



Four Points Sheraton,
Pittsburgh North

Monday
September 23, 2013



Bringing
Top Rated
Speakers from
Past Conferences!



Pennsylvania
Assisted Living
Association

2013 Western Symposium



3 "Best of the Best"
Keynote Sessions!
DPW Bureau of Human
Services Licensing!
6 Total CEU Credits
for Only One Day!





2013 Western Symposium

*Pennsylvania's only association dedicated exclusively to the interests of Assisted Living Residences and Personal Care Homes invites you to our premier Western Pennsylvania educational opportunity...
PALA's 2013 Western Symposium!*



Taking place in early Fall, this first-ever PALA Western Symposium is bringing to attendees past PALA Conference Speakers that have received some of the highest marks ever!

On Monday, September 23, 2013 attendees will hear three "Best of the Best" Keynote Sessions, along with priority time with the Department of Public Welfare's Bureau of Human Services Licensing.

Each and every one of these Speakers have received past remarks such as "Best I Have Ever Heard", "Extremely Educational", "Exceptionally Moving, Funny, and Heartwarming" and "Perhaps the Funniest Session I Have Ever Seen"!

The best part of this? PALA is bringing you these sessions over the course of only ONE DAY!

We know that your time is precious and PALA is here for you! You can earn 6 CEU's by attending!



Register today! Not only will you be able to hear highly educational sessions, you will also be able to network with your peers, and see a wide variety of vendors—displaying some of the newest senior living products and services on the market.

PALA has consistently sought our membership feedback and thoughts about how to better serve our Homes and Communities throughout the state and PALA's scheduled 2013 Western Symposium is a direct result of that feedback!

We look forward to seeing you at PALA's 2013 Western Symposium!

Sincerely,

Timothy W. Coughlin, PALA Board Chairman and Co-Owner, LifeServices Assisted Living

Jeremy J. Adlon, PALA Executive Director



Symposium Schedule

7:00AM TO 8:00AM	Sheraton Atrium	Registration & Regional Networking Breakfast
8:00AM TO 8:15AM	Allegheny Ballroom	Welcome & Opening Remarks
<i>Opening Keynote</i> 8:15AM TO 9:45AM	Allegheny Ballroom	<p>“HOW TO STAY ENERGIZED IN A CHANGING WORLD”</p> <p>Change in organizations and increasing work demands multiply stress! In this “hilariously” informative program, Greg Risberg presents useful ideas on how to overcome stress and relax under pressure. Attendees will learn how to use humor as a stress reliever, and boost their self-care strategies!</p> <p>Greg Risberg, Greg Risberg Inc.</p>
<i>Keynote</i> 10:00AM TO 11:30AM	Allegheny Ballroom	<p>“ADVANCED EMPATHY FOR THE TIRED, GRIZZLED, BITTER, AND EVERYONE ELSE HEADED IN THAT DIRECTION!”</p> <p>The American Psychological Association’s 2007 “Stress in America” poll found that one-third of people in the United States report experiencing extreme levels of negative stress. In addition, nearly one out of five people report that they are experiencing high levels of negative stress 15 or more days per month. The impact of stress on our business is real and calculable, and often detrimental! This energetic session serves as the antidote to “burn out” and is designed to rejuvenate professionals who have considered trading in their credentials for an airline ticket and butterfly net. How do we create business environments that feed and energize us? This interactive session engages participants with tools and activities designed to “re-passion” the disgruntled, and everyone else!</p> <p>Christopher Ridenhour, Professional Training & Coaching Consultant</p>
<i>Lunch</i> 11:30AM to 12:30PM	Sheraton Atrium	Lunch and Sponsor Vendor Visits
<i>DPW Session</i> 12:30PM TO 2:00PM	Allegheny Ballroom	<p>DPW BHSL PRESENTS “THE DISTINCTIONS IN CARE DELIVERY BETWEEN PA. ASSISTED LIVING LICENSURE AND PERSONAL CARE HOME LICENSURE”</p> <p>Senior regulatory officials will offer an interactive presentation on the care distinctions being better defined by the Bureau as the Commonwealth proceeds in the implementation of the new assisted living licensing law and its effect on the care standards acceptable and allowable in both assisted living environments and personal care home environments. The Bureau will also provide a question and answer session on any and all topics in the regulatory process of interest to our attendees.</p> <p>DPW Bureau of Human Services Licensing</p>
<i>Closing Keynote</i> 2:15PM TO 3:45PM	Allegheny Ballroom	<p>“LAUGH MORE, LIVE LONGER”</p> <p>This closing session will provide you with unique ideas to bring more laughter, joy, and optimism into your life and into the lives of the people, residents, and family you deal with daily. Those who laugh, will last longer, especially when life becomes most challenging. A nationally-known presentation, this session will make you think about how you lead your life, and how that impacts those closest to you.</p> <p>Dr. Steve Sobel, Bestselling Author of the “Good Times” Handbook</p>
<i>Closing</i> 3:45PM	Allegheny Ballroom	Closing Remarks and Door-Prize Giveaways



Greg Risberg



Christopher Ridenhour



Dr. Steve Sobel



2013 Western Symposium

Monday, September 23, 2013

Four Points Sheraton, Pittsburgh North

WWW.PALA.ORG



General Information

2013 Western Symposium Location

Four Points Sheraton, Pittsburgh North

910 Sheraton Drive

Mars, PA 16046

Phone: (724) 776-6900



- **PARKING IS FREE AT THE HOTEL**
- **BREAKFAST AND LUNCH INCLUDED DURING THE SYMPOSIUM**

Directions

From East – Take the Pennsylvania Turnpike to Exit 28 (Cranberry). Turn right and take Route 19 South to the first intersection, turn left onto Freeport Road. At the first intersection, then turn right onto Sheraton Drive.

From West – From the Pennsylvania Turnpike (Interstate 76). Take Exit 28. Take Route 19 South to the first traffic light, turn left onto Freeport Road. Proceed one block at the first intersection, turn right onto Sheraton Drive.

From Pittsburgh International Airport – Follow Route 60 South to Interstate 79 North. Take Exit 76 (exit from left) and merge onto State Route 19 North. Proceed to the first light and turn right onto Freeport Road. Continue 1 block, turn right onto Sheraton Drive.

From North – Take I-79 South to Exit 78. Exit right to the first intersection and turn left. Take Route 19 South and travel .5 miles to the 3rd light. Turn left on Freeport Road. Proceed 1 block to the intersection and turn right onto Sheraton Drive.

Dress Code

- We want you to be comfortable... business casual attire is appropriate.
- LAYER your clothing. It is difficult to find an appropriate temperature suitable for everyone.

Continuing Education Credit

All sessions have been submitted, but not yet approved for credit, for Personal Care Home Administrators, Assisted Living Administrators, Nursing Home Administrators, Activity Directors, and HR Professionals.



PALA Symposium Registration

PALA MEMBER RATE: \$99.00/per attendee

NON-MEMBER RATE: \$150.00/per attendee

REGISTER: *Please check appropriate box* **Member Rate** **Non-Member Rate**

Print Name: _____

Community: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

METHOD OF PAYMENT

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

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

Print Name on Card: _____

Authorized Signature: _____

Card # _____ Expiration date: _____ SIC: _____

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 Friday, September 20, 2013.

COMPLETED FORMS – THREE WAYS TO FINALIZE

MAIL TO: PALA • 105 North Front Street • Suite 106 • Harrisburg, PA 17101

EMAIL SCAN TO: tamitl@pala.org

FAX TO: (717) 695-9735

FOR QUESTIONS, PLEASE CALL THE PALA OFFICE AT (717) 695-9734

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