

The Pennsylvania Assisted Living Association

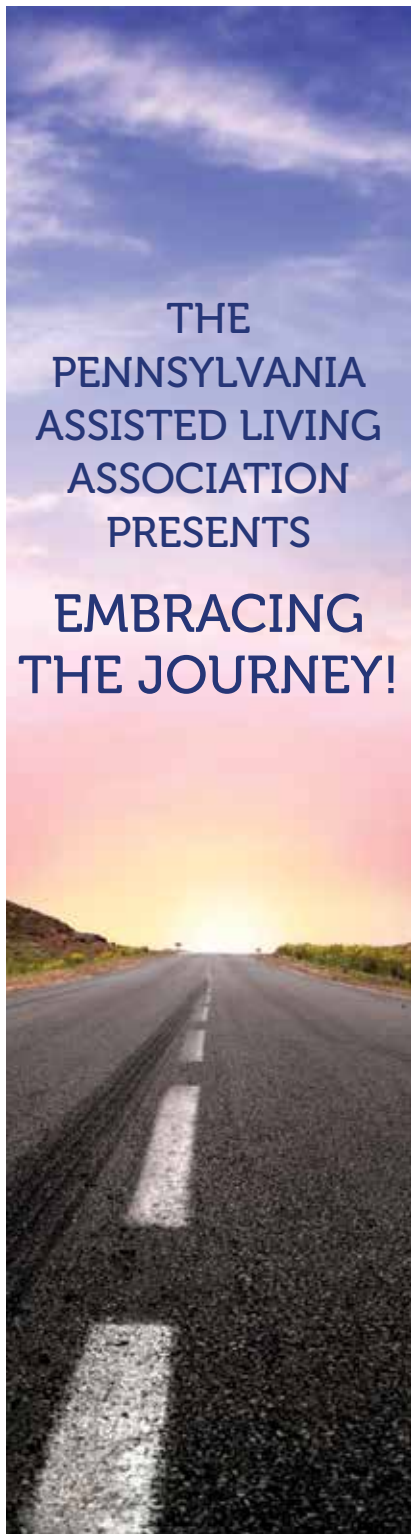
Embracing the Journey!



Fall 2014 Conference and Exposition
Wednesday, October 8 & Thursday, October 9, 2014
Eden Resort and Suites, Lancaster, PA

Earn Up To 16 CEU's for Assisted Living & Personal Care Administrators,
Nursing Home Administrators, Activity Professionals, and HR Professionals!

Welcome



Pennsylvania's only association dedicated to the interests of Assisted Living Residences and Personal Care Homes invites you to our Fall 2014 Conference and Expo.

PALA's theme for this Conference, "Embracing The Journey," is meant to convey to all of our Conference attendees the fact that by joining PALA at our Conference in October, you will be joining us to hear about the exciting journey the Association will be taking in 2014 and 2015.

REGISTER TODAY! DISCOVER WHAT PALA IS DOING FOR YOUR HOME OR RESIDENCE.

Why should you attend? Because you'll attend sessions at the Fall Conference regarding some of the most pertinent topics in assisted living and personal care that are taking place right now at your Residence or Community.

Sessions covering senior bullying, brain wellness, disaster planning, marketing and more will be featured on Day One. Day Two features some great topics as well, including the RASP, POLST, dementia, regulations, and more! Also, the DPW Bureau of Human Services Licensing will appear TWICE at the Conference, leading sessions on Day One AND Day Two.

While these sessions provide a great educational foundation, PALA will also bring you THREE dynamic Keynote Speakers during our two-day Conference. Attendees will begin and end each day with Keynote Speakers (or DPW BHSL) who have received national attention and bring sessions of influence, collaboration, humor, and compassion.

During the first day of the Conference, we also invite you to visit more than 40 senior living related exhibitors who will provide displays of their products or services at our Conference. Don't forget, if you visit each of our exhibitors, you will be entered to win some fabulous door prizes!

WE WELCOME YOUR ATTENDANCE, AND LOOK FORWARD TO SEEING YOU IN OCTOBER.

One of PALA's primary objectives as an association is to provide a unified voice for those we represent and the residents we serve by advocating for informed choice, quality care, dignity, and respect for seniors residing in the Commonwealth.

