

## from the chair

We all hear numerous clichés throughout our life, many of them abounding with wisdom and insight. A couple of weeks ago, while touring through our facilities, I approached one of the nurses to see how things were going and she replied to me, "Tim, change is easy, it's the transformation that is the hard part." I honestly have not heard that before, but it stuck. **"Change is easy, transformation is hard."** She said it not with a sigh, but an understanding. While change always happens whether we see it, try to stop it, or even delay it, transformation is a more conscious effort to make the change a permanent way of thinking, as in attitude, performance, as in process change, or lifestyle, as in cultural change. Transformation is a conscious decision to make change permanent.



As we forge ahead in the transformation of our College, think of the many changes that have become permanent, most notably a virtual office. Years ago, we actually owned an office building. I could also note the numerous times we have changed bylaws to accommodate changes in thinking, in decision making, even in membership categories. The important thing to recognize in all these changes and ultimate transformation was the ability to openly discuss items and have a respectful forum for debate when necessary to make decisions on the best interests of the College nationally.

The Supreme Court recently ruled on the church demonstrations at funerals, confirming even hateful speech as a right under the First Amendment. What struck me most was the comment by one of the Justices that any speech that invited debate was important to protect under our Constitution. Without such protection, when would one stop defining any talk or speech that potentially offended one group or another? With that said I would heartily encourage you to attend our upcoming Convocation, not just for the outstanding education and networking, but to also be a part of the ongoing transformation of our College. Transformational change will occur mainly through bylaws forums that provide for open debate from membership on proposed changes to the bylaws.

In March, you received a mailed announcement of proposed bylaw amendments which are now available on our web site for your information. I would invite you to become familiar with these proposed changes and come to the Bylaws forum to share in these important discussions so the intentions of the majority of membership are noted and acted upon.

I would like to thank Lonnie Bisbano and his Convocation committee and Dan Suer and his Exhibitor/Sponsorship committee for all the hard work and effort they have devoted over this past year in the planning for our 45th Annual Convocation. The best way you can thank them is by attending, which I hope you will. It promises to be one of our best in the land of the Big Easy.

Looking forward to seeing you in New Orleans!

Sincerely,



Timothy C. Dressman, CNHA, CALA, FACHCA  
Chair, ACHCA Board of Directors

### Save the Dates

45th Annual Convocation  
and Exposition  
April 29 - May 3, 2011  
New Orleans, LA

National Emerging  
Leaders Summit  
June 14-17, 2011  
Washington, DC

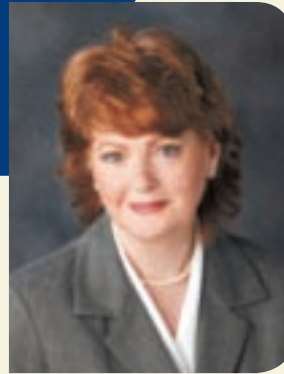
Summer Leadership  
Conference  
August 1-5, 2011  
Southampton, Bermuda

18th Annual Winter  
Marketplace  
December 9-11, 2011  
Las Vegas, NV

### Inside this Issue

From the Chair	1
President's Message	2
Feature Article	3
Convocation Preview	5
Academy Fun-Raiser	7
Chapter & Member News	9
Member Updates	10
New Members	11
Affiliate Members	12
Board of Directors	14
National Office	15

# president's message *Engaging the Heart*



Dear Colleagues:

As I reflect on the "President Messages" from the last five issues of Continuum, we focused on several important messages:

- ▶ "Getting it Right" in our February 2010 issue focused on how College leadership exercised diligent stewardship and carefully managed resources to position the College for the future;
- ▶ "Principle Based Leadership" in our April 2010 issue stressed the importance for each one of us to role model value and principle based leadership in everything we do;
- ▶ "Emerging Leadership" in our July 2010 issue identified the need for us to listen to the voice of the next generation of long term care professional administrators;
- ▶ "The Value of Membership" in our October 2010 issue focused on the value proposition for belonging to one's professional society; and finally,
- ▶ "Administrator professionalism" in our January 2011 issue reflected on the achievement of professional excellence.

Is there a common theme to these messages? As I write to our members, I strive to share with you an emotional connection to our College, one that transcends words, and instead, connects us "heart to heart". As leaders, we know that we must first engage the eyes and hearts of others before we can expect them to listen to our messages or to be motivated to action.

As we attempt to grow our professional association and promote our mission of advancing leadership excellence, we have to continually ask "how do we make our messages stick?" "How do we get members and prospective members emotionally involved so that they are engaged to care for the long haul?" "How do we become wisdom sharers for the next generation of leaders?" The answer lies within each one of us.

People don't know how much you know until they know how much you care. As professional leaders, wear your emotional connection to the College on your sleeve. If emotion is the fast lane to the brain, then you don't need to be profound or dramatic when you connect your "College stuff" to the "stuff of others". Engage them over a period of time. Remember short term memory is deleted so, getting behavior change (engagement) means tying emotion to long term memory. Remember, giving information may be good, but influencing behavior is great. Engagement is an ongoing process.

Appeal to other's higher aspirations and convictions. Tune in to their "buttons". What makes them tick? What validation do they need? Your role is to motivate, influence, inspire and lead. Your honesty and emotional availability about your profession make an impression on others and are critical to engaging their hearts for action.

