



# 44th Annual Convocation & Exposition

**Dynamic Leadership in Challenging Times**

**May 14 - 18, 2010**

**Philadelphia Marriott Downtown | Philadelphia, PA**

**PRELIMINARY PROGRAM**



## DEAR FRIENDS AND COLLEAGUES:

On behalf of the ACHCA Board of Directors, we are pleased to invite you to attend the 44th Annual ACHCA Convocation & Exposition. Please join your peers, distinguished presenters, and exhibitors in Philadelphia at the Philadelphia Marriott Downtown, May 14-18.

Our 44th Annual Convocation promises to be the best yet, boasting twelve educational tracks, five certificate programs and several social activities—all of which are included with full registration. Also, be sure to join us for the Albert Slatky Memorial Golf Outing fundraiser on May 17.

As you review this preliminary program, you'll find a wide array of education sessions that address the unique opportunities and challenges we face in long term care—along with a look toward where our field is headed and how best to position yourself for the future. We have attracted some of the most widely respected names in the field to share their insight and expertise. You will leave Convocation empowered, both personally and professionally.

Key to each Annual Convocation are the planned social events where you can relax, enjoy, reconnect with old friends, and begin new relationships to last you through the years. Activities include a preconference welcome reception, an opening reception in the exhibit hall, our annual awards banquet, a golf fundraiser, an art auction, and an Academy FUN-raiser. Be sure to spend time in the Exhibit Hall. Our exposition partners will provide you with the cutting-edge solutions you and your organization need to deliver superior resident care cost-effectively and efficiently.

Philadelphia offers a variety of amenities for visitors as well. Take advantage of great shopping, world-class dining, a lively arts and music scene, museums, and theaters.

Our annual Convocation is the premier educational event in the field, offering LTC leaders a unique opportunity to Learn, Network, and Recharge.

**WE LOOK FORWARD TO WELCOMING YOU IN PHILADELPHIA!**

Sincerely,

Stephen L. Esdale, CNHA, FACHCA  
Chair, ACHCA Board of Directors

Michael Hotz, CNHA, FACHCA  
Chair, ACHCA 2010 Convocation Committee

# Be sure to join us in PHILADELPHIA!



Learn, Network, and Recharge at the Premier Educational Event  
for Long Term Care Administrators and Executives!

## LEARN WITH MORE THAN 65 HOURS OF EDUCATIONAL SESSIONS:

With presentations by the top educators and experts in the field, the ACHCA Annual Convocation is the premier event for long term care administrators and other top executives. Take advantage of a multitude of stand-alone sessions or select targeted focus areas:

- Leadership
- Assisted Living
- Clinical Business
- Employment Law
- Human Resources
- Marketing
- Mentoring
- MDS
- Professional Development
- Regulatory Update
- Student/AIT

## PLUS, THESE EXCITING CERTIFICATE PROGRAMS:

- MDS 3.0
- Employment Law
- Erickson School on Leadership
- Mentoring
- Marketing

## NETWORK AND RECHARGE:

Whether you are new to the profession or long-established in the field, Convocation offers the opportunity to build new relationships and reaffirm existing friendships. A variety of social events give you time to get to know your peers and talk to others who understand the rewards and challenges you face on a day-to-day basis.

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# WELCOME TO PHILADELPHIA... PHILLY...

THE CITY OF BROTHERLY LOVE...  
THE BIRTHPLACE OF THE UNITED STATES!



Philadelphia is known for its rich historical heritage, connection with the arts, and diverse culture.

On July 4th, 1776, John Hancock and 55 fellow patriots signed one of the greatest documents in America's history, The Declaration of Independence, at what is now known as Independence Hall. Four days later, with the ringing of the Liberty Bell, citizens of Philadelphia were summoned to join Colonel John Nixon for the first public reading of the Declaration of Independence. Guests can now view the iconic symbol of a new era at the Liberty Bell Center.

Philadelphia holds tremendous appeal for lovers of the arts. The breathtaking architecture of the city skyline is graced with several statues, including a 20-foot memorial of Benjamin Franklin, the Washington Monument of Philadelphia, the more recent LOVE statue in JFK Plaza, and a tribute to the blockbuster hit *Rocky*. Philadelphia is also home to one of the largest museums in the United States, the Philadelphia Museum of Art.

The City of Brotherly Love has a rich, culturally diverse heritage. In the heart of Center City, visitors from around the world are drawn to the vibrant strip with an impressive blend of opera, dance, jazz, symphonic music, classic drama and musical theatre. Or travel to the area of 19th and Walnut Streets to indulge in some of the finest cuisine of Rittenhouse Row, upscale shopping, and views of the beautiful park designed as part of William Penn's original city plan.





## GUEST EXCURSIONS

While conference participants attend sessions and business meetings, several activities are available for their guest and travel companions.

### CITY PASS

Adults \$58, Youth (4-12) \$39

Visit Six Philadelphia attractions, including the National Constitution Center, Franklin Institute, Adventure Aquarium, Philadelphia Zoo, Academy of Natural Sciences, and the Eastern State Penitentiary. The pass allows one admission per location within a nine day time period.

### PHILLY TROLLEY OR DOUBLE DECKER BUS TOUR

24-Hour Pass:

Adults \$27.00

Seniors \$25.00

Children (4-12) \$10.00

48-Hour Pass:

Adults \$43.00

Seniors \$40.00

Children (4-12) \$18.00

Guests can buy a 24-hour or 48-hour pass that will allow them to stop at 20 sites around the city throughout the day. Buses run continuously from 9:30 am to 5:30 pm weekdays, and from 9:30 am to 6:00 pm weekends.

### FRANKLIN'S FOOTSTEPS WALKING TOUR

Adults \$14.00

Seniors \$12.00

Children (4-12) \$10.00

This guided tour will retrace the footsteps of Benjamin Franklin and his fellow patriots during the founding of our nation. Highlights include Independence Hall, the Liberty Bell, Carpenter's Hall, Betsy Ross House and Christ Church burial ground, the final resting place of Ben Franklin and many historical leaders.

### ATLANTIC CITY TRANSPORTATION

\$8 each way

Guests can take the public trolley located at the corner of 13th and Market Streets to the 30th Street Train Station, where they'll board the New Jersey Transit to Atlantic City. Free shuttles are then offered upon arrival to various casinos and hotels.

### PHILADELPHIA IN THE MOVIES FILM TOUR

Adults \$35

Seniors (65+) \$30

Children (under 12) \$30

Guests will visit 38 sites representing more than 25 movies and television shows made in Philadelphia, including *Rocky*, *12 Monkeys*, *The Sixth Sense*, and many more. Each tour will run approximately 2 1/2 hours.

For more details on these tours visit the ACHCA website, [www.achca.org](http://www.achca.org). A link has been provided for Guest Excursions on our homepage.



# SCHEDULE AT A GLANCE



## ABOUT THE COLLEGE

Founded in 1962, the American College of Health Care Administrators is the only professional association devoted solely to meeting the professional needs of today's long term care administrator. The College's mission focuses on advancing leadership excellence in long term care through the provision of leadership education, promotion of professional advancement programs such as fellowship and Professional Certification, and facilitation of leadership development. The College's diverse membership includes administrators and executives of assisted living communities, nursing homes, subacute facilities and retirement communities, as well as academics and other industry leaders. For more information about The College, call the National Office at (202) 536-5120 or visit [www.achca.org](http://www.achca.org).