By attending our Fall Conference, PALA will be able to hear firsthand about the issues, concerns, trends, and thoughts of those in attendance. By attending, you are taking the opportunity to not only network and receive education, but you are also providing feedback and information to the state association that represents your Home or Residence. This helps all of us in our effort to provide quality care to our seniors.

Our exciting, dynamic, and educational schedule of speakers, additional information about the Conference, and registration information are all enclosed in this packet. See you in October!

Sincerely,

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

Jeremy J. Adlon, PALA Executive Director



WWW.PALA.ORG

Keynote Speakers



PALA Presents Ron Culberson and “Do It Well, Make It Fun: The Key to Success, Life, Death, and Almost Everything In Between”

Ron is funny. Period.

But he also knows about the mechanics of humor. For instance: Funny + Audience = Laughter.

Ron has been studying and teaching about the benefits of humor since 1984. He believes that there is more to humor than a punch line and that when coupled with a foundation of excellence, humor can help us manage stress, reduce conflict, become more creative, improve problem solving, and ultimately achieve a higher level of productivity and contentment in life and work.

Ron has been speaking professionally since 1996 and has spoken to more than 140,000 people in over 1,000 organizations. He was also the 2012-2013 president of the National Speakers Association.

The author of THREE best-selling books, Ron is a contributing author for: *Humor Me* and *Chicken Soup for the Nurse’s Soul II* and also writes a blog for the *Huffington Post*.



PALA Presents Teepa Snow and “Making Moments of Joy - It’s What You Choose to Do as a Caregiver”

Teepa Snow is a passionate advocate for those living with dementia and has made it her personal mission to help families and professionals better understand how it feels to be living with such challenges and seeks to change and improve life for everyone involved.

Teepa’s practice has included everything from neuro-intensive care units in tertiary hospitals to in-home end-of-life care in rural parts of the North Carolina. She has taught at medical schools and post-doctoral programs, health professional programs, colleges and universities, community colleges, and community centers. She led educational and training efforts as the Educational Director of the Eastern NC Chapter of the Alzheimer’s Association for many years and was a major contributor and author of the in-depth hands-on training delivered to family members and staff that led to the production of the DVD, *Accepting the Challenge: Providing the Best Care for People with Dementia*, an internationally recognized resource for training and understanding dementia.

As one of America’s leading educators on dementia, Teepa has developed a dementia care philosophy reflective of her education, work experience, medical research, and firsthand caregiving experiences.



PALA Presents Mary Jane Mapes and “You CAN Teach a P.I.G. to Sing: Maximize Your Influence, Your Relationships, and Your Life”

Mary Jane Mapes, MA, CSP, founder and president of The Aligned Leader Institute, a leadership development organization, is an award-winning communication/leadership consultant with a track record of successes with such organizations as Avon Products, Inc., Kmart Corporation, Eaton Corporation, Dominos Pizza, Trinity Health System, and National Data Management Association.

One of today’s top keynote and motivational speakers, her commitment to sharing what she has learned about management, leadership, and successful relationships has led to a great demand for her services as a keynote speaker, seminar leader, and executive coach.

She has spoken before thousands of professionals from corporations and associations, sharing her expertise on leadership, customer service, interpersonal relationships, and personal growth. She is a member of the National Speakers Association, and one of only three people to have ever received the prestigious Charles Leadership Award granted by NSA for outstanding leadership.

Schedule

PRE-CONFERENCE – Tuesday, October 7, 2014

3:00pm to 5:00pm – PALA Board of Directors Meeting

Starting at 5:00pm – Vendor Set Up & Early Registration

Location: Eden Courtyard

6:30pm to 8:00pm – Night Owl Session

Location: Presidential Ballroom

Evidence Supporting Functional Expectations of the Older Adult in Senior Living-Discovering What is Possible The pathological effects of aging can be profound and have a significant impact on function, mobility and quality of life, thus affecting resident acuity in Senior Living. This session is aimed to educate the Senior Living Executive on what they should expect from a professional rehabilitation provider as it relates to residents' quality of life and functional performance. Learn what an appropriate exercise prescription for the older adult should consist of in order to prevent such changes and allow them to age in place. A general review of the latest evidence supporting the presentation will be discussed along with practical demonstrations and active audience participation in various geriatric functional outcome measures. **Mark Fusetti PT, DPT, FOX Rehab**

DAY ONE – Wednesday, October 8, 2014

7:30am to 8:30am – Early Bird Session

Location: Presidential Ballroom

Bullying: Not Just for Kids Explores the social phenomenon of bullying as it relates to older adults. In addition, information and discussion on senior bullying prevention and why it matters will be discussed.