As a member of The College, you must, yourself, be engaged before you can engage others:

- ▶ Let us know your concerns and your issues.
- ▶ Get actively involved in your organization by volunteering for chapter and national leadership groups.
- ▶ Take the certification exam and get your colleagues to do so as well.
- ▶ Work with your educational institutions and get involved with students. Precept them, teach them, and get them as excited as you are about the future of LTC administration.
- ▶ The power of one – YOU – is a mighty thing. Get involved – for your future – for the future of The College and, most importantly, for our residents.
- ▶ Let the domino effect of your engagement inspire your colleagues and set a strong example for our administrators of tomorrow.

Whether or not we make our way to Convocation in New Orleans, participate in chapter activities, volunteer in committees, or connect virtually with our peers and colleagues. Be forever mindful that you are the message and you can have a profound impact on the future of our association by being who you are.

My best to each of you,

*Marianna Kern Grachek*

Marianna Kern Grachek, CNHA, CALA, FACHCA  
President and CEO



# feature article

## Social Media Success for Senior Living

Brian Lang, Chief Executive Officer of SeniorsInTouch.com



Social Media: These words bring much excitement as well as trepidation into the world of long term care. Long term care professionals must adapt New Media tools to serve their own purposes. While Senior Living executives are increasingly aware of the dizzying array of New Media and Social Media tools that are available to them, leveraged use of these technologies often remains elusive.

"Social Media" has become a shrill buzz-term in our collective ear. What does it really mean? Where New Media is defined as "technologies that enable digital interactivity" by Wikipedia and includes e-mail and a Web presence, Social Media is further defined as "a blending of technology and social interaction for the co-creation of value."

Most long term care facilities have long embraced New Media in the form of well produced Web sites and distribution of e-mail newsletters. More progressive facilities or larger chains may have even extended their digital marketing to Facebook and Twitter, both of which tend to define Social Media for most people.

Facebook now has 149 million active users in the United States, and seventy percent log on daily. That's roughly half the population. Senior Living facilities are increasingly creating business pages at Facebook and inviting the families of residents to become "Fans." These "Fans" then receive posts to their daily Facebook News feeds whenever a facility makes an announcement or "Wall" post.

The marketing value of Facebook is especially appealing when looking at the growth of the 55+ age group between January 2010 to January 2011. This demographic is the second fastest growing segment on Facebook and increased by 58.9% in the past year, with membership growing from 9,763,900 to 15,516,780 members. When you take into account that an advertisement on Facebook can be scheduled to only appear in certain geographic areas and within certain demographics, the advertising dollars that are spent on Facebook are extremely cost effective.

The very fabric of Facebook starts with knowing the location, age, and interests of it's members. The average age of an Assisted Living resident is 86.9 years and most will not be found online. However, the adult child of that individual is very likely to be above 55 and increasingly available to be targeted on Facebook. For the children of aging seniors who are looking for long term care options, this means a well placed ad by a Senior Living facility could show up on their Profile page next time they log in.

Having a business presence on Facebook should not be confused with their third party applications. Businesses in more than 190 countries build applications on the Facebook Platform and users install more than 20 million applications per day. Additionally, more than 250 million people use external Web sites to interact with them using Facebook ID

It's very possible the Social Media revolution for long term care providers will not be found in marketing. The real revolution may be in how Senior Living facilities embrace emerging technologies to connect families and improve the quality of a resident's life. Social Media is life changing because it is enables connections, shared values, and personal expression.

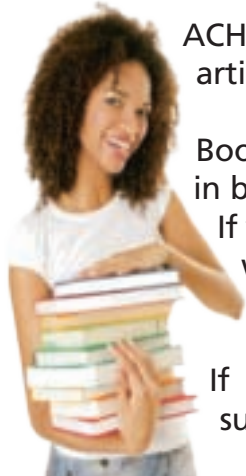
According to Senior Living consultant and pioneer Jim Moore, "Seniors have stories to tell involving a lifetime of distinguished achievements. They want to share these accomplishments with anyone who will patiently listen. Many also have untapped artistic and intellectual talents that, properly structured, would significantly enhance their life satisfaction. Many ladies want you to sit and hold hands while some of the men want to reminisce about war and workplace battles won and lost. The staff hugs them, calls them by their first names and monitors their well-being. But as an 85-year-old lady told me at dinner one evening, 'I just want to talk to someone from the outside world who is really interested in what I have to say.'"

Accrediting organizations and New Media professionals should increasingly work together to introduce best practices and curriculum that train long term care providers not only for the marketing uses of New Media, but also to extend Social Media in ways that connects families and residents. As "a blending of technology and social interaction for the co-creation of value," Social Media's most powerful use for long term care professionals is in how it is used by them to improve the quality of life for their residents and how it is extended to enrich their connection to family.

Activities directors could emerge as the center of the Senior Living Social Media revolution. Where Facebook will increasingly provide a great marketing platform and connection to family for facilities, today's average resident of a Senior Living facility will likely never use Facebook.

*article continued on page 4*

## BOOK REVIEW & ARTICLE SUBMISSIONS



ACHCA is looking for book reviewers and authors to contribute reviews and leadership articles for the Long Term Care Continuum newsletter.

Book review forms are available and are quick and easy to complete. If you are interested in becoming a book reviewer, visit [www.achca.org](http://www.achca.org) to download the book review form. If you are interested in having an article published in Long Term Care Continuum, visit [www.achca.org](http://www.achca.org) to review our editorial guide-lines.

