



Charting a New Course

Setting Sail for Excellence in Personal Care & Assisted Living

The Pennsylvania Assisted Living Association

2012 Fall Conference

October 10 & 11, 2012

Sheraton Hotel & Conference Center

Harrisburg, PA



Pennsylvania's only association dedicated exclusively to the interests of Assisted Living Residences and Personal Care Homes invites you to our Fall 2012 Conference & Expo!

On behalf of the PALA Board of Directors, as well as fellow providers who volunteer their time to organize this Conference, we sincerely hope that you will find our 2012 Fall Conference helpful to you in your everyday practice of serving your residents and families. We are excited for October as we will bring you three Keynote Speakers, and more time with key DPW Adult Residential Licensing officials than EVER before!

PALA's theme for this Conference "**Charting A New Course**", intends to demonstrate how all of us are partners in our services to Seniors and how we all chart new courses with our residents to improve their daily lives.

Attendees will hear sessions presented by DPW Adult Residential Licensing over two days, including an informative Panel discussion with leading DPW officials. Additionally, sessions covering Advocacy, Crisis Intervention, Fire Safety, Alzheimer's, Election 2012, and Quality Improvement will be offered.

With those sessions proving a great educational foundation, we bring to you THREE dynamic Keynote Speakers! In all three of these Keynote sessions you will learn, laugh, and listen to presentations that have received enormous praise from around the country! You do not want to miss these three speakers!

We invite you to visit more than 40 businesses who will be exhibiting at our Conference, highlighting a range of professional services and products.

One of PALA's primary objectives as an association is to provide a unified voice of those we represent and the residents they serve by advocating for informed choice, quality care and accessibility for seniors residing in the Commonwealth. Feedback from those attending the Conference helps PALA to be even more effective in advocating for your interests and goals for our seniors.

I look forward to seeing you in October!

Sincerely,

Jeremy Adlon, PALA Executive Director



COME CELEBRATE AND WIN!

PALA's Cocktail Reception & Networking Event

Wednesday, October 10th, 2012!

5:30pm—7:00pm

Join us following the last session on Wednesday, October 10th for a light supper and beverages!

We are excited to be giving away some of the best door prizes ever! From electronics, gift cards, to CASH you want to make sure you fill out your prize entry form!

Charting a New Course *Keynote Speakers*



“I Should Have Listened to Grandma: Bringing Simplicity Into Our Work & Personal Lives”

presented by:

Marilee Driscoll

Wednesday, October 10, 2012 @ 8:30am

As seen on FOX News, CNN, Wall Street Journal and the New York Times!



“Laugh More, Live Longer”

presented by:

Dr. Steve Sobel

Wednesday, October 10, 2012 @ 3:15pm

Author of the Bestseller “The Good Times Handbook: Your Guide To Positive Living”



“Reviving Work Ethic”

presented by:

Eric Chester

Thursday, October 11th @ 1:15pm

A 2004 inductee into the CPAE International Professional Speakers Hall of Fame. Author of the bestseller “Reviving Work Ethic”