Karen L. Chenoweth, MSW, CARIE – Center for Advocacy for the Rights and Interests of the Elderly

8:00am to 9:00am – Registration & Breakfast with the Exhibitors

Location: Eden Courtyard

9:00am to 9:15am – Opening Remarks

Location: Crystal Ballroom

Presented By Timothy W. Coughlin, PALA President, and Jeremy J. Adlon, PALA Executive Director

9:15am to 10:45am – Kickoff Keynote

Location: Crystal Ballroom

You CAN Teach a P.I.G. to Sing: Maximize Your Influence, Your Relationships, and Your Life This keynote for senior living leaders and senior living service providers is based on Mary Jane's popular book, *You CAN Teach a PIG to Sing*. Mary Jane shares her innovative, laugh-out-loud insights for instantly connecting and getting along with anyone, anytime, and anywhere. And by anyone, she means even those PIGs (Particularly Irritating Guys or Gals) – whether they are the residents, staff, colleagues, administrators, vendors, or members of your own family.

Mary Jane Mapes, CSP. Winner of the Charles Leadership Award

10:45am to 11:00am – Break and Exhibitor Visits

11:00am to 12:00pm – Concurrent Sessions

Applying Technology in a Comprehensive Approach to Brain Wellness

In recent years, many brain fitness software packages have been introduced in the marketplace. This presentation will distinguish between brain fitness and brain wellness, and will describe how technology can offer a comprehensive approach to brain wellness and affect the well-being of seniors, families and staff, and occupancy and profitability of senior living communities.

Yuval Malinsky, CEO of Vigorous Mind, Inc. Location: Crystal Ballroom

Disaster Planning Implementation When disaster strikes, are you equipped with a plan to care for your facilities and, more importantly, your residents? This session will lead you through the steps of establishing a disaster plan for your Community. Attendees will discuss types of disasters, as well as the need for a communication and business continuity plan. Upon

completion of this session, attendees will not only have an understanding of what it means to have a disaster plan, but also of who should be trained in its implementation. After all, a disaster plan is only as good as your team's ability to put it into action. **Bob Tucker, Director, SecureCore. Location: Presidential Ballroom**

12:00pm to 1:15pm – Lunch & Exhibitor Visits

Location: Arthur's Restaurant

Please Note: This lunch is for those that did not register for any Lunch and Learn session

12:10pm to 1:10pm – Lunch and Learn Sessions

PALA's Public Policy Update This session will be devoted toward updating attendees on PALA's 2014 major public policy initiatives, along with detailing tips and tools to effectively assist PALA with our advocacy efforts in 2014 & 2015. **Moderated by Jeremy Adlon, PALA Executive Director. Panelists include PALA's Public Policy team. Location: Presidential Ballroom (Ticket Required)**

Positive Discipline Do you have disruptive employees at your Community? Ever wish you could find creative ways to engage them that would lead to more productivity? This session will cover practical solutions to assist you when dealing with those disruptive employees. **Mary Ellen Keller, PALA Education Committee Member, P.E.P.P. Unlimited. Location: Regency Ballroom (Ticket Required)**

1:15pm to 2:45pm – Concurrent Sessions

HIPAA & The Use of Personal Technology in Long-Term Care Modern technology is all around us, including at our Communities. With cell phones being a particular feature in our daily lives, does your Community have an employee technology policy? Would you like to learn how to create an effective cell phone policy? Additionally, this session will also cover the relevance of social media outside the facility and avoiding potential HIPAA violations. **Nicholas Minton, RUK Property Management. Location: Crystal Ballroom**

How To Do Great Marketing On a Budget! Marketing is a key piece in any efficient Community. With the current economic climate, many Communities are extremely budget conscious. This session will give attendees some tips about marketing on a budget, how to develop a marketing plan, and how to use this plan on a daily basis. Additionally, this session will also feature some innovative external and internal marketing ideas.