All articles are reviewed by our Editorial Review Panel for inclusion in our newsletter. If you are interested in serving on the ACHCA Editorial Review Panel to review substantive articles published in Continuum, please contact us at [news@achca.org](mailto:news@achca.org).

### Feature Article – Continued from Page 3

Easy first steps in adopting Social Media for residents involve sharing pictures, exchanging memories, and direct conversation with family via video conferencing. The following suggestions assume that a facility has already collected e-mail addresses for the family members of residents and have added them to an e-mail distribution list (for a free distribution list, visit [GoogleGroups.com](http://GoogleGroups.com)):

1) Since Seniors can't get enough of photos, family members could be invited via e-mail to participate in an upcoming photo sharing activity. Using a free photo sharing service such as Flickr.com from Yahoo!, family members could be contacted via an e-mail distribution from a facility and given a week or two to organize their photos. Many people already have accounts at Flickr and this could be an easy first step for an Activities Director to coordinate. A newer, free Social Media site for photo sharing can be found at [CoMemories.com](http://CoMemories.com) and is set up where several family members can collaborate together to create shared photo albums. Seniors could privately view the results, or share photos with friends during an afternoon activity.

2) Family members would be invited to start sharing memories about their loved one at Blogger.com from Google, a free blogging service. This could chronicle the Senior's life beginning with childhood and include schooling, marriage, and children. Military careers can be honored, academic accomplishments celebrated, and careers chronicled. A model for how families could share these memories with their loved one can be found at [1000Memories.com](http://1000Memories.com), a Web service that helps digitally honor the memory of a loved one.

3) To super charge the Social Media experience for residents, schedule an afternoon or evening of free, face-to-face video conferencing using Skype.com. To coordinate times for this event, use Doodle.com, a free scheduling tool that will help you coordinate when family could sit down and Skype with your resident. Or use LiveStream.com, a free service that will allow facilities to share a broadcast from the computer where residents will be viewing pictures or reviewing the results of the online creation of their life story.

Facilities need only invest in a computer connected to the Internet with an inexpensive webcam to bring these Social Media activities in-house. Invest in a touch screen desktop computer with a built-in camera from Hewlett Packard or Apple - your Seniors will never

have to touch a keyboard to participate. Add a tablet to your inventory. Apple just released the new iPad, complete with a forward facing camera (for video conferencing). In the second quarter of 2011, Motorola and Samsung will be introducing a touch tablet with a forward facing camera using the latest operating system from Android (by Google) that will be as fully featured as the iPod but cheaper. Residents could use these tablets to comfortably sit in a great room with friends and share pictures or memories over a cup of tea, or staff could use these devices with Memory Care patents to review life experiences together.

It's these kinds of technologies that not only increase the quality of life for your residents, it could also contribute to the length of their stay. "In these economically challenging times, it may be difficult to consider investing in technologies," reports a recent issue of Long Term Living Magazine. "Yet, quality-focused communities are finding that investing in technologies can enable them to better fulfill their mission and objectives. Technologies can give them a strategic marketing advantage, help better manage risk, and generate additional revenue."

Senior Living executives and accrediting organizations can expect to see many new technologies and "mash-ups" of New Media emerging in the near future that are being appropriated for long term care related fields. These will likely include hardware and software combinations that embrace ease-of-use products and services that keeps Seniors connected and helps eliminate feelings of isolation.

Innovation for the residents of Senior Living facilities is going to come from forward thinking companies, accrediting organizations, and professionals who understand Social Media as it applies to the aging demographic. Social Media for Senior Living will succeed when it helps facilitate family connections and improves the quality of life for residents of long term care facilities.

*Authored by Brian Lang, Chief Executive Officer of SeniorsInTouch.com, a family communications product for residents of Senior Living facilities. Mr. Lang is also the author of the pioneering guide for families from the 90s called "Making the Internet Family-friendly," currently available online as a Google Book (at <http://lbit.ly/ffrgzJ>). He can be reached at [Brian@SeniorsInTouch.com](mailto:Brian@SeniorsInTouch.com).*

- 1 Web: TechCrunch.com, February 2, 2011
- 2 Web: iStrategyLabs.com, January, 2011
- 3 Web: ALFA.org, June, 2009
- 4 Web: Facebook: Facebook Statistics Page
- 5 Web: Creating a Community of Choice, June 2010
- 6 Magazine: Long Term Living Magazine, Care-related Technologies Changing Senior Living, May 2010

# See You in New Orleans *2011 Convocation & Exposition*



The 45th Annual ACHCA Convocation and Exposition is right around the corner and you do not want to miss it! Convocation is being held April 29-May 3, 2011 in New Orleans and will offer up to 20 CEUs and several social activities—all of which are included with full registration. While there, 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. There are four unique certificate programs being offered, including MDS 3.0.

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. Educational opportunities are not the only reason to attend. Many vendors and business affiliates of ACHCA will be available to share developments and products currently available in long term care.

Key to Convocation is 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, evening receptions and lunch in the exhibit hall. Convocation will conclude with our annual awards banquet to congratulate our colleagues on excellence in the field and install new officers. Be sure to spend time in the Exhibit Hall where 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.

New Orleans offers a variety of amenities for visitors as well. Take advantage of a lively arts and music scene, world-class dining, great shopping, tours and more! Anyone who has attended Convocation previously can attest to the warmth that you will feel. You will leave with great new ideas about products, the updated MDS, marketing, mentoring, regulations, occupancy, leadership, and problem solving.