## FRIDAY, MAY 14

6:30 pm-8:30 pm Preconference Welcome Reception

## SATURDAY, MAY 15

7:00 am-5:00 pm Registration

8:30 am-11:45 am Concurrent Sessions

11:45 am-1:00 pm Lunch on Your Own

11:45 am-1:00 pm Fellow & Certified Administrators Lunch *(Ticket Required)*  
Presentation by Dr. Chip Bell

1:15 pm-2:45 pm Welcome and Annual Business Meeting, Session 1  
Keynote Dr. Chip Bell

2:45 pm-3:15 pm Bylaws Forum

3:30 pm-5:00 pm Concurrent Sessions

5:00 pm-7:00 pm Chair's Reception in Exhibit Hall | Inaugural Student  
Applied Research Poster Session

## SUNDAY, MAY 16

7:30 am-5:00 pm Registration

8:00 am-8:30 am Interfaith Memorial Service

8:45 am-11:00 am Concurrent Sessions

11:15 am-12:15 pm Annual Business Meeting, Session 2/Academy Meeting

12:15 pm-2:15 pm Lunch in Exhibit Hall | Inaugural Student Applied  
Research Poster Session

2:15 pm-3:45 pm General Session: Panel Discussion

4:00 pm-5:00 pm Plenary Session by Dr. Eva Goldfarb

5:00 pm-7:00 pm Reception in Exhibit Hall | Inaugural Student Applied  
Research Poster Session

7:15 pm Academy "FUN"-raiser

## MONDAY, MAY 17

7:00 am-noon Albert Slatky Memorial Golf Outing

8:00 am-5:00 pm Registration

8:30 am-11:45 am Concurrent Sessions

11:45 am-1:15 pm Lunch on Your Own (Peer2Peer Lunch)

1:15 pm-2:45 pm General Session: Models of Excellence

3:00 pm-4:00 pm Concurrent Sessions

4:15 pm-5:15 pm Plenary Session by Tim Gard

6:00 pm-8:00 pm Awards Banquet

## TUESDAY, MAY 18

8:00 am-11:00 am Registration

8:30 am-11:45 am Concurrent Sessions

# GENERAL INFORMATION

Philadelphia, PA



## REGISTRATION INFORMATION

Register by April 15, 2010 for the Early Bird Rate.  
Register by May 7, 2010 to qualify for the Advance Rate.  
Please register onsite after May 7, 2010.

All Full Registrations and Full Guest Registrations include a ticket to our preconference welcome reception on Friday evening, Academy FUN-raiser Sunday night, and annual awards banquet on Monday! Please check off the appropriate boxes on your registration form to receive your tickets.

### **Early Bird Registration**

\$599 members | \$699 non-members | \$175 students

### **Advance Registration**

\$699 members | \$799 non-members | \$175 students

Register online! Visit [www.achca.org](http://www.achca.org) today. Or register by fax or mail using the registration form in the back of this brochure.

## HOTEL RESERVATIONS

Philadelphia Marriott Downtown \$189/night

Make your reservations by April 30, 2010 to take advantage of our reduced rates. To secure our group rates at the host hotel, please call (800) 266-9432 and be sure to mention ACHCA. Or book online by visiting [www.achca.org](http://www.achca.org) and clicking on the hotel link on our home page.

## TRAVEL

Philadelphia is the fifth largest US city, offering its guests the latest in transportation. Guests arriving into Philadelphia International Airport have the option of taxi service, personal limo service or the regional railway. Taxis are based per trip, and not per person. General taxi transportation from the airport to the Central Philadelphia area is \$25 per trip. The Regional Rail is available for guests from the Airport to Market and 13th, the location of our host hotel. Please visit [www.septa.com](http://www.septa.com) to view Regional Rail routes, times, and pricing.

For our attendees driving into Philadelphia and using a GPS system please use 12th and Filbert Streets for you coordinates. This will direct you towards the bellhop stand.

## CONTINUING EDUCATION CREDITS

The American College of Health Care Administrators (ACHCA) is a Certified Sponsor of professional continuing education with the National Association of Long Term Care Administrators Boards (NAB). We have applied for a maximum of 20 CEUs for an individual participant and 68.5 continuing education clock hours for the conference. We have also applied for approval from KS and MO state nursing home licensure boards.

## REFUND AND CANCELLATION POLICY

Request for refunds and cancellations must be made in writing. Until April 15, 2010, ACHCA will refund your entire registration fee, less a \$75 processing fee. After April 15, no refund will be issued. In the event of a facility survey, please send us proof that your survey occurred during the Convocation & Exposition dates and we will refund your registration fee, less a \$75 processing fee. Substitutions are welcome, but must be made in writing.

## BRING OTHER MEMBERS OF YOUR TEAM!

The Convocation offers valuable education and networking opportunities for a multitude of disciplines. Register additional attendees from your facility for a discounted rate. See the registration page for details.

# CONVOCAATION SOCIAL EVENTS

## PRECONFERENCE WELCOME RECEPTION

No ticket required

Friday, May 14, 6:30 pm-8:30 pm

If you're in town on Friday, please plan to join us in the Marriott JW room for a casual get-together of all Convocation participants. Come as you are to enjoy some refreshments, visit with old friends, and make new acquaintances- before sessions begin in the morning. Grab your name badge while you're there, to beat the crowd Saturday morning!

## CHAIR'S RECEPTION IN THE EXHIBIT HALL

No ticket required

Saturday, May 15, 5:00 pm-7:00 pm

Join College leadership for what promises to be a fun and memorable event. This is your chance to meet, or get reacquainted with, those taking The College into the future. Enjoy great company and refreshments in the exhibit hall. Companies from across the country will exhibit the latest in LTC products and services.

## FELLOW AND CERTIFIED ADMINISTRATOR LUNCHEON

Ticket required—see registration form

Saturday, May 15, 11:45 am-1:00 pm

All ACHCA-Certified Administrators and Fellows are encouraged to attend this annual tradition. Join us in honoring those who have achieved advanced professional status. If you have achieved Professional Certification or Fellow status during the last year, please give your colleagues this opportunity to honor your dedication to the profession. Our guest speaker will be Dr. Chip Bell, sharing his insights on the art of mentoring.

## ACADEMY "FUN"-RAISER

Free ticket provided to the first 250 Full Registrants and Full Guest Registrants

Sunday, May 16, 7:15 pm

Join us for an evening of entertainment, collegiality, and surprises. Proceeds will help us support The College's Academy of Long Term Care Leadership and Development. This fun event will be within walking distance of the host hotel. NOTE: Space for this event is limited. A ticket will be given at no cost to the first 250 Full Registrants and/or Full Guest Registrants who pre-register for the FUN-raiser by checking the box on their registration forms.

Sponsored by the NY Chapter of ACHCA

## ALBERT SLATKY MEMORIAL GOLF OUTING

Registration required- see golf registration form

Monday, May 17, 7:00 am-12 noon

Tee up to support The College. Enjoy a morning of golf and be back in time for education in the afternoon. This year's outing will be hosted at Ron Jaworski's Valleybrook Country Club and includes a prize luncheon. Proceeds from this fundraiser will benefit the College's Academy of Long Term Care Leadership and Development.

Sponsored by Larry Slatky

## ANNUAL AWARDS BANQUET

Free ticket provided to Full Registrants and Full Guest Registrants

Monday, May 17, 6:00 – 8:00 pm

All are invited to join old friends and new colleagues for a relaxing evening of good food, great company, and plenty of camaraderie. Join us in celebrating the achievements of our national award winners. The installation of our Board of Directors completes a special evening for all.

## ATTENTION FULL REGISTRANTS AND FULL GUEST REGISTRANTS

Pre-registration is required for your free ticket to the Academy FUN-Raiser and Annual Awards Banquet. Please be sure to check the boxes on your registration form to receive your free ticket to these events.

## EXPLORE THE ACHCA EXHIBIT HALL

You'll find the very latest equipment, products, and services from health care suppliers nationwide and have time to spend with each of them. Save time and money by doing business onsite. Be sure to join us for both lunch AND an evening reception in the Exhibit Hall on Sunday.