Eileen Graham, Graham Consultants. Location: Presidential Ballroom

Schedule

2:45pm to 3:00pm – Break & Snack with Exhibitors

Location: Eden Courtyard

3:00pm to 4:30pm – Day One Closing Session

Location: Crystal Ballroom

A Discussion With Your Regulators... What 2014 & 2015 Will Bring to Assisted Living Residences and Personal Care Homes in PA

In this interactive session, representatives from DPW's Bureau of Human Services Licensing will update attendees on the latest issues facing Assisted Living Residences and Personal Care Homes in Pennsylvania.

DAY TWO – Thursday, October 9, 2014

6:45am to 8:00am – Breakfast & Networking

Location: Eden Courtyard

7:00am to 8:00am – Early Bird Session

Location: Presidential Ballroom

Election Preview 2014 – The State of the Race With Election Day right around the corner, this will be your chance to get updated on all the latest information regarding the priority races around the state. From the Governor's race to state key House and Senate races, along with some national updates, this session will provide a status report on what to expect come Election Day – and how the results could impact the Association, and your Home or Residence in particular. ***Jeremy Adlon, PALA Executive Director, with information shared by PALA national affiliate – The Assisted Living Federation of America***

8:15am – Day Two Opening Remarks

Location: Crystal Ballroom

Presented By Jeremy Adlon, PALA Executive Director

8:30am to 10:00am – Morning Keynote!

Location: Crystal Ballroom

Making Moments of Joy – It's What You Choose to Do as a Caregiver

This session is designed to help caregivers recognize and appreciate their role in creating days that are filled with moments of joy and meaningful activities when caring for someone with dementia. Emphasis will be placed on developing an awareness of the importance the caregiver's attitude and behavior play in determining the reactions and behaviors of the person for whom they are providing care. Self-awareness and self-assessment will be used to help caregivers acknowledge their own status and emotional state. ***Teepa Snow, Positive Approach to Brain Change, LLC***

10:15am to 11:45am – Concurrent Sessions

Line by Line: Filling Out Your RASP Ever needed more guidance in filling out the Resident Assessment Support Plan or RASP? Would you like to get tips and ideas on the best way to fill it out? Would you like to have any questions or suggestions answered by your peers? This session will focus on the RASP, and in particular will emphasize going "line by line" to provide guidance toward effective completion. ***Sherry Hill, Director of Operations, P.E.P.P. Unlimited. Location: Crystal Ballroom***

The POLST In Pennsylvania: Practical Guidelines for Implementation

The POLST is a document designed to improve the quality of care our seniors receive at the end of life by turning Resident goals and preferences for care into medical orders. The POLST clarifies treatment intentions and

Senior Bureau leadership will also provide information on regulatory updates and compliance updates. The Bureau will also provide a question and answer session on any additional regulatory process topics that may be of interest to Conference attendees. ***Matthew Jones, Director, DPW Bureau of Human Services Licensing***

4:30pm to 5:30pm – PALA's Cocktail Reception with PALA People Hunt

Location: Eden Courtyard

5:30pm – Prize Giveaways (You Must Be Present to Win)

Location: Eden Courtyard

minimizes confusion regarding a Resident's treatment preferences. This session will allow providers to discuss and learn about treatment plans that reflect Resident wishes! ***Rodney L. Rutkowski, MSW, LSW Manager, Social Work. UPMC Senior Living Communities. Location: Presidential Ballroom***

11:45am to 12:45pm – Lunch & Networking

Location: Eden Courtyard

12:45pm to 2:15pm – Concurrent Sessions

Generation Silent Gay, Lesbian, Bisexual and Transgender older people who fought the first battles for equality now face so much fear of discrimination, bullying and abuse that many are hiding their lives to survive. Thousands are dying earlier than their straight counterparts because they are isolated and afraid to ask for help. This special session will feature clips from the award-winning film, "Generation Silent," and the opportunity for discussion and interaction with the Director of this special project. ***Stu Maddox, Director, Generation Silent. Location: Crystal Ballroom***

DPW Regulations 101: What New Administrators Need to Know

Are you a new administrator? Would you like a chance to have your questions answered on regulations you consider confusing or hard to understand? For those administrators that are not new, would you like a chance to get clarification on any regulations? DPW Bureau of Human Services Licensing officials return for a session devoted solely toward discussion on Assisted Living and Personal Care regulations. ***DPW Bureau of Human Services Licensing. Location: Presidential Ballroom***