I look forward to welcoming you in New Orleans!

A handwritten signature in blue ink that reads "Lonnie Bisbano". The signature is fluid and cursive.

Lonnie Bisbano, CNHA, FACHCA  
Chair, ACHCA 2011 Convocation Committee

## Thank you to our 2011 Convocation Sponsors

*Committed Sponsors as of 3/15/11*

### PLATINUM

Omnicare Long Term Care Group  
The New England Alliance

### GOLD

eHealthData Solutions

### SILVER

Massachusetts Chapter of ACHCA  
Rhode Island Chapter of ACHCA

### BRONZE

Abbott Nutrition  
American HealthTech  
Ohio Chapter of ACHCA

Partners Pharmacy

TENA

Walter M. Collins and Staff at Briarwood Healthcare

### ADDITIONAL SUPPORT

ADVANCE Magazine (*Media Sponsor*)

Connecticut Chapter of ACHCA

Michigan Chapter of ACHCA

RediLearning (*In Partnership with Jan Wilson, M.Ed –  
Plenary Speaker*)

The Center for Health Administration and Aging

Services Excellence at UW-Eau Claire

Therapy Resources Management



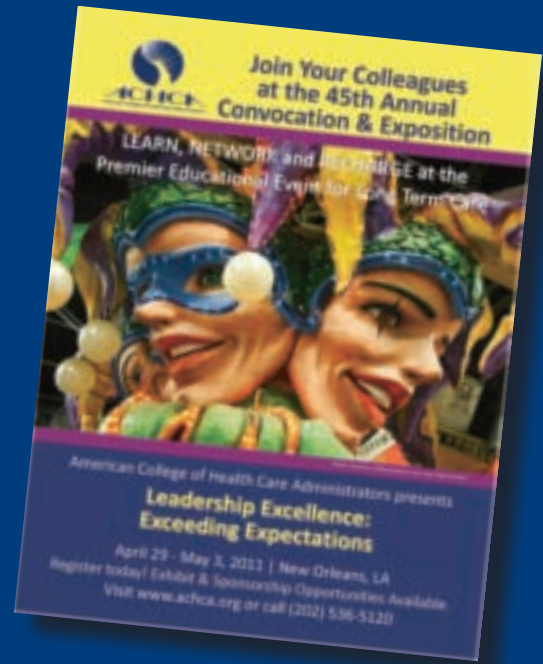
## CAMPAIGN UPDATE

The Advancing Excellence in America's Nursing Homes Campaign is in the fifth year of improving the quality in nursing homes. The ultimate goal of the campaign is to make nursing homes better places to live, work and visit. The Advancing Excellence in America's Nursing Homes (AE) campaign steering committee was envisioned to last only two years, but because of its significant accomplishments and a perceived need, it is still alive and making a difference. The campaign began Phase 2 in 2010, recruiting 6,679 nursing homes to sign up again, select new goals or continues to work on phase I goals, and recommit to improving quality in their facilities.

The AE campaign has a new home. Another major change to the AE campaign in 2010 was the decision to create a 501(c3) quality improvement organization. The campaign's steering committee has operated as a virtual organization for the past 4 ½ years, managing to conduct business by relying on its member organizations to provide assistance with grants and meeting contracts. Now we have a real organization—Advancing Excellence in Long Term Care Collaborative, Inc. This new organization will be home to the AE campaign and may sometime in the future participate in other quality improvement initiatives and activities.

To learn more about the Advancing Excellence campaign, visit <http://www.nhqualitycampaign.org>

ACHCA is a founding member and active partner in the Advancing Excellence in America's Nursing Homes Campaign.



## THE 45TH ANNUAL CONVOCATION AND EXPOSITION IS JUST AROUND THE CORNER.

You will not want to miss out on excellent networking with peers, exceptional educational opportunities, and the 2nd Annual ACHCA Student Poster Session. Plan to join us in New Orleans, LA from **April 29th – May 3rd, 2011** for the educational event of the year. For more information about the conference or to register, visit our website [www.achca.org](http://www.achca.org).





## ACHCA's 2011 "No-Show" Masquerade Ball Academy Fun-Raiser

For the first time in the history of the **American College of Health Care Administrators**, you can participate in our Academy "fun-raiser" by simply not showing up.

We cordially invite you to explore the sights and sounds of New Orleans and **NOT** attend our "**No Show**" Masquerade Ball Academy Fun-Raiser. Don't bring a costume, don't ship auction items, and don't worry about singing karaoke. **DO** join our effort to raise funds for ACHCA's Academy of Long Term Care Leadership and Development. Our "No-Show" event is a no stress way for you to take the night off while supporting The Academy.

