



CFI 2025 Virtual Agenda

(Please note that all times on the agenda are displayed in Central Time, where the event takes place.)

To register: [Click Here](#)

Tuesday, August 12th

Welcome and Keynote: Truly Human Leadership: The Skills and Courage to Care

8:00 AM – 9:45 AM Central

Description

Bob Chapman envisions a world where work leaves people energized, not exhausted—a world where caring business environments empower individuals to discover their gifts, grow their talents, and feel genuine fulfillment in their contributions. In such a world, meaningful work leads people to return home happier, becoming better partners, parents, neighbors, and friends.

As Chairman and CEO of Barry-Wehmiller—a \$3.6 billion global capital equipment firm—Chapman has championed what he calls Truly Human Leadership, a philosophy rooted in respect, empathy, and purpose. This approach transformed Barry-Wehmiller’s culture and inspired his 2015 Wall Street Journal bestseller, *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*. That same year, the Chapman & Co. Leadership Institute was founded to help other organizations embrace this people-first leadership model.

In this opening keynote, Chapman will challenge conventional business wisdom and offer a compelling case for leading with humanity. He’ll share practical, powerful ideas for creating safe, healthy, and fulfilling workplaces—ideas you can start applying immediately. His hope is that by hearing his story, you’ll join a growing movement to build a society where empathy leads, and where, truly, everybody matters.

Speaker

- [Bob Chapman](#)

Tuesday, August 12th

A6: Stop the Blame!

10:15 AM - 11:30 AM Central

Description

We search for meaning and understanding in our lives through relationships, collaboration, and culture. What happens when searching stops and blaming starts? We get stuck. Rather than finding the cause that leads to change, blame destroys relationships, collaboration and leads to an “us versus them” culture. An environment of blame is not healthy. There is an alternative!

During this interactive session, the effect of blame on individuals, organizations and outcomes will be explored. Why do we do it and what does it achieve? How does blame impact culture? What happens when we shift our perspective? Who has the power to create change?

Come discuss these questions and more. Through lecture, discussion, storytelling and application, participants will learn practical techniques to Stop the Blame in their organizations, communities, and personal lives.

Speaker

- [Penny Cook](#)

Co-speaker

- [Ruth Minnema](#)

Tuesday, August 12th

B6: Music Therapy and Life Enrichment Programming – A Therapeutic Creative Based Approach to Life Enrichment Programming

12:45 PM – 2:00 PM Central

Description

This engaging session focuses on how the transformative role of music therapy and creative based programming can reshape the way we think of life enrichment within senior living communities.

Presenters will showcase an award-winning short film that illustrates real-life applications of music therapy, emphasizing its individual benefits. By examining three pillars: Entertainment, Enrichment, and Therapy, the session will examine the importance of trained facilitators, including active versus passive engagement and how spontaneity enhances residents' autonomy.

Focusing on music therapy, participants will learn will demonstrate its role in mental well-being, emotional healing, and social connections. Attendees will engage in a musical exercise to experience the community-building power of collective music-making.

Presenters will address a creative arts-based model's accessibility for diverse populations, allowing meaningful non-verbal expression and honoring individual preferences. Aligning with elder care philosophies, the session aims to showcase research on the positive impact of programming on health outcomes.

In conclusion, the session seeks to inspire change in life enrichment programming by demonstrating the power of music therapy and arts integration. Participants will be invited to explore how to incorporate these elements into their programs to bridge the gap between pharmacological interventions and passive entertainment.

Speaker

- [Hilary Camino](#)

Co-speaker

- [Amber Mouton](#)

Tuesday, August 12th

Impact Intensives: Igniting Bold Action

2:30 PM – 4:00 PM Central

Description

Our second annual Impact Intensives session is designed to ignite bold action and challenge the status quo—especially in the vital work of reimagining eldercare.

You'll hear from three dynamic leaders who saw unmet needs in their communities and took courageous steps to drive meaningful, lasting change. Through their powerful stories of impact, they'll show us what's possible when we lead with purpose and refuse to settle for "good enough."

This session will not only inspire you—it will help inform and mobilize our collective movement to innovate eldercare, empowering you with ideas, energy, and real-world examples to spark transformation in your own community. Lori Smetanka is the executive director of the National Consumer Voice for Quality Long-Term Care, the leading national nonprofit advocacy organization representing consumers receiving long-term care and services in nursing homes, assisted living facilities, and home and community-based settings. Smetanka is a nationally recognized expert on nursing home and long-term care policy and has a long history advocating with and on behalf of individuals receiving long-term care and services.

In recognition of the 50th anniversary of Consumer Voice, Smetanka will be joined by a local nursing home resident to discuss the importance of the voice of the resident and how amplifying that voice has made a difference in improving quality of care and quality of life in nursing homes.

Having founded the National Association of Health Care Assistants (NAHCA) 30 years ago, Lori Porter is responsible for advancing the association's mission and vision throughout skilled and assisted living communities nationwide. Porter is a nationally sought after speaker on frontline development, team building and transforming workforces into CareForces. She brings more than 40 years of skilled nursing experience to the leadership of NAHCA. Having served as a CNA for seven years, marketing/admissions director for two years, a nursing home administrator for seven years, Porter is dedicated to motivating, educating and developing frontline excellence.