2:15pm to 2:30pm – Break with Snack

Location: Crystal Ballroom

2:30pm to 4:00pm – Closing Keynote

Location: Crystal Ballroom

Do It Well, Make It Fun: The Key to Success, Life, Death, and Almost Everything In Between This nationally acclaimed and internationally recognized session will bring a happy, joyful, and exciting end to the Conference. Based on his most recent best-selling book, Ron's funny yet practical presentation shows you how to change your perspective in life and work so that you can manage stress, communicate more effectively, and improve your work environment. This keynote is perfect for front-line staff and Community Leaders! ***Ron Culberson, MSW, CSP, former President of the National Speakers Association and Bestselling Author of "Do it Well. Make it Fun. The Key to Success in Life, Death, and Almost Everything in Between"***

Information



Location Eden Resort and Suites
222 Eden Road, Lancaster, PA 17601
(717) 569-6444

The Eden Resort is located ONLY minutes away from the Lancaster Premium Outlets, award-winning restaurants, Lancaster tourist attractions, and additional shopping (Park City Mall)!

Continuing Education Credit All sessions have been submitted, and PALA expects approval, for 16 (sixteen) credits for assisted living administrators, personal care administrators, and nursing home administrators by the NAB.

In addition, CEU credits have also been submitted for HR professionals and Activity Directors.

Hotel Room Reservations PALA has secured exclusive room rates starting at \$129 at the Eden Resort & Suites.

Please note: PALA's "Group Block" cutoff date is September 7, 2014.

In order to best assure a room at the Eden, and at the exclusive price, please reserve your hotel room by September 7, 2014 by calling the Eden at (717) 564-5511.

Please indicate you are reserving under the "PALA" or "PA Assisted Living" room rate to receive the room rate discount.

Dress Code Business casual attire is appropriate. We recommend you layer your clothing, as it is difficult to find an appropriate temperature suitable for everyone.

Meals Provided A full breakfast and lunch will be provided to all attendees during both days of the Conference.

Breakfast will be continental (Wednesday) and buffet (Thursday). Lunches will be buffet on both days. Cocktails and hors d'oeuvres will be served during PALA's Conference Cocktail Reception. Vegetarian options will be available.

For any other special food requests, please contact PALA before the Conference.

Change of Session/Time PALA reserves the right to edit or change the speaker line-up. A reminder to please check the PALA website (www.pala.org) and your email in the days leading up to the Conference for any changes to the PALA schedule.



WWW.PALA.ORG

Registration

Register Today for Special Pricing!

| | MEMBER | NON-MEMBER |
|--|--------|------------|
| Summer Savings <i>(Now to July 31st)</i> | \$149 | \$249 |
| August Rush <i>(August 1st to August 31st)</i> | \$249 | \$349 |
| Last Call <i>(September 1st to Conference)</i> | \$349 | \$449 |

SPECIAL DEAL for Non-PALA Member & First Time Conference Attendee (must fit both criteria)
\$149 until July 31st. After July 31st, pricing reverts to regular August pricing structure.

Please check appropriate box:

Member Non-Member Non-Member/First Time Conference Attendee

Lunch & Learn – PALA's Public Policy Update
Wednesday, October 8, 12:10pm – 1:10pm • Location: Presidential Ballroom
Ticket to attend will be received upon registering & arrival at the conference.

Lunch & Learn – Creative Solutions for Disruptive Employees
Wednesday, October 8, 12:10pm – 1:10pm • Location: Regency Ballroom
Ticket to attend will be received upon registering & arrival at the conference.

Check box above for Limited Seating Session(s). These sessions are on a first-come, first-served basis.

REGISTRATION INFORMATION

Print Name: _____

Community: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

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.)

Printed Name on Card: _____

Authorized Signature: _____

Card # _____ Expiration date: _____

THREE WAYS TO COMPLETE REGISTRATION

MAIL TO:

PALA - 105 North Front Street, Suite 106, Harrisburg, PA 17101

EMAIL/SCAN:

Tammy Leisey, PALA's Director of Administration at: tamitl@pala.org

FAX TO:

(717) 695-9735

For questions on any aspect of PALA's Fall 2014 Conference, please call the PALA offices at (717) 695-9734.

Conference cancellations are due by September 1, 2014 for full reimbursement. After September 1st, Conference registration is non-refundable or can be transferred to another individual of your choosing. Please note, the email provided on this registration form will be the contact email for any Conference announcements. This email address will be alerted regarding any Conference time changes, speaker changes, etc.