supports. Scott will provide an update on the development of the State Plan on Aging and many activities and initiatives within the Michigan Department of Health and Human Services focused on long-term care, including their priorities, strategies, and workforce development plans.

Scott Wamsley, *Bureau of Aging, Community Living and Supports - MDHHS*

Defending Your Medicare Margin: Practical PDPM Protection Strategies

The Patient-Driven Payment Model (PDPM) has fundamentally changed Medicare reimbursement in skilled nursing facilities, placing greater emphasis on accurate clinical documentation, interdisciplinary communication, and coding integrity. As regulatory scrutiny and audit activity continue to increase, providers must ensure that reimbursement accurately reflects the complexity of resident care while maintaining compliance with evolving Medicare requirements.

This session will provide long-term care professionals with practical strategies to protect Medicare revenue through accurate documentation, effective interdisciplinary collaboration, proactive compliance practices, and ongoing reimbursement oversight. Participants will explore common vulnerabilities that lead to lost reimbursement, claim denials, and audit findings, while learning proven techniques to strengthen PDPM performance and financial sustainability. Real-world case studies and operational best practices will equip attendees with actionable tools they can immediately implement within their organizations.

Jennifer Napier, *Engage Consulting*

From Gratitude to Growth: Storytelling Tools for Leaders to Strengthen Engagement

Inspiring stories don't just raise money, they build culture, reinforce staff pride, and connect people to purpose. This interactive session helps leaders embrace a donor-centric mindset and utilize practical storytelling tools to reframe routine updates into meaningful narratives. Participants will explore how mission-driven messaging strengthens workforce morale, donor loyalty, and family trust, then practice the skills through a fun, high-impact Story Reframe Game.

Aaron Bradford, *Heritage Community of Kalamazoo*

Managed Care Update: Trends, Challenges, and Opportunities

Managed care continues to evolve rapidly, creating both challenges and opportunities for aging services providers. This session will provide an update on the current managed care landscape, explore the key market and policy factors shaping the future, identify the issues organizational leaders should be monitoring, and highlight practical opportunities to strengthen partnerships and improve organizational performance. Participants will also gain a better understanding of the strategic value of Senior Care Resources and how membership can strengthen managed care contracting, advocacy, and collaborative initiatives that support long-term success. Attendees will leave with actionable insights to help their organizations navigate an increasingly complex managed care environment.

Grant Swemba, *Strategic Health Care*

Strategic Repositioning for Well-being

Senior living communities have tremendous potential to thrive when they evolve with changing resident expectations and shifting market demands. Through thoughtful repositioning, communities can create spaces that better reflect residents' needs, support daily life, and elevate wellness and the overall experience.

Andy McLeod, *MKM Architecture +Design*

Friday, August 7

Beyond 2030

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Andy Edeburn, *Elder Dynamics*

From Data to Hospitality Culture

The transition from the Silent Generation to Baby Boomers is fundamentally reshaping senior living. This session explores how leading organizations are using data, geo-demographic insights, and hospitality-driven models to align services with evolving consumer expectations. Attendees will gain a practical framework to transform dining and hospitality from a cost center into a strategic driver of occupancy, culture, and financial performance.

Andre Alexandre, *NEXDINE Hospitality*

Chris Walley, *Holloran*

Networking & FUN TIMES AWAIT!

Networking Events

LeadingAge Michigan Golf Classic

Wednesday, August 5th, 3:00 pm – The Wolverine Golf Course

Enjoy an unforgettable afternoon on the Wolverine Golf Course, one of northern Michigan's premier championship courses. Connect with colleagues and industry partners while enjoying 18 holes of golf, friendly competitions, on-course contests, and exciting prizes. After the tournament, continue the fun at the Welcome Reception at The Lobby Bar, where you can relax, network, and celebrate a great day on the course.

Networking Luncheon

Thursday, August 6th, 11:30 am – Michigan C

Expand your professional network during Thursday's Networking Luncheon. This dedicated networking event provides an opportunity to connect with fellow attendees, exchange ideas with industry peers, and meet LeadingAge Michigan's valued business partner members. Our business partners play an important role as a trusted resource for innovative products, services, and solutions that help organizations succeed.

Chairs Reception

Thursday, August 6th, 6:00 pm - The Pavilion

Join us at the hotel pavilion for drinks and live music as we welcome our new LeadingAge Michigan Board Chair, Diane Smith.