Porter will be joined by a NAHCA member CNA to explore the impact NAHCA has had on the collective consciousness of the nursing home industry, on resident quality of care, and how the organization has evolved over the years. The two will also discuss why they recently launched a new platform, CareForce Academy.

William (Bill) Kincaid, MD, MPH, is a retired internal medicine physician who now lives in Washington, D.C. and serves as president of the board of directors for the Village to Village Network, a membership-based organization that brings Villages together to share best practices for enabling older adults to live independent, healthy, purposeful lives with connections to their communities. In recognition of the Village Model's 40-year anniversary, Kincaid will examine the origin of the Network, the model's genesis, and its evolution and growth over the years.

Speakers

- [Lori Porter](#)
- [Bill Kincaid, MD](#)
- [Lori Smetanka](#)

Tuesday, August 12th

Stretch Break

Virtual

4:00 PM – 5:00 PM Central

Tuesday, August 12th

What the Tech is Going On?

4:10 PM – 5:00 PM Central

Description

Join Vipin Nikore, MD, Sarah Thomas, Joe Velderman, Samir Sinha, MD, and Kristin Parsons for a thought-provoking panel that takes the mystery—and the fear—out of emerging technologies in aging services.

Facilitated by Dr. Nikore, "What the Tech" is back for a third year with a dynamic conversation that will explore how innovations like AI can enhance quality of care and support truly person-directed living.

Panelists will unpack both the promise and pitfalls of new tech, while offering a glimpse into what the next five years could look like in the world of innovative eldercare.

Expect an interactive, eye-opening session filled with real talk, bold ideas, and opportunities to ask questions and share your own perspectives. Whether you're tech-savvy or tech-wary, you'll leave better equipped to embrace innovation with confidence and compassion.

Speakers

- [Joe Velderman](#)
- [Samir Sinha, MD](#)
- [Vipan Nikore, MD, MBA](#)
- [Sarah Thomas](#)
- [Kristin Parsons](#)

Wednesday, August 13th

General Session: The Heart of Healing: A Conversation from Both Sides of the Bed

8:30 AM – 10:00 AM Central

Description

In this powerful and deeply personal session, acclaimed speaker and author Marcus Engel shares his journey as a young patient facing life-altering and lengthy hospitalization. Through his story, Marcus brings to light the profound impact that compassionate, human-centered care can have—not only on a patient's recovery, but on their spirit. His reflections honor the sacred role of healthcare professionals and underscore the importance of ensuring they feel safe, supported, and valued in their work. Attendees will gain insight into the importance of seeing each patient—and each co-worker—as a unique individual, and the vital role every member of the care team plays in the healing process. Marcus reminds us that the patient and family experience is not a “nice to have”—it is central to delivering competent, quality care.

Following Marcus, Lori Porter, co-founder and CEO of the National Association of Health Care Assistants, will be joined by a panel of Certified Nursing Assistants (CNAs) for an honest and inspiring discussion from the front lines of caregiving. These dedicated professionals will share what drives their passion, what challenges they face, and what keeps them motivated to continue this essential work. Together, Marcus and the CNA panel offer a 360-degree view of healing—from the patient's perspective and the caregivers'—leaving participants with renewed respect, insight, and inspiration for building a culture of empathy and excellence in healthcare.

Speakers

- [Marcus Engel](#)
- [Lori Porter](#)

Wednesday, August 13th

C6: Identifying Pathways to Enhance Recruitment and Retention

10:45 AM – 11:45 AM Central

Description

Are you looking for proven ways that you can enhance your efforts in recruiting and retaining staff? In this session, a panel of providers will share what they have done - the processes they have defined, the challenges faced along the way, and ultimately the successes they have had.

Speakers

- [Eric Riguerra](#)
- [Madeline d'Amico](#)
- [Paul Spence](#)
- [Rose Policarpio](#)

Wednesday, August 13th

Awards Luncheon

11:45 AM – 1:00 PM Central

Description

Join us for a heartfelt and inspiring celebration of those leading the charge to transform eldercare. This special luncheon recognizes true trailblazers and changemakers who are redefining what it means to age with dignity, purpose, and possibility.

These awards honor the bold thinkers, advocates, and innovators working to elevate the experience of growing older and to reimagine care environments as places of connection, respect, and empowerment. From advancing person-directed practices to shifting policy and perception, this year's honorees embody the very best of what our movement stands for.

This year, we are especially honored to introduce a new award in memory of Alex Spanko, a beloved member of the CFI team who passed away earlier this year. Alex brought passion, intellect, curiosity, and an unflinching commitment to storytelling and truth-telling in the fight to elevate eldercare. This new award will be given to someone who reflects Alex's sharp mind, deep heart, and relentless drive to spark meaningful change for older adults.

Wednesday, August 13th

D6: The Leadership Pipeline: Nurturing Talent for Sustainable Impact

1:15 PM – 2:15 PM Central

Description

In this session, Bob Kramer brings his unique style of thought leadership to focus on cultivating, mentoring, and fostering emerging senior living leaders.

Designed for C-suite executives, he will explore the transformative power of Truly Human Leadership as championed by Bob Chapman, our opening keynote. Attendees will delve into strategies for developing a leadership pipeline that prioritizes empathy, purpose, and long-term thinking.

Participants will learn how to cultivate environments where future leaders are mentored to value human connection as much as organizational performance.

Speaker

- [Bob Kramer](#)