

# **CHANGING LIVES, MOVING *forward***



**Pennsylvania Assisted Living Association  
2012 Spring Conference & Expo  
Eden Resort & Suites Lancaster  
April 10-11, 2012**



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

On behalf of the PALA Board of Directors, as well as fellow providers who volunteer their time to organize this event, we sincerely hope that you will find our 2012 Spring Conference helpful to you in your everyday practice of serving your residents and families. Feedback from our Fall 2011 Conference indicated that it was PALA's most successful and informative Conference to date!

PALA's theme for this Conference "**Changing Lives, Moving Forward**", intends to demonstrate how all of us are partners in our services to Seniors. PALA's Spring Conference will bring to attendees sessions that will educate you on many of the current key topics and issues, in addition to quality sessions that will deliver competency skills for the owner, administrator, nurse, and other managers in your work place. Topics ranging from leadership development, team building, regulatory affairs, and disease prevention will be covered in-depth.

We are especially honored to host the Department of Public Welfare Secretary, Gary Alexander. Secretary Alexander will provide PALA attendees the latest public policy news from the Department of Public Welfare—including PALA's own priorities on certain initiatives.

We also invite you to visit more than 40 businesses who will be exhibiting at our Conference, highlighting a range of professional services and products that you can use to strengthen your service to the older adults and others that consider you "home".

Finally, it is always valuable to us to spend time with you discussing how we advance both our services to seniors and enhance your business' success. One of PALA's primary objectives as an association is to provide a unified voice of those we represent and the residents they serve by advocating for informed choice, quality care and accessibility for seniors residing in the Commonwealth. Feedback from those attending the Conference helps PALA to be even more effective in advocating for your interests and goals for our seniors.

See you in April!

Sincerely,

*Jeremy Adlon*, PALA Executive Director



***COME CELEBRATE AND WIN!***

**PALA's Cocktail Reception & Prize Give-Away**

**Tuesday, April 10th!**

**5:30pm—6:30pm**

**Exhibit Hall, Eden Resort**

*Join us following the last session on Tuesday, April 10th for a light supper and beverages in the Exhibit Hall.*

*We are excited to be giving away some of the best door prizes we've ever received! From electronics, gift cards, to CASH... you must be at the party to WIN!*

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# Keynote Speakers



## **“Reinvention Made Easy”**

*presented by:*

**Jim Mathis**

**Tuesday, April 10th @ 8:15am!**

Everybody can reinvent themselves in a changing economy. A value-changing presentation that will change your strategic outlook.  
*The economy isn't down; it's different!*

The realities of your business have changed permanently. Most of today's organizations will have to reinvent themselves in the next two years to stay in business.



## **“An Address by DPW Secretary Gary Alexander”**

**Wednesday, April 11th @ 9:00am**

## **“How to Stay Energized in a Changing World”**

*presented by:*

**Greg Risberg**

**Wednesday, April 11th @ 1:00pm**

Change in organizations and increasing work demands multiply stress. In this “hilariously informative program, Greg Risberg presents useful ideas on how to reduce stress and relax under pressure. Attendees will learn how to use humor as a stress reliever, and boost their self-care strategies!