## EXHIBIT HALL SCHEDULE

Saturday, May 15, 5:00 – 7:00 pm

Chair's Reception in the Exhibit Hall

Sunday, May 16, 12:15 – 2:15 pm

Lunch Served in Exhibit Hall

Sunday, May 16, 5:00 – 7:00 pm

Reception in Exhibit Hall



# 2010 CONVOCATION SCHEDULE

## Friday, May 14

6:30-8:30 pm		Preconference Welcome Reception
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## Saturday, May 15

Session Rooms		401	402	403	407	408
8:30-10 am	1.5	01. Turning Customers into Crusaders - Cirillo LD, MK, AL, S	02. Recession-Proof Marketing - Stackpole MK, AL, LD	03. MDS Review & Competency I - Klusch MDS ☺	04. Labor & Employment Law Issues Impacting Long Term Care - Lyncheski & Hardy L, LD, HR, AL, S ☺	05. Hot Regulatory Issues Impacting Long Term Care - Rader LD
10:00-10:15 am		Break				
10:15-11:45	1.5	11. Appreciative Inquiry: Sustaining Performance Improvement - Smikle LD, HR, AL, S	12. Selling Your Services without Selling Your Soul - Stackpole MK, AL, LD	13. MDS Review & Competency II - Klusch MDS ☺	14. Avoiding FLSA Lawsuits - Lyncheski & Hardy L, LD, HR, AL, S ☺	15. The Business Case for Developing Assistant Administrators - Gilster & Dalessandro M, HR, LD, S
11:45-1:00 pm		Lunch on Your Own				
	I	20. Fellow and Certified Administrator Lunch (Ticket Required) The Art of Mentoring, Chip Bell M, PD, LD, HR, AL, S ☺ (Salon I & J)				
1:00 -1:15 pm		Break				
1:15-2:45 pm	I	30. Welcome/Annual Business Meeting Keynote: Managers as Mentors: Creating a Partnership for Learning, Chip Bell M, LD, HR, PD, AL, S ☺ (Salon H)				
2:45-3:15 pm		Bylaws Forum				
3:15-3:30 pm		Break				
3:30-5:00 pm	1.5	41. Motivation Secrets for Supervisors that Produce Quality Results - Brennan LD, HR, S	42. Conducting an Effective Fund Raising Campaign - Capoldo MK, LD, AL	43. MDS Review & Competency III - Klusch MDS ☺	44. Navigating Legal Minefields - Martin LD, HR, AL, S	45. Four Steps of Effective Mentoring - Olson M, PD, LD, HR ☺
5:00-7:00 pm		Exhibit Hall Opening Reception   Inaugural Student Applied Research Poster Session				

## Sunday, May 16

Session Rooms		401	402	403	407	408
8:00-8:30 am		Interfaith Memorial Service (401)				
8:30-8:45 am		Break				
8:45-9:45 am	I	51. Meeting the Current and Future Nutrition Needs of Seniors - Niedert LD, C	52. Catch 'Em & Keep 'Em: Keys to Customer & Family Loyalty - Smikle MK, LD, AL, S	53. MDS Review & Competency IV - Klusch MDS ☺	54. Culture Change: Choice or Mandate - Gilster & Dalessandro LD, HR, S	55. Strategies for Managing Residents with AIDs - Reilly LD, C
9:45-10:00 am		Break				
10:00-11:00 am	I	61. Appropriately Documenting the Nutritional Care Plan - Niedert LD, C	62. Social Media 101: Blogging, Twitter, Marketing, and Social Networking - Basics -Vega T, LD, MK, AL, S	63. MDS Review & Competency V - Klusch MDS ☺	64. Litigation Issues Impacting Senior Housing - Nettesheim LD, AL	65. Chapter Development Workshop ACHCA ( NO CEUs)
11:00-11:15 am		Break				
11:15-12:15 pm		70. Annual Business Meeting II/Academy Meeting (Salon H) (NO CEUs/CNEs) ACHCA				
12:15-2:15 pm		Lunch in Exhibit Hall   Inaugural Student Applied Research Poster Session				
2:15-3:45 pm	1.5	80. Managing Quality Across the LTC Continuum-Panel LD, AL, S (Salon H)				
3:45-4:00 pm		Break				
4:00-5:00 pm	I	90. Plenary: Sexual Expression of the Elderly: Implications for Care Givers - Dr. Eva Goldfarb LD, C, S (Salon H)				
5:00-7:00 pm		Exhibit Hall Open   Inaugural Student Applied Research Poster Session				
7:15 pm -		Academy FUN-Raiser				

See next page for session legend

# 2010 CONVOCATION SCHEDULE

## Monday, May 17

Session Rooms		401	402	403	407	408
7:00-12 noon		Golf Outing				
8:30-10:00 am	1.5	101. The Value of Internet Networking for Residents, Families and Staff - Riesburg T, MK, AL	102. Strategies to Maximize Resident Census I - Fannon MK, LD, AL ☺	103. MDS Review & Competency VI - Klusch MDS, R ☺	104. Managing Challenging People - Ronch LD, HR, S ☺	105. Professional Certification Readiness - Knapp PD, LD, AL, ACHCA
10:00-10:15 am		Break				
10:15-11:45 am	1.5	111. Medicare Essentials - Blisset R, LD	112. Strategies to Maximize Resident Census II - Fannon MK, LD, AL ☺	113. MDS Review & Competency VII - Klusch MDS, R ☺	114. Economic Challenges to Boomer Security - Gribbin LD, S ☺	115. CALA/CNHA Professional Certification Review I - Finance - Mason & Cicchese AL, PD, LD, ACHCA
11:45-1:15 pm		Lunch on Your Own (Peer2Peer Lunch)				
1:15-2:45 pm	1.5	120. Models of Excellence (Salon I, J, and K)				
2:45-3:00 pm		Break				
3:00-4:00 pm	1	131. Survey & Provider Certification: Hot Issues - Lukoff R, LD, S	132. Strategies to Maximize Resident Census III - Fannon MK, LD, AL ☺	133. Measuring Culture Change with Statistical Quality Control - Sheridan LD	134. Trends in Senior Housing and Care - Ronch & Gribbin LD, S ☺	135. CALA/CNHA Professional Certification Review II - HR - Anagnostou, Glass, Capoldo, Fairley AL, PD, LD, ACHCA
4:00-4:15 pm		Break				
4:15-5:15 pm	1	140. Plenary: Developing a Comic Vision, Tim Gard LD, AL, S (Salon H)				
6:00-8:00 pm		Awards Banquet				

## Tuesday, May 18

Session Rooms		401	402	403		
8:30-10:00 am	1.5	151. Leadership Style and its Impact on Quality of Care - Castle LD, HR, AL, S	152. Disaster Planning: A Long Term Care Case Study - Capoldo LD, HR, AL, S	153. Behavioral-Based Ergonomics approach to Alzheimer/Dementia Care - Bharwani C		
10:00-10:15 am		Break				
10:15-11:45 am	1.5	161. Quality Indicator Survey Process - Clinton LD, C	162. Administrator to Resident: Perspective from the Other Side - Dubois LD, HR	163. Stay on Top with Continuous Quality Improvement - Miller LD, AL, S		

### TRACK LEGEND

<b>ACHCA</b>	College Related Material
<b>AL</b>	Assisted Living
<b>C</b>	Clinical Business
<b>EL</b>	Employment Law
<b>HR</b>	Human Resources
<b>LD</b>	Leadership
<b>M</b>	Mentoring
<b>MDS</b>	MDS
<b>MK</b>	Marketing
<b>PD</b>	Professional Development
<b>R</b>	Regulatory
<b>S</b>	Student/AIT
<b>T</b>	Technology

### CERTIFICATE PROGRAMS ☺

<b>Employment Law</b>	04 and 14
<b>Mentoring</b>	20, 30, and 45
<b>MDS 3.0</b>	03, 13, 43, 53, 63, 103, 113
<b>Marketing</b>	102, 112, 132
<b>Erickson School on Leadership</b>	104, 114, 134