**When:** It's NOT happening on Sunday, May 1, 2011 from 7:30pm - midnight  
*(You probably have something better to do anyway).*

**Where:** Don't come to The WAX - [Historical Wax Museum of New Orleans](#) and feast on a fabulous Creole dinner Not catered by [Emeril Legasse](#).  
*(If you show up, you'll be alone and hungry).*

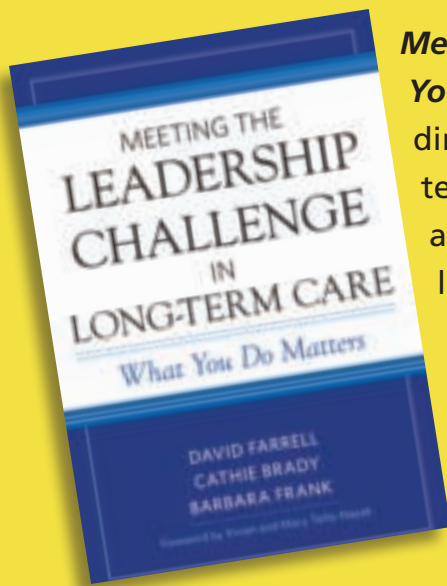
**Entertainment:** Don't enjoy strolling jazz musicians nor be astonished by Tarot Card and Palm Readers. Don't get funky with [The Neville Brothers](#). *(We know you'd rather see Lady Gaga)*. Special non-appearance by Drew Brees, quarterback of the [New Orleans Saints](#).  
*(We don't care if you ARE a Packer's fan).*

**Can't make it to New Orleans?** That's okay, you can still NOT participate by purchasing a ticket. 100% of your ticket purchase is a donation to directly support The Academy.

**RSVP** to the "**No-Show**" Masquerade Ball by making a ticket purchase online or by downloading the Ticket Reservation Form from [www.achca.org](http://www.achca.org). Tickets may also be purchased at the registration desk at the 45<sup>th</sup> Annual Convocation and Exposition, April 29-May 3, 2011 in New Orleans.

The American College of Health Care Administrators thanks you in advance for your generosity and sense of humor. ACHCA is a 501(c)3 non-profit organization.  
Your donation is 100% tax deductible.

## WHAT YOU DO REALLY DOES MATTER!



*Meeting the Leadership Challenge in Long-Term Care: What You Do Matters* is a must read for nursing home administrators, directors of nursing, and others in leadership positions in long-term care. This book debunks the myth that staff turnover is an inevitable cost of doing business and reveals the powerful link between staff satisfaction and successful organizational performance. The practical, commonsense, easy-to-implement approaches it contains will yield immediate positive results. Let *Meeting the Leadership Challenge in Long-Term Care* open the door to new possibilities and set your organization on a better course today!

The authors of *Meeting the Leadership Challenge in Long Term Care: What You Do Matters* have put together an insightful collection of leadership ideas that are grounded with an interesting "day-in-the-life of an administrator" documentary approach. One of the great strengths of the book is the wide array of human resource best practices and tool kits put forward and shared with the field. The extensive professional background of the team involved in this effort brings the no-nonsense message to life for the practitioner.

The writing of this book was supported by Commonwealth and Picker grant funding. ACHCA members participated in review activities and the national ACHCA office, under the leadership of the Academy of Long Term Care Leadership and Development, provided administrative support.

**AVAILABLE APRIL 2011**

**STOP BY BOOTH #925 AT THE CONVOCATION TO PICK UP YOUR COPY!**

Meeting the Leadership Challenge in Long-Term Care: What You Do Matters  
By David Farrell, MSW, LNHA, Cathie Brady, MS, and Barbara Frank, MPA



# chapter & member news

*Congratulations* to the **New Jersey Chapter** on their invitation to join the New Jersey Long Term Care Leaders Coalition (NJLCLC). The Coalition is a more holistic, well-rounded group that helps to meet the goals of addressing concerns of healthcare professionals in long term care.

The **Connecticut Chapter** will hold their Annual Meeting & Elections and CNA Hall of Fame Inductions on Thursday, April 7, 2011 at the Aqua Turf Club in Southington, CT. Please visit [www.ctachca.org](http://www.ctachca.org) or email Richard Brown at [R.C.Brown@charter.net](mailto:R.C.Brown@charter.net) for more information.

The **New Jersey Chapter** will hold their Annual Chapter Meeting April 7, 2011 from 9:00-4:00pm at the Meridian Nursing & Rehabilitation at Shrewsbury in Shrewsbury, NJ. The meeting will include a national update from ACHCA President and CEO Marianna K. Grachek, CNHA, CALA, FACHCA. Please visit [www.njachca.org](http://www.njachca.org) or email New Jersey chapter president, Michael A. Hotz, CNHA, FACHCA at [mhotz@seniorsnorth.com](mailto:mhotz@seniorsnorth.com) for more information.

The 2011 **Michigan Chapter** Annual Convocation will be held on Thursday, April 28, 2011 in Romulus, MI. Please visit [www.miachca.org](http://www.miachca.org) or call Erica Cialone at (517) 323-3687 for more information.



Our condolences go to the family of **Dr. John Bergner, Jr.** who passed away last November. Dr. Bergner had been a member of ACHCA since 1993 and was a Florida Chapter member.

*Congratulations* to **Pam Meriam** who recently became Director of Human Services for the Town and County of Nantucket. We wish Pam the best of luck in her new role!

Our sympathy goes to the Swartz family. **Allan Swartz's** mother, who was 98 years young, passed away on February 4th.

**Drew Vogel, CNHA, FACHCA**, Administrator of the Ohio Veterans Home in Brown County recently partnered with Stein Hospice to open a 22-bed Hospice Unit. It will be the only veteran's home in the nation to offer a unit designated solely to easing the suffering of residents who are near death. [Click here to read more.](#)

## SHARE YOUR NEWS

New job? On the move? Chapter Event? Share news with your peers in both ACHCA eNews and LTC Continuum! Submit news items to [news@achca.org](mailto:news@achca.org).