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**Day One**

Tuesday, April 10

7:00am—8:00am	REGISTRATION and CONTINENTAL BREAKFAST—Courtyard
8:00am—8:15am	Welcome & Opening Remarks by PALA President Orla Nugent & Executive Director Jeremy Adlon
<b>Keynote</b> 8:15am—10:15am	<p><b><u>PALA Keynote Presentation: Reinvention Made Easy</u></b></p> <p>Everybody can reinvent themselves in a changing economy. A value-changing presentation that will change your strategic outlook. <i>Reinvention Made Easy</i> is about changing your strategy about value - not pricing. People will <i>frequently pay and buy more</i> when they perceive value - not less. Answer <i>provocative questions</i> and hear <i>interactive stories</i> about the results of those who took advantage of opportunities and develop an actionable plan to begin your reinvention.</p> <p>- Jim Mathis, <i>The Mathis Group</i></p>
10:15am-10:30am	BREAK with EXHIBITORS—Courtyard
<b>General Session</b> 10:30am-12:30pm	<p><b><u>What 2012 Will Bring to Personal Care Homes in Pennsylvania</u></b></p> <p>In 2011, the Department of Public Welfare's Adult Residential Licensing (ARL) office issued a document known as the Regulatory Compliance Guide. This session will teach operators how to use the RCG for maximum results in the areas of regulatory compliance and resident care. Additional ARL updates will be shared, including information on the Resident Assessment Support Plan, or RASP.</p> <p>—Ron Melusky, <i>Director, Adult Residential Licensing—Department of Public Welfare</i></p>
12:30pm-2:30pm	BUFFET LUNCH AND EXHIBITOR VISITS—Courtyard
<b>Breakout Session</b> 2:30pm-3:30pm	<p><b><u>Infection Control Issues in Personal Care Part Two</u></b></p> <p>A key component of this session, which is part two picking up from the first session at the Fall Conference, will continue to revolve around identifying and managing infections outbreak. Learn more about surveillance and tracking, control measures, county/state notification, and managing resident/family/staff reaction. Also, updated information will be presented concerning the "bed bug" phenomenon occurring throughout the state and country.</p> <p>- Margaret A. Martin, <i>MSN, R.N. UPMC</i></p>
<b>Breakout Session</b> 2:30pm-3:30pm	<p><b><u>Building Great Teams</u></b></p> <p>This "Train the Trainer" session will help participants gain skills using techniques and tools to improve effectiveness as team leaders. This session will put participants through team building activities to take to their individual workplace.</p> <p>- Mary Ellen Keller, <i>Director of Training &amp; Residential Life, The Philadelphia Protestant Home</i></p>
3:30pm-3:45pm	BREAK with EXHIBITORS—Courtyard
<b>Panel Discussion</b> 3:45pm-5:15pm	<p><b><u>What's Wrong With PA Assisted Living Licensure? An Evaluation of Year One Implementation</u></b></p> <p>This special panel discussion, comprised of leading public policy figures from throughout the state and Washington, D.C. will analyze the current Assisted Living environment in Pennsylvania, including an emphasis on the current status of Assisted Living licensure. Audience feedback and involvement will be highly encouraged.</p> <p>- Moderated by Attorney John A. Kane, <i>Kelly &amp; Murphy, LLP.</i></p> <p>Panel Participants Include: Timothy W. Coughlin, <i>Owner, Life Services Assisted Living</i> Maribeth Bersani, <i>Senior Vice President of Public Policy, Assisted Living Federation of America</i> Invitation extended to Director of Office of Assisted Living Licensure</p>
<b>Cocktail Reception</b> 5:15pm-6:30pm	<p><b><u>It's PARTY TIME!</u></b></p> <p>After a long day of learning, join us for a light supper &amp; beverages (alcoholic and non-alcoholic) in the Exhibit Hall.</p> <p>We will be giving away some of the best door prizes EVER...high-end electronics, gift cards, (1) free Fall Conference Registration, and (2) \$100.00 CASH prizes!!! You must be at the party to WIN!</p>



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**Day Two**

Wednesday, April 11

8:00am-9:00am	<b>REGISTRATION and CONTINENTAL BREAKFAST—Grande Ballroom</b>
<b>General Session 9:00am-10:00am</b>	<p align="center"><b><u>An Address by DPW Secretary Gary Alexander</u></b></p> <p>PALA members and Conference attendees will hear an address by Department of Public Welfare Secretary Gary Alexander regarding Personal Care Homes and the Department's efforts throughout Pennsylvania. Secretary Alexander will discuss Governor Tom Corbett's current policy agenda, how that impacts providers, and what providers can expect from the Department in 2012. It is expected that time will be permitted for questions among those in attendance that have issues that they would like to apprise the Secretary of. Don't miss your chance to hear from the Secretary about what the current Administration is planning for your Home or Residence in 2012.</p> <p align="right"><i>- Gary Alexander, Secretary of the Pennsylvania Department of Public Welfare</i></p>
10:00am—10:30am	<b>BREAK &amp; CHECK OUT OF HOTEL</b>
<b>Breakout Session 10:30am-12:00pm</b>	<p align="center"><b><u>Marketing to the Mature Marketplace</u></b></p> <p>We have reached a unique moment in our nation's history, when one in three Americans is now over age 50, with the expectation of living longer than previous generations. For Assisted Living professionals, PCH professionals, and their staff, the ability to better understand and communicate with this unique Target Audience will be the pathway to increased patient satisfaction and long-term business growth. This session will focus on marketing strategies, communications, and media opportunities to target the mature marketplace, including an emphasis on Personal Care and Assisted Living marketing.</p> <p align="right"><i>- Don Marsh, Don Marsh Marketing, Inc.</i></p>
<b>Breakout Session 10:30am - 12:00pm</b>	<p align="center"><b><u>Human Resources Management - Understanding Worker's Compensation Issues</u></b></p> <p>Soaring damage awards for employment related discrimination and other employment practice-related claims continue to plague employers, large and small. The healthcare industry is not immune. This session provides an overview of federal and PA state employment laws, reviews typical employment related claim scenarios, human resource practices and strategies to reduce exposure to lawsuits and an overview of best practices for HR management in the healthcare setting.</p> <p align="right"><i>- Jon Garber, The Addis Group</i></p>
12:00pm—1:00pm	<b>BUFFET LUNCH—Grande Ballroom &amp; State Room (in each session hall)</b>
<b>Keynote 1:00pm-3:00pm</b>	<p align="center"><b><u>PALA Keynote Presentation: How to Stay Energized in a Changing World</u></b></p> <p>Change in organizations and increasing work demands multiply stress. In this "hilariously informative program, Greg Risberg presents useful ideas on how to reduce stress and relax under pressure. Attendees will learn how to use humor as a stress reliever, and boost their self-care strategies!</p> <p align="right"><i>- Greg Risberg, Greg Risberg Inc.</i></p>
3:00pm-3:15pm	<b>BREAK</b>
<b>Breakout Session 3:15pm-4:15pm</b>	<p align="center"><b><u>Fire Safety for Today's Senior Homes</u></b></p> <p>This session is for all that work in Personal Care or Assisted Living. Today's fire hazards are manageable with awareness of those hazards, through a meaningful plan. Learning to manage those risks is the beginning of having a plan to a safer facility. Managing all regulatory issues will bring about a Personal Care Home or Assisted Living Residence with less hazards that could place your residents and staff in danger.</p> <p align="right"><i>- Tom Bonura, Bonura Fire Safety Services, Inc.</i></p>
<b>Breakout Session 3:15pm-4:15pm</b>	<p align="center"><b><u>The Importance of Planning Against the Emotional &amp; Financial Consequences of Extended Care</u></b></p> <p>This session will focus on a resident and staff's further understanding of extended care planning. A emphasis will be placed on how to assist resident's families with planning—financially and emotionally—for extended care in a Personal Care Home or Assisted Living Residence.</p> <p align="right"><i>Steve Shedroff, Shedroff and Associates</i></p>