# CERTIFICATE PROGRAMS

## MDS 3.0 (9.5 CEUs)

Leah Klusch, BSN, RN, FACHCA

Earn an MDS 3.0 Competency credential and be ready for its October 2010 introduction. Completing the MDS 3.0 is not a nursing task, but a facility responsibility. The pervasive nature of the MDS process in all levels of facility operations makes it essential for the administrator to understand it well. Not only does the MDS drive your treatment plan for a resident, it writes your check for Medicare reimbursement and often under Medicaid. The MDS writes your survey via the quality indicator database. This six-part operational review covers six areas, moves from basic PPS information (RUGS IV) to MDS 3.0 data collection and the federal reimbursement systems. It includes the calculations of the ADL scores and their impact, as well as the actual completion of the MDS tool and the use of the RAPs in the care-planning process. The course also reviews the impact of MDS data on the survey process and quality of care documentation. The optional exam, which has been beta-tested, will be administered at the end of this series. Sponsored by American HealthTech; TENA, a Personal Care Brand by SCA; and eHealth Data Solutions

Certificate Program Requirements: 03, 13, 43, 53, 63, 103, and 113

## Employment Law (3 CEUs)

John E. Lynchski, Esq., FACHCA and W. Scott Hardy, Esq.

This two-session program will address labor, employment and human resource issues of current importance to long term care leaders. Learn which labor and employment decisions, legislation, and regulations were issued this past year. Receive updates on new developments related to FLSA and an analysis of the recent developments, tactics, and strategies in organized labor's efforts in long term care and how to counter them.

Certificate Program Requirements: 04 and 14

## Mentoring (3.5 CEUs)

Chip Bell, PhD and Douglas Olson, PhD, FACHCA

Leaders learn leadership skills; they are not born with them. Mentoring is one of the most effective approaches to teaching leadership skills. In 2010 The College is continuing to develop its mentoring program by offering a Mentoring track. Attend all three of the mentoring sessions and learn mentoring techniques from experts Dr. Chip Bell and Dr. Doug Olson. During these sessions, you will be given the opportunity to practice your mentoring skills.

Certificate Program Requirements: 20, 30, 45

## Marketing (4 CEUs)

Luke J. Fannon IV, BA

During this three-session track, participants will be introduced to a number of strategies to maximize facility census. Proven techniques to increase qualified leads and referrals will be explored. Participants will learn how to communicate their facility's features and benefits and how to differentiate their facility from its competitors. Unique statistical measurements to track and manage sales and marketing process will be introduced. The significance of clinical, functional and psycho-social needs of the elderly to generating referrals, increasing length of stay and census will be discussed. In addition, the challenge of overcoming negative reputations will be handled.

Special Monday admission available for Marketing/Admission professionals. Administrators registered for Convocation can bring additional members of their team to this program for \$125/person.

Sponsored by the Ohio Chapter of ACHCA.

Certificate Program Requirements: 102, 112 and 132

## Erickson School on Leadership (4 CEUs)

Judah Ronch, PhD and Joseph A. Gribbin, PhD

This track is offered by renowned faculty members at the Erickson School, Dr. Judah Ronch and Dr. Joseph Gribbin. The first session humorously tackles the issue of the demands of aging Boomers by taking you on the scene as a group of senior residents take over their CCRC. Dr. Gribbin follows this session with a detailed analysis of the impact the influx of the Boomers will have on the long term care services and senior housing. In the last session, you will have a chance to direct the attention of Dr. Ronch and Dr. Gribbin to your particular concerns about the future of long term care.

Certificate Program Requirements: 104, 114, and 134

# KEYNOTE AND PLENARY SESSIONS



## KEYNOTE

### Chip Bell, PhD

*Managers as Mentors: Creating a Partnership for Learning*

Saturday, May 15, 1:15 pm-2:45 pm

Chip R. Bell, PhD, is the author of several best-selling books including the international bestselling book, *Managers as Mentors: Creating Partnership for Learning*. His newest book, *Take Their Breath Away* reached #11 among business

books on the national bestsellers list. His work has been featured on CNBC, ABC, CNN, Fox Business Network, Bloomberg TV, NPR, and in the *Wall Street Journal*, *Fortune*, *USA Today*, *Entrepreneur Magazine*, *Inc. Magazine*, *Fast Company Magazine*, and *Business Week*.



## PLENARY SESSION

### Eva Goldfarb, PhD

*Sexual Expression of the Elderly: Implications for Care Givers*

Sunday, May 16, 4:00 pm-5:00 pm

Eva S. Goldfarb, PhD, is a nationally recognized expert in the field of sexuality education and sexual health. Dr. Goldfarb is co-author of the groundbreaking *Our Whole Lives: Sexuality Education* lifespan series. She has published numerous

articles, curricula, and book chapters and has presented at conferences worldwide in the area of sexuality education and sexual health. Dr. Goldfarb's work is featured in the film *Sexuality and Our Faith* and has also been featured on MTV.com, and in *Newsweek*, *The Nation*, *Self* and *The New York Times*. She is professor of Health Education at Montclair State University in Montclair, New Jersey.



## PLENARY SESSION

### Tim Gard, CSP, CPAE

*Developing a Comic Vision*

Monday, May 17, 4:15 pm-5:15 pm

Tim Gard, CSP, CPAE, is a humorist, professional speaker, author, and human philosopher. Through his Comic Visions™, Mr. Gard consistently delivers rejuvenating seminars full of ready to use stress reduction tips and easy to implement real life methods that enhance productivity,

teamwork, and morale. He has an extensive background in Human Services and the USDA Food and Nutrition Service. Today he is one of the nation's foremost authorities on stress reduction through humor.

# CONCURRENT SESSION PLANNER

**Saturday, May 15**

**8:30 AM - 10:00 AM**

## **01. Turning Customers into Crusaders**

*Anthony Cirillo, ABC, FACHE*

Profit and staff retention are two of the biggest issues confronting the industry. Word of mouth can be leveraged to help achieve both. It begins with delivering a great experience that people talk about. The most effective marketing comes from people who answer yes to the question – will you recommend us to others? Eight crusader techniques will be shared and demonstrated.

## **02. Recession-Proof Marketing**

*Irving Stackpole, RRT, MEd*

The global macro-economic climate is having immediate effects on managers in long term care settings and the end isn't in sight! How can we fortify our operations against this astringent climate, while preserving and uplifting our staff morale, and our own sanity? In this workshop, three resources are presented that long term care managers can access and leverage to improve both the quality and quantity of referrals – without spending much money.

## **03. MDS Review and Competency I**

*Leah Klusch, BSN, RN, FACHCA*

Earn an MDS 3.0 Competency credential and be ready for its October 2010 introduction. Completing the MDS 3.0 is not a nursing task, but a facility responsibility. The pervasive nature of the MDS process in all levels of facility operations makes it essential for the administrator to understand it well. Not only does the MDS drive your treatment plan for residents, it writes your check for Medicare reimbursement and often for Medicaid. The MDS writes your survey via the quality indicator database. This six-part operational review covers six areas, moves from basic PPS information (RUGS IV) to MDS 3.0 data collection and the federal reimbursement systems. It includes the calculations of the ADL scores and their impact, as well as the actual completion of the MDS tool and the use of the RAPs in the care-planning process. The course also reviews the impact of MDS data on the survey process and quality of care documentation. The optional exam, which has been beta-tested, will be administered at the end of Session 113.

Sponsored by American HealthTech; TENA, a Personal Care Brand by SCA; eHealth Data Solutions

## **04. Labor & Employment Law Issues Impacting Long Term Care**

*John E. Lyncheski, Esq., FACHCA and W. Scott Hardy, Esq*

With health care reform substantially out of the way, labor and employee advocates are advancing their agenda. "Change" is inevitable and has the support of the Administration and the Democratic majority in Congress. Aside from new legislation and regulation, there are many new faces in the Obama Administration committed to much stricter enforcement of labor and employment laws. In this session the hot labor and employment law issues in the Obama Administration will be addressed.