## DONATIONS

All gifts, memorials, and tributes received by ACHCA are gratefully acknowledged. They honor the individual in a special way and enable ACHCA to fulfill its mission. This issue acknowledges donations received between January 1 and February 28, 2011. Donations received after February 2011 will be acknowledged in a subsequent issue of Continuum. Visit [www.achca.org](http://www.achca.org) for information about supporting ACHCA.

*Lonnie Bisbano*  
*Sharon Colling*  
*Daniel Farley*  
*Marianna Grachek*  
*Becky Reisinger*

# member updates

## **NEWLY CERTIFIED ADMINISTRATORS** (January 1 – February 28, 2011)

Donna Coe, CNHA  
Sheila Jones, CNHA  
Israel Ray, CNHA  
Amy Thompson, CALA

## **ADVANCEMENT TO FELLOW** (January 1 – February 28, 2011)

Stephen Garde, CNHA, FACHCA  
George Giblin, Jr. FACHCA  
Sheila Jones, CNHA, FACHCA  
Patrick McManus, FACHCA  
Clarissa Reynolds, CNHA, FACHCA  
Mary Schroeder, CNHA, FACHCA  
Patrick Stapleton, CNHA, FACHCA

## **ARE YOU INTERESTED IN PROFESSIONAL CERTIFICATION?**

ACHCA certification identifies administrators who are performing at an advanced level, and are committed to achieving excellence in the long term care profession. ACHCA currently offers two different certifications-Certified Nursing Home Administrator (CNHA) and Certified Assisted Living Administrator (CALA). CNHA certification “fast tracks” administrator eligibility for licensure in 23 states.

To become certified, an administrator must have a minimum of two years of experience in the credentialed area (licensed if required by the state board), meet educational requirements, and pass both the general and specialty certification exam. For more information about certification, and to apply for authorization to take the certification exam, please see the Certification Handbook under Professional Advancement on the ACHCA website.

## **ARE YOU ELIGIBLE TO BECOME AN ACHCA FELLOW?**

If you have made significant contributions to long term care and have maintained two continuous years of Full membership, consider becoming an ACHCA Fellow (FACHCA). The designation of FACHCA demonstrates to staff, residents, and the community your commitment to your profession and to them. It signifies achieving the highest level of ACHCA membership which is a status you may keep for life as long as you maintain your ACHCA membership. For information including the application, visit [www.achca.org](http://www.achca.org) or e-mail [professionaladvancement@achca.org](mailto:professionaladvancement@achca.org).

## **MEMBERSHIP RENEWAL**

As a member of ACHCA, you receive discounts on your registration for Convocation and other educational offerings. This is just one of many benefits you receive as a member. Renew your membership today to continue receiving these benefits. If you have questions about your membership or renewal date, email [membership@achca.org](mailto:membership@achca.org)

## **UPDATE YOUR CONTACT INFORMATION**

Are you receiving eNews and email announcements from ACHCA? If not, we don't have your current email address. Send an email to [membership@achca.org](mailto:membership@achca.org) or call (202) 536-5120 to update our records!

New

# members

## *ACHCA Welcomes THE FOLLOWING NEW MEMBERS*

*(January - February, 2011)*

Raazia Ahmed – Tucson, AZ  
B.O.N Clinical Laboratories – Henderson, NV  
Cherise Ball – Lawrenceville, GA  
Ashley Balnis – Plymouth, CT  
Rick Biro – Canfield, OH  
Michele Bisiacchi – Bayonne, NJ  
Mary Jane Blaney – Bayside, NY  
Jessica Brigham-Kinder – Holliston, MA  
William Brown – Fayetteville, GA  
Chris Brown – Lake St.Louis, MO  
Nkosi Brown – Hanover Park, IL  
Penny Bruso – Bennington, VT  
Stephen Buckley – Winchester, MA  
Andrew Burnside – Onamia, MN  
Evelyn Burton – Garnet Valley, PA  
James Byrge – Port Angeles, WA  
Vivian Carrasquillo – Orlando, FL  
Jordan Costanzo – Las Vegas, NV  
Martha Cottingham – Clearwater, FL  
Donovan Dame – Bowling Green, KY  
Dennis DeCosta – Kasson, MN  
Jeffrey DeMars – New Orleans, LA  
Benjamin Diggs – Elkins Park, PA  
John Digilio – Bay Shore, NY  
Paul Dismukes – Chicago, IL  
Cornelia Donier – Scranton, PA  
Lepty Dwyer – Chatham, NJ  
Kelly Flanagan – Evergreen Park, IL  
Courtney Fry – Pinehurst, TX  
Kenneth Fulmer – Fairfax, VA  
Linda Ghaffari – Clovis, NM  
Debbie Gibson – Springfield, KY  
Cory Gilbert – Dayton, OH  
Hershel Gottlieb – Oakland, NJ  
Lynette Gregory – Bastrop, LA  
McKenzie Hall – Arlington, VA  
Vicky Harpenau – Evansville, IN  
Stacey Hawkins – Abbottstown, PA  
Roxanne Howell – Edgewater Park, NJ  
Maria Lavarone – Hackensack, NJ  
Jean Joseph – Wrightstown, NJ  
Mary Kay Kacmarek – Tinley Park, IL  
William King – Homestead, FL  
David Kirzner – Brooklyn, NY  
Fafa Kumassah – Washington, DC  
Judelie LaGuerre – West Orange, NJ  
Nelva Lee – Stockbridge, GA  
Jo Lewton – Memphis, TN  
Regina Louis-Figueroa – Lawrenceville, GA  
Mario Manzano – Plainfield, NJ  
Joy Martinez – El Paso, TX  
Shama Mehta – Farmington Hills, MI  
Uduak Moffatt – Baltimore, MD  
Laura Moyer – Fremont, OH  
Karen Northover – St. Petersburg, FL  
Mark Parkinson  
Mark Pastura – Cincinnati, OH  
Jill Pense – Fort Wayne, IN  
Anne Purington – Concord, NH  
Marty Ransom – Acworth, GA  
Andrea Rathbone – Lowell, MA  
Dixie Reeve – Union City, CA  
Peter Richardson – Anthem, AZ  
Michael Riffle – Ashland, KY  
Homer Rodgers – Phoenix, AZ  
Cynthia Roessler – New Haven, CT  
Steven Salvanto – Roseland, NJ  
Cheryl Samuel – Tucker, GA  
Hardy Sandlin – Palatka, FL  
Melessa Scattino – Girard, OH  
Jennifer Schoenecker – Stillwater, MN  
Gregory Shahum – Stamford, CT  
Georges Similien – North Miami, FL  
Richard Sogunle – Denver, CO  
Bill Treese – Henderson, NV  
Kimberly Vaillancourt – Oklahoma City, OK  
J’Anmetra Waddell – Austell, GA  
Russell Wagner – Gilbert, AZ  
Carlton Watt – Clarkston, GA  
Dametria Wertz – Irvington, NJ  
James Williams – Batesville, MS  
Katherine Wilson – Fort Collins, CO  
Tawana Winder-Wak – Lancaster, PA  
Danene Yokeum – Colorado Springs, CO