Diane serves as the National Finance & Development Manager for CSI Support & Development, where she has spent nearly three decades advancing affordable housing opportunities for older adults. Since joining CSI, she has helped lead the development, acquisition, preservation, and renovation of thousands of affordable senior housing units across the country.

A longtime advocate for mission-driven aging services, Diane also serves on the boards of the Michigan Housing Council and the Educational Foundation of the National Affordable Housing Management Association (NAHMA).

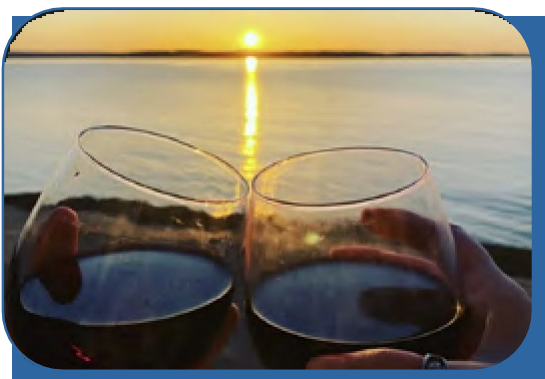
Join us as we celebrate Diane's leadership and the beginning of her term as Chair while enjoying an evening of conversation, music, and networking with colleagues from across Michigan.



Free Time Activities in Traverse City

Turtle Creek Casino with Shuttle Services

Turtle Creek Casino offers a 56,000-square-foot casino floor, sports betting, and endless dining options. Complimentary shuttle service to and from the Turtle Creek Casino is available. Visit [here](#) for details and to book a ride.



Wine Tours

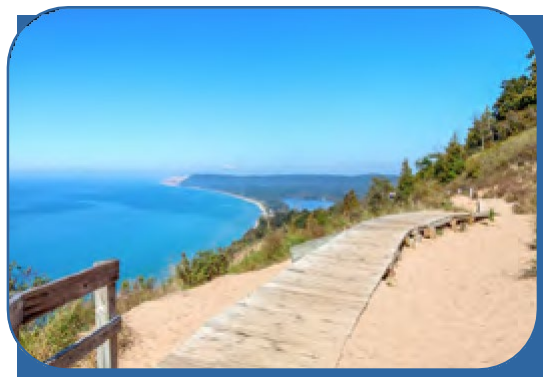
Head out to either of the Traverse City region's two wine trails, located on the Leelanau and Old Mission peninsulas. Both peninsulas boast acre-upon-rolling acre of lush vineyards. Explore the area's historic lighthouses, check out a few art galleries, or just head out on the road in search of adventure.

If you'd prefer to stay close to town, take a shopping tour of Traverse City and its neighboring villages or a culinary tour of the area's many restaurants, breweries and distilleries.

More information on the tours, [click here!](#)

Sleeping Bear Dunes

Hovering over 400 feet above the vibrant Lake Michigan baby blues, the Sleeping Bear Dunes National Lakeshore is a treasure that never fails to awe its visitors (and locals). Be sure to head to Pierce Stocking Scenic Drive and hop out at the Lake Michigan Overlook.



Traverse City offers countless activities and attractions. If you're looking for additional ideas, please visit [TraverseCity.com](https://www.TraverseCity.com)!

Continuing Education

LeadingAge Michigan is pleased to provide 10 exceptional education sessions of which participants can earn up to 9 continuing education credits.

NHA

LMI is seeking approval for Continuing Education for 11 total participant hours by NAB/NCERS.

NURSE

LeadingAge Michigan is approved as a provider of nursing continuing professional development by Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Participants who complete the entire program will be awarded 8.5 nursing contact hours. WNA Approval Number for LeadingAge Michigan is #4002277.

Target Audience

The target audience is limited to Michigan aging service providers and their related associates, including directors of nursing, nurse managers and sometimes nurses in general.

Registration

Registration is of no cost through our workforce stabilization grant. If you do not see a \$0 balance, please contact conference@leadingagemi.org prior to completing registration.

***External or offsite excursions /activities are not included.*

HOTEL BLOCK



Grand Traverse Resort and Spa

100 Grand Traverse Village Blvd
Acme, MI 49610

[Book online](#) or Call (231) 534-6001 and mention
LeadingAge Michigan or LAM2026.

Arrive early, stay late!

The Leadership Institute is family friendly: we encourage you to take this opportunity to relax and enjoy summer in Michigan on a mini vacation. We've extended the room rates for three days before and three days after the Institute event, so you can join your families for some summer fun!

THANK YOU Sponsors



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