## **05. Hot Regulatory Issues Impacting Long Term Care**

*Gail E. Rader, MSN, RN, C, CALA*

In this session, up-to-the minute information will be provided regarding federal and state initiatives that affect facility operations including care, reimbursement, survey, and certification. The session will include an update of the current status of health care reform initiatives, MDS 3.0 implementation, PPS changes, and the impact of each on day-to-day operations.

**10:15 AM - 11:45 AM**

## **I 1. Appreciative Inquiry: Sustaining Performance Improvement**

*Joanne L. Smikle*

Appreciative Inquiry presents a framework for strength-based organizational transformations. Rather than focusing on the deficits, this approach deliberately seeks out areas where performance is best. Based on Dr. David Cooperrider's research at the Cleveland Clinic, Appreciative Inquiry provides a map for identifying replicable organizational successes and tools for recreating the conditions that led to those victories.

## **I 2. Selling Your Services without Selling Your Soul**

*Irving Stackpole, RRT, MEd*

Influence and persuasion affect everyone in society. We all subject others to, and are subjects of, the psychological triggers that motivate human behavior and action. Understanding psychological principles will permit their application in many settings - including competitive business situations. The psychological factors of influence and persuasion can be applied to advertising, public relations, sales, and a host of other situations. These factors are based on the scientific work of Dr. Robert Cialdini.

## **I 3. MDS Review and Competency II**

*Leah Klusch, BSN, RN, FACHCA*

Please refer to Session 03.

## **I 4. Avoiding FLSA Lawsuits**

*John E. Lyncheski, Esq., FACHCA and W. Scott Hardy, Esq*

Until recently, most complaint-initiated FLSA violations were investigated and pursued by the Wage and Hour Division of the Department of Labor. However, the past few years have seen an unprecedented increase in the number of private lawsuits. LTC providers will become conversant in the provisions of the FLSA, and learn the minefields. With this knowledge, they may become more proactive in addressing areas of vulnerability to reduce the risk and expense of a claim.

# CONCURRENT SESSION PLANNER

## **15. The Business Case for Developing Assistant Administrators**

*Susan Gilster, PhD, FACHCA and Jennifer Dalessandro, BS, LNHA*

More than 7,000 administrators will leave their position this year alone, and the pool of incoming candidates has diminished. The roles and responsibilities of an administrator can be overwhelming. Frustrations arise from the inability to manage it all, and be an effective leader. This session will make the case for assistant administrators and outline how having a person in such a role is advantageous for the organization's quality of care, satisfaction levels, and profitability.

**11:45 AM - 1:00 PM**

Lunch on Your Own

**11:45 AM - 1:00 PM**

## **20. Fellow and Certified Administrator Lunch (Ticket Required): The Art of Mentoring**

*Chip Bell, PhD*

During this interactive presentation, ACHCA leaders will have the opportunity to learn about Dr. Bell's hands-on approach to mentoring. Through active learning exercises, participants will experience Dr. Bell's four step approach to mentoring.

**1:15 PM - 2:45 PM**

## **30. Welcome/Annual Business Meeting/Keynote: Managers as Mentors: Creating a Partnership for Learning**

*Chip Bell, PhD*

What is mentoring? When is mentoring appropriate? As part of the 2010 ACHCA mentoring initiative, Dr. Bell's presentation will address these questions. In addition, he will steer you clear of mentoring traps and offer perspectives on how to make the mentoring relationship effective.

**2:45 PM - 3:15 PM**

**Bylaws Forum**

**3:30 PM - 5:00 PM**

## **41. Motivation Secrets for Supervisors that Produce Quality Results**

*Jim Brennan, BS*

Supervisors need to strengthen their leadership skills if they are to excel as leaders. Learning effective motivational skills that inspire employees to do their best in the performance of their duties is paramount to success. In this session, you will gain cutting-edge motivational skills to energize your staff, from your DON to the front line.

## **42. Conducting an Effective Fund Raising Campaign**

*Donald Capoldo Jr., MBA*

This presentation will focus on exploiting strengths of a not-for-profit (mission, community involvement) and neutralizing weaknesses when developing annual funds, writing grant requests, creating fundraising events, etc. Factors, including board support, executive leadership, community support, and experience in fundraising, will be examined. This information will be applied to create a fictional company's new fundraising program.

## **43. MDS Review and Competency III**

*Leah Klusch, RN, BSN, FACHCA*

Please refer to Session 03 on page 10.

## **44. Navigating Legal Minefields**

*Kathleen Martin, RN, MSN, MPA, LNHA, CPHQ*

You receive a notice to appear for a deposition. Your facility and you, as the Administrator or DON, have been sued. What do you do? How did this happen? This program will focus on the elements of a legal complaint against a facility. Key vulnerable areas are presented and strategies to pre-empt and prevent such actions are provided. Actual cases and depositions are discussed. Valuable handouts!

## **45. Four Steps to Effective Mentoring**

*Douglas Olson, PhD, CNHA, FACHCA*

Building on Chip Bell's previous presentations on mentoring, this interactive session will provide additional practice for mentors. Participants will learn the meaning of the four steps to mentoring: surrendering, accepting, gifting, and extending. They will have the opportunity to role play these four steps within a safe environment.

**5:00 PM - 7:00 PM**

## **Chair's Reception in the Exhibit Hall**

Be sure to attend the grand opening of the Exposition! Join College leadership and your other peers for what promises to be a fun and memorable event. Enjoy food and drinks - and check out the products and services offered by companies from across the nation. See what solutions are available to improve your operation.

## **Inaugural Student Applied Research Poster Session**

This year the ACHCA Academy of Long Term Care Leadership and Development is pleased to hold the Inaugural Student Applied Research Poster Session on Saturday and Sunday, in the exhibit hall. The poster session gives undergraduate and graduate ACHCA student members from universities across the country an opportunity to present their scholarly work on a variety of topics, from applied research with a faculty member to an innovative project with an ACHCA member. Students with accepted posters will be participating through gallery exhibits and informal oral presentations with their posters displayed prominently in front of the main exhibit hall. Throughout the two days, participants have the opportunity to interact with other students, faculty, and ACHCA members from across the country.

# CONCURRENT SESSION PLANNER

**Sunday, May 16**

**8:00 AM - 8:30 AM**

## **Interfaith Memorial Service**

All are welcome to attend this annual, inter-denominational tradition. Join us as we remember those we've lost and celebrate their lives and legacies.

**8:45 AM - 9:45 AM**

## **51. Meeting the Current and Future Nutrition Needs of Seniors**

*Kathleen Niedert, MBA, RD, CSG, LD, FADA*

Food has always been the “heart” of any home—remember those experiences around the kitchen table growing up? Come listen and learn some options each and every LTC facility, from those built for the medical model of care to those with neighborhoods, can institute to meet the needs of our clients. This session includes a discussion of the fine dining, concierge services, and fast, but healthy foods our clients are demanding.

Sponsored through a restricted educational grant from Abbott Nutrition, Abbott Laboratories Inc.

## **52. Catch 'Em & Keep 'Em: Keys to Customer & Family Loyalty**

*Joanne L. Smikle*

Whether they come for rehab, respite or are long-term residents, you can build loyalty at every encounter! Use the initial contact to build the bridge that generates a placement in your facility, referrals, and, ultimately, greater revenues. Create strategies to make the admission process positively memorable. Develop an approach to staying connected with families, even the ones that live far away. This interactive workshop introduces a five-step process for creating and maintaining customer-focused relationships.