# Affinity Partners & Business Affiliate Members

## **AFFINITY PARTNERS**

We proudly recognize our Affinity Partners--organizations that provide products and services to administrators from across the continuum of long term care. Affinity Partners represent organizations that subscribe to ACHCA's high standards of excellence, and that agree to provide extraordinary value and service to ACHCA members.

### **Advance for Long-Term Care Management**

**Arthur J Gallagher Risk Management Services, Inc.**

**Bank of America**

**Care2Learn Enterprise**

**eHealth Data Solutions**

**JobTarget**

**LifeGas | Division of Linde Gas North America LLC**

**Long Term Living Magazine**

**National Enrollment Services**

**Omnicare of Connecticut**

**Provider Management Education Services**

**RediLearning, LLC**

## **BUSINESS AFFILIATE MEMBERS**

As the premier association for long term care administrator professionals, ACHCA offers businesses and organizations unique access to the long term care community. As an ACHCA Business Affiliate Member, companies have the opportunity to interact with long term care leaders and stay on top of industry issues. For more details on the benefits of a Business Affiliate Membership, visit [www.achca.org](http://www.achca.org).

**Americana Design Company**

**B.O.N. Clinical Laboratories**

**Cohen & Grigsby, P.C.**

**Continuing Care RX**

**Cornell Communications Inc**

**Direct Supply Inc**

**Functional Pathways**

**Hamilton Insurance Agency**

**Howard, Wershbale & Co.**

**Lake Vue Gardens**

**Murtha Cullina LLP**

**Patient Placement Systems**

**RediLearning**

**Senior Whole Health**

**VTA Management Services LLC**

## **MEMBER BENEFIT PARTNERS**

Make the most of your ACHCA membership! ACHCA provides you with a wealth of opportunities to maximize your success as a long term care administrator. Your ACHCA membership entitles you to take advantage of numerous services, programs and opportunities that will benefit you personally as well as professionally. Our Member Benefit Partner Program is made up of organizations that provide products and services across the continuum of long-term care.

**Caring for the Ages**

**Long Term-Living Magazine**

**Provider Magazine**

**Saint Joseph's College of Maine**

**COMING SOON – The Compliance Store**

## **ACHCA ONLINE BOOKSTORE**

Shop for books, gifts and more through ACHCA's Amazon Online Bookstore! A portion of the proceeds are received by ACHCA. Click the Amazon logo from ACHCA's homepage to enter the bookstore. Click the 'Powered by Amazon.com' logo to be re-directed to Amazon's website.

## **WANT TO ADVERTISE IN CONTINUUM?**

Continuum is digitally distributed to members quarterly with a printed Spring issue. Choose from a full, half and quarter page advertisement. For a complete list of marketing and sponsorship opportunities, visit the ACHCA website. For more information and pricing, email [achcamarketing@achca.org](mailto:achcamarketing@achca.org)

# Featured **AFFINITY PARTNERS**

You can visit these Affinity Partners at Convocation, or visit them online now

## ADVANCE FOR LONG-TERM CARE MANAGEMENT



<http://long-term-care.advanceweb.com>  
Booth # 409

## ARTHUR J. GALLAGHER RISK MANAGEMENT SERVICES, INC



Arthur J. Gallagher  
Risk Management Services, Inc.