Charting a New Course

Conference Day One

Wednesday, October 10th

| | |
|--|---|
| 7:00am—8:00am | REGISTRATION and CONTINENTAL BREAKFAST |
| 8:00am—8:30am | Welcome & Opening Remarks by PALA Executive Director Jeremy Adlon |
| Keynote Session 8:30am—10:30am | <p><u>PALA Keynote Presentation: I Should Have Listened To Grandma—Bringing Simplicity Into Our Work and Personal Lives</u></p> <p>I should have listened to Grandma, it turns out she was right! We work in a profession that is all-consuming, and if we let our work-life take over, we lose balance. Discover ways to combat stress, focus on simplicity, and to balance the various dimensions of work and play.</p> <p>- Marilee Driscoll, Author of "The Complete Idiot's Guide to Long Term Care Planning"</p> |
| 10:30am-10:45am | BREAK with EXHIBITORS |
| Breakout Session 10:45am-11:45am | <p><u>Advocacy 101: How to "Talk" to Our Elected Representatives</u></p> <p>With advocacy becoming more and more a key part of any Association—and business— this session will be your how-to-guide, and offer tips and tools to talk to your elected representatives. Tips and tools will be shared as to how best bring your message to the halls of our elected representatives in Harrisburg and Washington, D.C.</p> <p>- Moderated by PALA Executive Director Jeremy Adlon, Panelists include PALA's Public Policy Team and leading Advocate Individuals</p> |
| Breakout Session 10:45am—11:45am | <p><u>Combating Guilt, Unhappiness, and Depression in Personal Care Homes and Assisted Living Residences</u></p> <p>This informative session will bring key information to combat guilt, unhappiness, and depression among the residents of Personal Care Homes and Assisted Living Residences. Information will also be shared to deal with suicide prevention and dealing with feelings of frustration, anger, and unhappiness amongst residents.</p> <p>- Jayne Wildasin, Adams Counseling Services, Inc.</p> |
| 11:45am-1:30pm | LUNCH AND VENDOR VISITS |
| DPW ARL Session 1:30pm-3:00pm | <p><u>Pennsylvania Personal Care Homes in the Fall of 2012: An Update By DPW Adult Residential Licensing</u></p> <p>This session, conducted by DPW Adult Residential Licensing, will provide all attendees an update on the office's plans for Personal Care Homes in the fall of 2012. Details of new forms, policies, and procedures will be shared, including time for questions.</p> <p>- Ron Melusky, Director, DPW Adult Residential Licensing</p> |
| 3:00pm-3:15pm | BREAK with EXHIBITORS |
| Keynote Session 3:15pm-5:15pm | <p><u>PALA Keynote Presentation: Laugh More, Live Longer</u></p> <p>This session will provide you with unique ideas to bringing more laughter, joy and optimism into your life and into the lives of the people/residents/families you deal with daily. Those who laugh, will last, especially when life becomes most challenging. A nationally-known presentation, this session will make you think about how you lead your own life, and how that impacts those closest to you.</p> <p>- Dr. Steven Sobel, Bestselling Author of "The Good Times Handbook"</p> |
| Cocktail Reception 5:15pm-7:00pm | <p><u>It's PARTY TIME!</u></p> <p>After a long day of learning, join us for a light supper & beverages (alcoholic and non-alcoholic). You will have the chance to sign up for some of the best door prizes EVER...high-end electronics, gift cards, (1) free Fall Conference Registration, and (2) \$100.00 CASH prizes!!!</p> |

PLEASE NOTE THE FOLLOWING

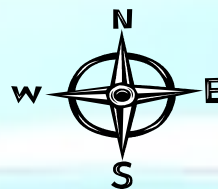
Continuing Education Credit: All sessions have been submitted for 12 credits—for personal care administrators, assisted living administrators, and NHA's by the NAB.

Change of Session Date/Time: PALA reserves the right to edit or change the speaker line-up. Please check the PALA website (www.pala.org) in the days leading to the Conference for any changes to the Conference schedule.



Conference Day Two

Thursday, October 11th



| | |
|-------------------------------------|---|
| 7:30am—8:30am | REGISTRATION/EXHIBITOR VISITS and BREAKFAST |
| Breakout Session 8:30am-9:30am | <p align="center"><u>Dealing With Fire Safety in Personal Care and Assisted Living</u></p> <p>This session is for all that work in Personal Care or Assisted Living. Today's fire hazards are manageable with awareness of those hazards, through a meaningful plan. Learning to manage those risks is the beginning of having a plan to a safer facility.</p> <p align="center">- Harold Hicks, Atlantic Code Consultants</p> |
| Breakout Session 8:30am-9:30am | <p align="center"><u>Why Do They Do That? Understanding Alzheimer's Symptoms and Behaviors</u></p> <p>In today's Personal Care Homes and Assisted Living residences, Alzheimer's continues to be one the most important topics that requires more understanding and learning. This session will bring all the latest information on Alzheimer's, including details on symptoms, behaviors, and methods to work with residents who require additional care.</p> <p align="center">- Clay Jacobs, Alzheimer's Association</p> |
| 9:30am-10:00am | BREAK/EXHIBITOR VISITS/CHECK OUT OF HOTEL |
| Breakout Session 10:00am-11:30am | <p align="center"><u>The Great Debate And A Time to Decide: Election 2012</u></p> <p>With November's Election Day right around the corner, the U.S. Presidential election and Congressional elections will be receiving substantial interest. This session will be a debate among key representatives from both the Pennsylvania Democrat and Republican Parties. Topics will be covered to provide more information on key candidates stances, while also allowing for audience interaction and participation.</p> <p align="center">- Moderated by PALA Executive Director Jeremy Adlon, Panelists include representatives from the PA Democratic Party and PA Republican Party</p> |
| Breakout Session 10:00am-11:30am | <p align="center"><u>Quality Improvement—Effectiveness, Efficiency, and Safety of Personal Care Homes and Assisted Living Residences</u></p> <p>This informative session will cover the topic of Quality Improvement in great detail. Focus will be on looking at the effectiveness of your residence/staff and how to maximize efficiency among your staff and co-workers. To achieve a new level of performance, it is essential to continue to look at improvements...this session will provide the basis so you can analyze your own workplace for better results.</p> <p align="center">- Cathy Land, Director of Performance Excellence, Baptist Homes - Margie Mattner, R.N., Quality Enhancement Director, Atria Senior Living</p> |
| 11:30am-1:15pm | LUNCH/EXHIBITOR VISITS/PRIZE GIVEAWAYS |
| Keynote Session 1:15pm-3:15pm | <p align="center"><u>PALA Keynote Presentation: Reviving Work Ethic</u></p> <p>Over the past decade, the battle lines have grown deeper and wider between employers and young workers: employers continue to demand productivity and performance; young workers are not demonstrating the work ethic required to meet these expectations. As a result, teamwork has suffered, morale is plummeting, and profitability is on the decline. This session will provide answers with information to revive work ethics, to maximize your home and workers performance, and restore pride in the emerging workforce!</p> <p align="center">-Eric Chester, Bestselling Author of "Reviving Work Ethic"</p> |
| 3:15pm-3:30pm | BREAK/SPRING 2013 CONFERENCE INFORMATION: Dr. Patch Adams Keynote |
| DPW ARL Session 3:30pm-4:30pm | <p align="center"><u>Continuing the Discussion: A Panel With DPW Adult Residential Licensing</u></p> <p>In a continued follow-up from Conference Day #1, Adult Residential Licensing officials return to answer additional questions, and provide yet more information as to Pennsylvania Personal Care Homes in the fall of 2012. Audience interaction with questions will be welcome.</p> <p align="center">- Moderated by PALA Executive Director Jeremy Adlon, Panelists include ARL Director Ron Melusky, Director of Operations Matt Jones, Regional Director Michele Strauser, and Policy Director Tara Pride</p> |