## **53. MDS Review and Competency IV**

*Leah Klusch, RN, BSN, FACHCA*

Please refer to Session 03 on page 10.

## **54. Culture Change: Choice or Mandate**

*Susan Gilster, PhD, FACHCA and Jennifer Dalessandro, BS, LNHA*

The culture of an organization is in essence the “personality,” including philosophy, customs, attitudes, values and behaviors. True culture change involves changing the mindset of a group of people. Culture change takes a leader, an organizational approach, shared vision and initiatives that include the needs of residents, families, and staff. This session will discuss; current theory, CMS mandates and how they alone will not change a culture. Mechanisms to evaluate change will be presented.

## **55. Strategies for Managing Residents with AIDS**

*Jeanine Reilly, BSN, RN-C, LNHA*

The traditional model of LTC is now being challenged. The increase in HIV/AIDS positive individuals, of all ages, requires prolonged care earlier as their HIV, pharmaceuticals and normal changes of aging combine to cause physiologic, psychological and structural deterioration. This presentation will highlight: 1) The basics of HIV/AIDS, 2) HIV/AIDS in clients over 50, and 3) The challenges of blending HIV positive individuals into a LTC setting. An overview of a successful model will be provided.

**10:00 AM - 11:00 AM**

## **61. Appropriately Documenting the Nutritional Care Plan**

*Kathleen Niedert, MBA, RD, CSG, LD, FADA*

Can't anyone do a dietary assessment? People either eat or not—right? So what's the big deal? Unfortunately, litigation is a word way too often heard in the nursing home and nutrition is at the heart of over 50% of cases. Understanding the differences in scope of practice between dietary managers, dietetic technicians and registered dietitians—and having the correct nutrition professional provide needed services—will help decrease the potential for litigation.

Sponsored through a restricted educational grant from Abbott Nutrition, Abbott Laboratories Inc.

## **62. Social Media 101: Blogging, Twitter, Marketing, and Social Networking**

*Amanda Vega, MBA*

During this session, participants will explore the history, background, and details regarding blogs, podcasts, and social networking. Participants will learn how to use these hot new buzz technologies in your business. They will actually build and launch a blog, a podcast, and three social networks LIVE during the session! This session will also cover how to manage your organization's reputation in social media platforms and approach public relations in the new social media world.

## **63. MDS Review and Competency V**

*Leah Klusch, RN, BSN, FACHCA*

Please refer to Session 03 on page 10.

## **64. Litigation Issues Impacting Senior Housing**

*Michelle Nettesheim, NHA, JD*

This interactive discussion will focus on reducing the risk of litigation by evaluating such things as marketing materials, application forms, residency agreements, resident handbooks, incident reporting forms and policies and procedures. The presentation will also address handling licensure violations, difficult family members and claims of unlawful discrimination. Participants will explore these and related issues through hypothetical case studies and an opportunity for questions and answers.

# CONCURRENT SESSION PLANNER

## 65. Chapter Development Workshop

ACHCA (NO CEUs)

Attention current and prospective chapter leaders! Attend this session for a wealth of ideas on how to build and develop your state chapter. Whether your chapter is well-established or just getting off the ground, this session will benefit you. Bring your ideas and questions with you, as this popular session is well-known for its energizing exchange among people from all over the country. Our panel of chapter leaders will offer programming and membership building ideas. Attendees will also have an opportunity to ask questions and exchange ideas with their peers.

## 11:15 AM - 12:15 PM

### 70. Annual Business Meeting II/Academy Meeting

ACHCA (NO CEUs/CNEs)

## 12:15 PM - 2:15 PM

### Lunch in the Exhibit Hall & Inaugural Student Applied Research Poster Session

Find the latest products, services, and solutions in the exhibit hall. Enjoy lunch on us! Student poster session continues.

## 2:30 PM - 4:00 PM

### 80. Managing Quality Across the LTC Continuum

PANEL

Everyone is talking about improving quality, but what can we really do about it? Join us for a panel discussion among long term care leaders on the quality of long term care. Analyze quality trends in the industry and predict future developments.

Sponsored by Omnicare

## 4:15 PM - 5:15 PM

### 90. Plenary: Sexual Expression of the Elderly: Implications for Care Givers

Eva Goldfarb, PhD

Humans are sexual beings from birth to death. Research on the aged is clear that having basic needs of intimacy and sexuality met is correlated with feeling better physically and emotionally and living longer. Unfortunately, facilities that care for the elderly are largely unprepared to deal with residents' expressions of their sexuality. Administrators must ensure that their facility has a comprehensive policy affirming the sexuality of older people and provide clear guidelines around ability to consent.

## 5:00 PM - 7:00 PM

### Reception in the Exhibit Hall / Inaugural Student Applied Research Poster Session

Mingle with your colleagues, enjoy great food and drinks, and scout out the latest in LTC solutions. This is the final Exposition event. Be sure to visit companies you know- and new one you need to know! Convocation is made possible with the support of our exhibitors and sponsors.

## 7:15 PM

### Academy "FUN"-raiser

Tickets required- free upon request for full registrants, full guest registrants and speakers

After the Exhibit Hall closes, continue the festivities at the Field House - just a couple blocks away from the Marriott Philadelphia. Join us for an evening of fun, collegiality, and surprises. Proceeds will help us support the Academy of Long Term Care Leadership and Development.

Sponsored by the New York Chapter of ACHCA

## Monday, May 17

## 8:30 AM - 10:00 AM

### 101. The Value of Internet Networking for Residents, Families and Staff

Joe Riesberg, CISSP, CEH

LTC relies more and more on expensive technology to improve efficiency and reduce costs. Facilities must prepare for the future tech savvy residents and families that want a LTC facility that meets their needs. The focus of this session is to prepare facilities for the healthcare technology of the future by fortifying existing technology with products and services that can also improve revenue by providing modern services to residents and their families.

### 102. Strategies to Maximize Resident Census I

Luke J. Fannon IV, BA

During this three-session track, participants will be introduced to a number of strategies to maximize facility census. Proven techniques to increase qualified leads and referrals will be explored. Participants will learn how to communicate their facility's features and benefits and how to differentiate their facility from its competitors. Unique statistical measurements to track and manage sales and marketing process will be introduced. The significance of clinical, functional and psycho-social needs of the elderly to generating referrals, increasing length of stay and census will be discussed. In addition, the challenge of overcoming negative reputations will be handled.

**Special Monday admission** available for Marketing/Admission professionals. Administrators registered for Convocation can bring additional members of their team to this program for \$125/person.

Sponsored by the Ohio Chapter of ACHCA

### 103. MDS Review and Competency VI

Leah Klusch, RN, BSN, FACHCA

Please refer to Session 03 on page 10.

### 104. Managing Challenging People

Judah Ronch, PhD

In the novel *Jimi Hendrix turns 80*, a group of senior residents take over their CCRC. In this humorous discussion of the book and its implications, you will explore ways to manage changes the Boomer generation is likely to demand of every facet of senior housing. Dr. Ronch will also describe methods of bringing out the best in diverse staff and residents to strengthen your community.

# CONCURRENT SESSION PLANNER

## Monday, May 17, cont.

### **I05. Professional Certification Readiness**

*Keith Knapp, PhD, CNHA, FACHCA*

Learn what's involved in becoming a CALA or CNHA. The ACHCA Professional Certification Program recognizes professionals who have demonstrated their competence. Earning ACHCA professional certification can be an advantage when administrators are searching for new positions or advancing within their organizations. Professional certification is an achievement employers can use to identify candidates with the knowledge, skills, and values consistent with high management standards. Exam composition, scoring process, and study materials will be reviewed. Then, participants will have the opportunity to try some sample exam questions.

### **10:15 am - 11:45 am**

#### **I11. Medicare Essentials**

*A. Katherine Blissit, CPA*

Medicare is a complicated system of rules. If a facility follows the rules, the facility is able to maximize Medicare utilization—which often translates into increased revenue. The participants in this session will gain a better understanding about Medicare and how to use that knowledge to implement Medicare best practices in their long-term care facility.