[www.ajgrms.com](http://www.ajgrms.com)  
Booth # 107

## CARE2LEARN ENTERPRISE



[www.care2learnenterprise.com](http://www.care2learnenterprise.com)  
Booth # 405

## EHEALTH DATA SOLUTIONS



[www.ehds.biz](http://www.ehds.biz)  
Booth # 502

## LONG TERM LIVING MAGAZINE



[www.ltlmagazine.com](http://www.ltlmagazine.com)  
Booth # 508

## REDILEARNING, LLC



[www.redilearning.com](http://www.redilearning.com)  
Booth # 916

# ACHCA 2010-2011

## Board of Directors

**Marianna Kern Grachek**  
CNHA, CALA, FACHCA  
*President & CEO*

**Timothy C. Dressman**  
CNHA, CALA, FACHCA  
*Chair*  
Centerville, Ohio

**Christian B. Shelton, Esq.**  
CALA, FACHCA  
*Vice Chair*  
Branford, Connecticut

**Roxanne L. Galloway**  
CNHA, CALA, CAS, FACHCA  
*Treasurer*  
Newnan, Georgia

**Stephen L. Esdale**  
CNHA, FACHCA  
*Immediate Past Chair*  
Walpole, Massachusetts

**Erane T. Allen**  
CNHA, FACHCA  
*Director At-Large*  
Rochester, New York

**Norda A. Bellantoni**  
CNHA, CALA, CAS, FACHCA  
*District 2 Director*  
Toms River, New Jersey

**Guy W. Crosson**  
CNHA, FACHCA  
*Director At-Large*  
Chattanooga, Tennessee

**Mark Finkelstein**  
CNHA, FACHCA  
*Director At-Large*  
West Hartford, Connecticut

**Hugh J. Hall**  
CNHA, FACHCA  
*District 1 Director*  
West Warwick, Rhode Island

**Susan Hoffman**  
CNHA, FACHCA  
*District 4 Director*  
Philadelphia, Pennsylvania

**Michael Hotz**  
CNHA, FACHCA  
*Director At-Large*  
Montclair, New Jersey

**Bina M. Hribik-Portello**  
CNHA, FACHCA  
*District 5 Director*  
Las Vegas, Nevada

**Brenda Lawrence**  
CNHA, FACHCA  
*District 3 Director*  
Monroe, Michigan

**Douglas Olson, PhD**  
FACHCA  
*Academic Director*  
Eau Claire, Wisconsin

**Anthony J. Restaino**  
FACHCA  
*Director At-Large*  
Uniondale New York

**Daniel E. Shields**  
CNHA, FACHCA  
*Director-At-Large*  
Columbus, OH

**Allan Z. Swartz**  
FACHCA  
*District 6 Director*  
White Bear Lake, Minnesota

# ACHCA 2010-2011 National Staff

## NATIONAL OFFICE

NATIONAL OFFICE ACHCA

1321 DUKE ST, SUITE 400

ALEXANDRIA, VA 22314

PHONE: (202) 536-5120

FAX: (866) 874-1585

EMAIL: [news@achca.org](mailto:news@achca.org)

WEB: [www.achca.org](http://www.achca.org)

**Marianna Grachek**

*President/CEO*

Extension: 5671

[mgrachek@achca.org](mailto:mgrachek@achca.org)

**Whitney O'Donnell**

*Member Services Coordinator*

Extension: 5678

[wodonnell@achca.org](mailto:wodonnell@achca.org)

**Sue Anagnostou**

*Interim Membership Director*

Extension: 8025

[sanagnostou@achca.org](mailto:sanagnostou@achca.org)

**Becky Reisinger**

*Marketing & Business Relations Manager*

Extension: 6446

[breisinger@achca.org](mailto:breisinger@achca.org)

**Michelle Berry**

*Media, Technology & Office Services Manager*

Extension: 8590

[mberry@achca.org](mailto:mberry@achca.org)

**Karen Reynolds**

*Coordinator, Education & Professional Advancement*

Extension: 5674

[kreynolds@achca.org](mailto:kreynolds@achca.org)

**Elizabeth Lollis**

*Administrative Services Coordinator*

Extension: 5673

[elollis@achca.org](mailto:elollis@achca.org)

**Janet Spence**

*Director, Education & Professional Advancement*

Extension: 5672

[jspence@achca.org](mailto:jspence@achca.org)

**Katie Lynes**

*Financial Services Coordinator*

[klynes@achca.org](mailto:klynes@achca.org)

**Shauna Stevenson**

*Administrative Assistant, Education & Professional Advancement*

[sstevenson@achca.org](mailto:sstevenson@achca.org)

**DISCLAIMER:** ACHCA Long Term Care Continuum is published 4 times each year for members of the American College of Health Care Administrators. The information contained in the newsletter is complete and accurate to the best knowledge of each contributor. ACHCA, however, assumes no responsibility. Readers are advised to confirm all information through alternative sources.



**Promoting Excellence in Long Term Care Leadership**

*Connect | Learn | Advance | Actualize | Lead*

**ACHCA**

American College of Health Care Administrators

1321 Duke Street, Suite 400

Alexandria, VA 22314

[www.achca.org](http://www.achca.org)

(202) 536-5120

**REGISTER NOW AT  
[WWW.ACHCA.ORG](http://WWW.ACHCA.ORG)**

## **45TH ANNUAL CONVOCATION & EXPOSITION**

**April 29 - May 3, 2011**  
Hilton New Orleans Riverside  
New Orleans, LA



## **SUMMER LEADERSHIP CONFERENCE**

**August 1 - 5, 2011**  
The Fairmont Southampton  
Southampton, Bermuda

## **18TH ANNUAL WINTER MARKETPLACE**

**December 9 - 11, 2011**  
Bally's Las Vegas  
Las Vegas, NV