MORE OF WHAT YOU NEED TO KNOW...

PALA's Fall 2012 Conference is taking place at the Sheraton Hotel and Conference Center in Harrisburg, PA.



4650 Lindle Road - Harrisburg, PA 17111

Located only seconds off the Pennsylvania Turnpike (Exit 247 - Harrisburg East), the Sheraton is also only 5 minutes from downtown Harrisburg, PA!

Hotel Room Reservations: Register EARLY to the phone number listed here (717) 564-5511 for the special PALA group rate. Please say you are with the Pennsylvania Assisted Living Association when confirming your hotel room(s) for the Conference.

Dress Code: We want you to be comfortable...casual attire is appropriate. We recommend to LAYER your clothing. It is difficult to find an appropriate temperature suitable for everyone and the Hotel sets the thermostat according to their own specifications, so BRING a light jacket or sweater to each and every session.

Food: A full Breakfast and Lunch will be provided to all attendees during both days of the Conference. Breakfasts will be continental (Wednesday, October 10th) and buffet (Thursday, October 11th). Lunches will be buffet on both days. Cocktails and a light supper will be served during the Cocktail reception Wednesday night, October 10th. Vegetarian options will be available. For any other special food requests, please contact PALA before the Conference.

For your additional pleasure and entertainment during/after the Conference (following the Cocktail Reception, etc.), located within walking distance, and/or 5 minute drive, of the Sheraton are the following Restaurants and Shops...



Charting a New Course



HOW TO REGISTER?

PALA MEMBER RATE:

NON-MEMBER RATE:

| | | | |
|---------------|----------|--------------|----------|
| 1st Attendee | \$349.00 | 1st Attendee | \$499.00 |
| 2nd Attendee* | \$330.00 | 2nd Attendee | \$430.00 |
| 3rd Attendee* | \$290.00 | 3rd Attendee | \$390.00 |
| 1-Day Rate | \$174.00 | 1-Day Rate | \$274.00 |

*to receive the multiple attendee discount, attendees must work at the same facility address. Please send multiple attendee registrations together.

REGISTER: Please check appropriate box

Member Rate

Non-Member Rate

Print Name: _____

Email: _____

Full Conference

Day 1

Day 2

2nd Attendee: _____

Email: _____

Full Conference

Day 1

Day 2

3rd Attendee: _____

Email: _____

Full Conference

Day 1

Day 2

Community: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

METHOD OF PAYMENT

_____ Check Enclosed in the amount of \$ _____ payable to PALA.

_____ Please charge to my (circle one) VISA / MasterCard in the amount of \$ _____
(Please note: any credit charges will appear as a **PALA** charge)

Printed Name on Card: _____

Authorized Signature: _____

Card # _____ Expiration date: _____

Cancellation Policy: If you are unable to attend we encourage you to send a substitute, as Registrants are liable for fees unless cancellations are received in writing by Tuesday, October 9, 2012.

COMPLETED FORMS: THREE WAYS TO REGISTER

MAIL TO: PALA • 105 North Front Street • Suite 106 • Harrisburg • PA • 17101
EMAIL/SCAN to Tammy Leisey, PALA's Director of Administration at: tamitl@pala.org
FAX: 717.695.9735

Any Additional Questions?: Please contact the PALA office at 717.695.9734