#### **I12. Strategies to Maximize Resident Census II**

*Luke J. Fannon IV, BA*

Refer to Session 102 on page 13.

#### **I13. MDS Review and Competency VII**

*Leah Klusch, RN, BSN, FACHCA*

Please refer to Session 03 on page 10.

#### **I14. Economic Challenges to Boomer Security**

*Joseph A. Gribbin, PhD*

Can we predict the demands that Boomers will place on the Senior Housing industry? Dr. Gribbin will discuss the demographic data on this large group. He will speak to the financial challenges associated with Social Security, Medicare, Medicaid, and retirement savings reform. Finally, he will discuss the implications of these challenges for the future of seniors housing.

#### **I15. CALA/CNHA Professional Certification Review Session I - Finance**

*Chris Mason, CNHA, CALA, FACHCA, and Mike Cicchese, FACHA*

Some of the most challenging questions on the CALA and CNHA certification exam are related to finance and accounting. In this session, those questions will be addressed. The discussion will be applicable for-profit and non-profit operations. The application of various financial ratios will be examined. In addition, various types of budgeting will be discussed. This session was developed and is presented by members of the ACHCA Assisted Living Committee.

### **11:45 AM - 1:15 PM**

Lunch on Your Own (Peer2Peer Lunch)

### **1:15 PM - 2:45 PM**

#### **I20. Models of Excellence**

Models of Excellence presentations are unique. Participants in this session select four topics of interest to them from a number of different presentations. Then, they attend four different mini-presentations (20 minutes) by leaders in the LTC field on the topics of interest to them. Each presentation offers tools and solutions to assist in daily work.

### **3:00 PM - 4:00 PM**

#### **I31. Survey & Provider Certification : Hot Issues**

*Roger M. Lukoff, MA, FACHE*

This presentation focuses on substantive content on survey and certification issues of relevance for May 2010. Included in the presentation will be current information on the CMS Five Star Quality Rating program and Quality Indicator Survey (QIS) implementation. Additionally, current information utilized for the Government Performance and Results Act, as reviewed within the CMS Division of Survey and Certification (Northeast Consortium) will be discussed.

#### **I32. Strategies to Maximize Resident Census III**

*Luke J. Fannon IV, BA*

Refer to Session 102 on page 13.

#### **I33. Measuring Culture Change with Statistical Quality Control**

*John Sheridan, MHA, FACHE*

Statistical Process Control (SPC) is recognized as the passport to excellent quality as advocated by the Joint Commission, ISO, and the Institute for Health Improvement. Participants will learn why SPC is important, how to apply it to MDS assessments, survey results, and quality indicators/quality measures, as well as which statistical control charts are applicable to various kinds of measures.

#### **I34. Trends in Senior Housing and Care**

*Judah Ronch, PhD and Joseph A. Gribbin, PhD*

After a brief presentation on senior housing and care issues from multiple perspectives, participants will engage in a discussion exploring major issues facing the industry today.

#### **I35. CALA/CNHA Professional Certification Review II - HR**

*Sue Anagnostou, CNHA, CALA, FACHCA; W. Bruce Glass, MBA, LNHA, CALA, FACHCA; Donald Capoldo Jr., MBA; and Sue Fairley, MSHCA, CNHA, CALA*

Building on the preceding Certification Review session, this session tackles the always challenging human resource issues covered in both the CALA and CNHA certification examination. Best practices in hiring, firing and retaining staff will be covered. In addition, critical human resource legal issues, such as EEOC and ADA requirements for hiring, will be reviewed. This session was developed and presented by the ACHCA Assisted Living Committee.



# CONCURRENT SESSION PLANNER

**4:15 PM - 5:15 PM**

## **I 40. Plenary: Developing a Comic Vision**

*Tim Gard, CSP, CPAE*

The effective use of humor is a required skill if you are to thrive, and not just survive in health care. This program offers a powerfully humorous approach to stress-diffusion, refreshing and renewing between negative encounters, and how to deal with toxic people and psychic vampires. Learn why your before work “game face” and end of day “dismount” can improve morale, how to establish a humor “baseline,” and much more.

**6:00 PM - 8:00 PM**

## **Annual Awards Banquet**

*Tickets required—free upon request for full registrants, full guest registrants and speakers*

Join us for a relaxing evening of good food, great company, and camaraderie. Celebrate our national award recipients and witness the installation of our national Board!

**Tuesday, May 18**

**8:30 AM - 10:00 AM**

## **I 51. Leadership Style and its Impact on Quality of Care**

*Nicholas Castle, PhD*

The program will examine the relationship between top management (i.e., Nursing Home Administrator and Director of Nursing) leadership style and quality of care. Nursing home and quality data surveys show that top managers who are Consensus Managers (leaders that solicit, and act upon, the most input from their staff) are associated with the highest quality levels. Since leadership strategies can be changed, study results will be used to develop policies for improving quality of care.

## **I 52. Disaster Planning: A Long Term Care Case Study**

*Donald Capoldo Jr., MBA*

The presentation is a case study of care delivered to 500 elderly patients during Hurricane Georges, a category 3 hurricane that hit Key West in 1998. Participants will share their current disaster plans, and discuss how they would stack up when compared with actual experiences during the hurricane. The presenter was the Administrator in charge of care during the hurricane. A must for anyone thinking “this cannot happen to me,” especially decision makers.

## **I 53. Behavior-Based Ergonomics Approach to Alzheimer’s/Dementia Care**

*Govind Bharwani, PhD*

This presentation will provide a detailed case study of how Ergonomics and Six-Sigma techniques were applied at a skilled nursing facility to reduce resident falls and workers’ compensation costs. The presentation will explain the types and principles of Ergonomics strategies that can be used in the long-term care environment (physical, cognitive, process, systems, organizational, and behavior-based), and their importance for caregivers and residents. Six-Sigma techniques, such as cause-and-effect analysis, will be discussed.

**10:15 AM - 11:45 AM**

## **I 61. Quality Indicator Survey Process**

*Michele Clinton, BSN, RN*

The Quality Indicator Survey (QIS) is the new computer assisted, data-driven, Long Term Care survey process that is currently being implemented across the country. The survey process will be rolled out in all ten Regions for Regional Office and State Survey Agency staff over the next five years. The structured process was developed to improve consistency, ensure accuracy and systematically review the Long Term Care requirements.

## **I 62. Administrator to Resident: Perspective from the Other Side**

*Philip DuBois, CNHA, FACHCA*

Learn from a nursing home administrator about his experience as a resident of his own facility for two months. In 2007, Mr. DuBois was involved in a car accident in which three family members died and four more, including himself, were seriously injured. His teenage son was his roommate for a portion of that time. In this session, Mr. DuBois will relate his experiences, the lessons he learned, and how it changed his administrative style.

## **I 63. Stay on Top with Continuous Quality Improvement**

*Raymond Miller, MSOSH*

Continuous improvement in both quality and efficiency are critical to survival, given the ongoing regulatory and interpretive changes and rising healthcare costs in combination with shrinking reimbursements. This presentation focuses on concepts of quality, quality challenges and solutions, culture and quality in the realm of resident-centered care, QA&A, and shared governance and accountability. This will be accomplished in the context of healthcare-tested and proven management and problem solving techniques.



# ACHCA ALBERT SLATKY MEMORIAL GOLF OUTING



**Monday, May 17, 2010**  
**Ron Jaworski's**  
**Valleybrook Country Club**  
**200 Golfview Dr, Blackwood, NJ**  
**www.valleybrookgolf.com**

**Scramble Format**  
**Registration: 6:00 a.m.**  
**Shotgun: 7:00 a.m.**  
**Transportation Available**  
**Prize luncheon immediately following golf**

## ENTRY FEES

Includes golf, bag drop, scoring, assigned carts, and contests.