**PLEASE NOTE THE FOLLOWING**

**Continuing Education Credit:** All sessions have been submitted, but not yet approved for 12 credits, for personal care administrators, assisted living administrators, and NHA's by the NAB.

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





# PALA'S QUICK SHEET OF INFORMATION

More of what you need to know...

**PALA's Spring Conference is taking place at the Eden Resort & Suites.**



222 Eden Road, Lancaster, PA 17601  
Phone. 717.569.6444 Fax. 717.569.4208

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

**Directions to the Eden Resort & Suites:** Enjoy a Central Location in the Heart of Lancaster. The Eden Resort & Suites is located in the heart of Lancaster County, Pennsylvania, less than an hour-and-a-half drive from both Philadelphia and Baltimore, and only a three-hour drive southwest of New York City. Our central location means you have easy, nearby access to all the major highways serving the area.

**From Philadelphia, PA:** Take PA Turnpike West to Exit 286 onto Route 222 South. Follow Route 222 South to Route 30 West. Exit to the right onto Route 30 West. Once on Route 30 West stay in the far right lane and take first Exit 272 North (Oregon Pike). Go to the traffic light and make a right onto Eden road. Our Lancaster PA resort is on your right.

**From Pittsburgh, PA:** Take PA Turnpike East to Exit 247 (Harrisburg) onto Route 283 East. Follow to the junction with Route 30 East. Follow Route 30 East to the Lititz/Oregon Pike Exit. At the first red light go straight. At the second red light turn left onto 272 North (Oregon Pike). At the first traffic light make a right onto Eden Road. Our resort in Lancaster will be on your right.

**From Baltimore, MD**

Interstate 83 North to York PA. Take Route 30 East to Lancaster. Take the Lititz/Oregon Pike Exit off of 30 East. Go to the second traffic light and make a left onto 272 North (Oregon Pike). Go to the first traffic light and make a right onto Eden Road. The Eden Resort is on your right.

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

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

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## HOW TO REGISTER?

### PALA MEMBER RATE:

1st Attendee	\$349.00
2nd Attendee*	\$330.00
3rd Attendee*	\$290.00
1-Day Rate	\$174.00

### NON-MEMBER RATE:

1st Attendee	\$499.00
2nd Attendee	\$430.00
3rd Attendee	\$390.00
1-Day Rate	\$274.00

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

**REGISTER:** Please check appropriate box

Member Rate

Non-Member Rate

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

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

Full Conference

Day 1

Day 2

2nd Attendee: \_\_\_\_\_

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

Full Conference

Day 1

Day 2

3rd Attendee: \_\_\_\_\_

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

Full Conference

Day 1

Day 2

Community: \_\_\_\_\_

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

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

### METHOD OF PAYMENT

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

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

Printed Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Card # \_\_\_\_\_ Expiration date: \_\_\_\_\_

**Cancellation Policy:** If you are unable to attend we encourage you to send a substitute, as Registrants are liable for fees unless cancellations are received in writing by Friday, April 6, 2012.

### COMPLETED FORMS: THREE WAYS TO REGISTER

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

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