- \_\_\_\_\_ **\$125 single** \$65 tax deductible
- \_\_\_\_\_ **\$500 per foursome** \$260 tax deductible
- \_\_\_\_\_ **\$40 team mulligans** 8 per team  
*Mulligans fully tax deductible and may be purchased at outing*
- \_\_\_\_\_ **Total entry fees/mulligans**

## OPTIONAL SPONSORSHIPS

**Sponsor Name** as it should appear in promotional materials:

- \_\_\_\_\_ \$200 Tee Sponsor
- \_\_\_\_\_ \$650 Foursome + Tee Sponsorship
- \_\_\_\_\_ \$1000 Gold Sponsor, includes:
  - Foursome
  - Team photo taken by sponsor sign
  - Acknowledgement at course
  - Acknowledgement in conference program
  - Sign exposure at conference registration, exhibit hall, and awards dinner
- \_\_\_\_\_ \$2500 Corporate Sponsor, includes all Gold sponsor benefits, plus:
  - Sponsored table at Annual Awards Banquet
  - Promotional item/brochure in all conference registration packets
- \_\_\_\_\_ \$5000 Platinum Sponsor, includes all Corporate sponsor benefits, plus:
  - 10x10 inline booth at exposition
  - Placement of sponsor banner at golf outing and conference (sponsor-provided banner)
- \_\_\_\_\_ **Total sponsorships**
- \_\_\_\_\_ **Total Fees + Sponsorships**

- Payment is included on my Convocation Registration Form** *Please submit this golf form with your Convocation registration form and payment*
- Please process golf payment separately from my Convocation Registration**

Complete the box below **ONLY** if you would like your golf outing payment processed separately from your Convocation registration – or if you have already submitted your Convocation registration.

Check enclosed (make payable to:ACHCA)

Please Bill My:

Visa  Mastercard  AmEx

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**For ACHCA use only**

Date Received: \_\_\_\_\_ Faxed to committee on: \_\_\_\_\_

## PLAYER REGISTRATION

*please print clearly*

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap or Average Score: \_\_\_\_\_

Rent Clubs?  Y  N  Left-Handed  Right-Handed

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Rent Clubs?  Y  N  Left-Handed  Right-Handed

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Rent Clubs?  Y  N  Left-Handed  Right-Handed

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Email: \_\_\_\_\_

Handicap or Average Score: \_\_\_\_\_

Rent Clubs?  Y  N  Left-Handed  Right-Handed

**Please return this form to:**  
ACHCA Annual Convocation Registration  
PO Box 75060  
Baltimore, MD 21275-5060  
Fax: 866-874-1585

*Prize luncheon immediately following golf.  
Proper golf attire is required!*

**For any questions related to the golf outing, please contact:**  
Leigh Weiss, Chair: [lweiss@lifestar-response.net](mailto:lweiss@lifestar-response.net)  
Mike Reynolds: [mreynolds@legendmedical.us](mailto:mreynolds@legendmedical.us)



ACHCA Member ID Number (Required for member discounts)

ACHCA Member ID Number (Required for member discounts)

JOIN THE COLLEGE NOW to receive conference discounts.

Note: Membership in ACHCA is individual and not facility-based. Yes, I want to become an ACHCA member. Full Member: \$291.00

Make a copy of this form for each additional registrant. Primary Registration Additional Registrant

Registration form fields: Last Name, First Name, M.I., Nickname for Badge, Title, Credentials, Facility Name, Preferred Mailing Address, City/State/Zip, Home Phone, Work Phone, Fax, CE Credit, License #, State, NHA / ALA / Nurse

Email address (confirmations will be sent via email) I am a first-time Annual Convocation Attendee. Special Accommodations: Please check here if you require special accommodation to fully participate.

FULL MEETING PACKAGES

Includes CE, Exhibit Hall, Friday Reception, Academy FUN-raiser, and Awards Dinner.

Table with 3 columns: Package Type (Primary Registrant, Additional Registrant), Registration Type (Member, Non-Member), and Price (Early Bird, Advance, On-site).

ADDITIONAL REGISTRANT FROM SAME FACILITY (Name of primary registrant)

Table with 3 columns: Registration Type (Member, Non-Member, Student), and Price (Early Bird, Advance, On-site).

CERTIFICATE PROGRAMS

These four certificate programs require pre-registration. Please indicate which programs you plan to attend.

- MDS Review and Competency Certification Readiness Strategies to Maximize Census CALA Certification Prep

SOCIAL ACTIVITIES

Please indicate which activities you plan to attend:

- Preconference Welcome Reception, Fri, May 14 Academy FUN-raiser, Sun, May 16 Limited to the first 250 who register. Awards Dinner, Mon, May 17

FAX your completed form and credit card payment to: 866-874-1585

Mail check payments to: ACHCA Convocation Registration PO Box 75060 | Baltimore, MD 21275-5060. After May 7, please register onsite. Questions? Call 202-536-5120

PARTIAL MEETING PACKAGES

Two Day Registration

Includes CE, Exhibit Hall. Separate tickets needed for Awards Dinner and Academy FUN-raiser.

Table with 3 columns: Registration Type (Member, Non-Member), Registration Type (Early Bird, Advance, On-site), and Price. Includes days: Saturday, Sunday, Monday, Tuesday.

Student Registration \$175

Does not include Awards Banquet or Academy FUN-raiser. Proof of enrollment must be attached unless included with a group of registrations submitted by academic institution.

Monday Only - Maximizing Census (not for CE credit) \$125

My Administrator is a conference registrant. Name of Administrator:

Exhibit Hall Only Registration Sat - \$75 Sun - \$75

SPECIAL MEAL REQUESTS

To ensure availability, please request a special meal and pick up your ticket at the ACHCA registration desk a minimum of 24 hours prior to the scheduled event. Special meals MUST BE ordered by May 5, 2010 Kosher Meal Vegetarian Meal

GUEST PACKAGES

Full Guest Packages include Exhibit Hall, Friday Reception, Academy FUN-raiser, and Awards Dinner. (Guest packages are for family members or guests who are not affiliated with or working within the long term care field and who are attending with a full meeting registrant.)

Table with 3 columns: Package Type (Attending with Member, Attending with Non-Member, Guest Exhibit Hall Only Pass-one day), Registration Type (Early Bird, Advance, On-site), and Price.

Specify day attending: Sat - \$75 Sun - \$75

Guest #1 Guest #2

ADDITIONAL TICKETS

Awards Dinner \$75.00 x (qty.) \$

One ticket included with each full meeting or full guest package.

Academy FUN-raiser \$30.00 x (qty.) \$

One ticket included with each full meeting or full guest package.

Certified & Fellows/Life Member Luncheon \$35.00 x (qty.) \$

I became Certified or a Fellow for the first time between April 1, 2009 and May 7, 2010 and would like one complimentary ticket.

Note: Tickets to the Certified and Fellows/Life Member Luncheon are not included in any registration fees. All are welcome to purchase tickets and attend.

Summary table: Your Registration Total, Guest Registration Total, Additional Tickets Total, Golf Fees Total, Membership Dues, Voucher or Other Adjustments\*, TOTAL DUE.

PAYMENT INFORMATION (Payment must accompany registration form.)

Payment options: Check Enclosed, Please charge my (Visa, MasterCard, American Express), Card Number, Expiration, Name as it appears on the card, Signature of Cardholder.



**ACHCA**  
American College of Health Care Administrators  
1321 Duke Street  
Suite 400  
Alexandria, VA 22314



**44th Annual Convocation & Exposition**  
**Philadelphia, PA | May 14-18, 2010**  
**Philadelphia Marriott Downtown**



**ACHCA**  
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**REGISTER TODAY!**