



SPRING 2014 CONFERENCE AND EXPO

*Portraits
of Success*

Tuesday, March 4th, and Wednesday, March 5th, 2014

Sheraton Harrisburg Hotel and Conference Center

Earn Up to 15 CEU's!

Applications Submitted For:
PCH Administrators, ALR Administrators, Activity Professionals,
Nursing Home Administrators, Social Workers, HR Professionals

Welcome

Portraits of Success

Pennsylvania's association dedicated exclusively to the interests of Assisted Living Residences and Personal Care Homes invites you to our Spring 2014 Conference and Expo!

PALA's theme for this Conference, "Portraits of Success", is meant to establish in each of our attendees the idea that you are your own blank canvas, and that you can create both success for yourself, your residents, and your Communities.

Register TODAY!

Attendees will attend sessions in March regarding some of the most pertinent topics in assisted living and personal care taking place daily at your Residence or Community. Sessions covering Advocacy, senior bullying, scams/frauds, and more will be featured on Day One. Day Two features sessions on creating efficient documentation, fire safety, OSHA, "Greener" Senior Living, and more.

Along with those sessions providing a great educational foundation, PALA will bring to you FOUR dynamic Keynote Speakers during our two days of being together.

This is the greatest offering of Keynote speakers EVER at a PALA Conference! Each day, attendees will begin and end their Conference experience with Keynote Speakers who have received national attention and bring messages of Influence, Humor, Optimism, and Laughter!

During the first day of the Conference, we also invite you to visit more than 35 senior living related exhibitors who will provide displays at our Conference, highlighting a range of professional services. Don't forget, if you visit each of our exhibitors, you will be entered to win some fabulous door prizes!

We welcome your attendance!

One of PALA's primary objectives as an association is to provide a unified voice for those we represent and the residents we serve by advocating for informed choice, quality care, and accessibility for seniors residing in the Commonwealth. By attending our Spring Conference, PALA will be able to hear firsthand the issues, concerns, trends, and thoughts of those in attendance. By attending, you are taking the opportunity, not only to network and receive education, but you are also providing your state Association with feedback and information to help all of us in our efforts to provide care to our seniors.

Sincerely,

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

Jeremy J. Adlon, PALA Executive Director



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Evening Activities

“Night Before” Welcome Reception

Join PALA on Monday evening, March 3rd from 7:00pm to 8:00pm for our Conference “Welcome Reception”!

Join your fellow Conference attendees, exhibitors, and PALA Board Members the night before the Conference to network, meet new friends, and hear the latest from your colleagues before the official start of the Conference!

PALA’s “Cocktail Reception and Thank You Party”!

Let’s have some fun after the first full day of the Conference! Join your fellow attendees, exhibitors, and PALA Board Members for our official Cocktail Reception and Thank You Party!

Following our closing Keynote Speaker on Day One of the Conference, our “Cocktail Reception and Thank You Party” on Tuesday, March 4th will feature drinks, appetizers, and the chance to win some fabulous door prizes!

Additionally, given PALA’s theme of the Conference – “Portraits of Success” - PALA will also have caricature artists at the Reception and Party! Would you like to have yourself, or your staff caricatured? PALA invites you, with our compliments, to sit down, and then be able to bring back to your Residence or Community a great and unique memento from your time with us!

Join us on Tuesday, March 4th for food, drinks, fun, prizes, and caricatures!

Keynote Speakers



Mary Jane Mapes, MA, CSP

Day One Opening Keynote One of today’s top Keynote and Motivational Speakers, Mary Jane Mapes, MA, CSP is an award winning leadership and communication consultant! She has spoken before thousands of professionals from corporations and associations, sharing her expertise on leadership, customer service, interpersonal relationships, and personal growth. She is a member of the National Speakers Association, and one of only three people to have ever received the prestigious Charles Leadership Award granted by NSA-MI for outstanding leadership.

Don’t Miss Mary Jane Mapes and her Keynote Presentation...“You CAN Teach a P.I.G. to Sing: Maximize Your Influence, Your Relationships, and Your Life”.



Dr. Steve Sobel

Day One Closing Keynote Dr. Steve Sobel, Speaker Extraordinaire, one of the country’s most adored motivational speakers, educators, and humorists returns to PALA with a brand NEW Keynote presentation! Dr. Sobel is the author of the best seller, “The Good Times Handbook - Your Guide to Positive Living and Exciting Life” and appears regularly on television and radio throughout the United States and Canada.

Don’t Miss Dr. Sobel and his Keynote Presentation...“You’re A Piece of Work! Celebrate Joy, Passion and Influence”.



Diana Waugh

Day Two Opening Keynote As a national speaker, consultant, researcher and a writer, Diana Waugh strives to share simple, practical techniques that can make family member caregivers and professionals experts in senior and memory care. Appearing at hundred of seminars and Association Conferences, Diana Waugh will bring to Conference attendee’s the view and experiences of looking through life, and the world, through “the eyes of our elders”!

Don’t Miss Diana Waugh and her Keynote Presentation...“Through the Eyes Of Our Elders”.



Greg Risberg

Day Two Closing Keynote Greg Risberg, a nationally-known, warm and professional motivational speaker, has addressed over 500,000 people in 48 states, as well as Canada, Great Britain and Australia. Returning to PALA with a brand NEW Keynote presentation, Greg Risberg is a member of the National Speakers Association, a group that awarded him their highest earned designation of “Certified Speaking Professional” and is also the author of two books, including the recently published 52 Bright Ideas to Bring More Humor, Hugs, and Hope Into Your Life!

Don’t Miss Greg Risberg and his Keynote Presentation...“You’re Making a Difference!”.

Schedule

Spring Conference “Night Before” Welcome Reception
Monday, March 3, 2014 – 7:00pm to 8:00pm

Day One – Tuesday, March 4, 2014

7:00am to 8:00am – Early Bird Session

Bullying: Not Just for Kids Explores the social phenomenon of bullying as it relates to older adults. In addition, information and discussion on senior bullying prevention and why it matters will be discussed. **Karen L. Chenoweth, MSW, CARIE - Center for Advocacy for the Rights and Interests of the Elderly.**

8:15am to 8:30am – Opening Remarks

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

8:30am to 10:00am – Day One Opening Keynote

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

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

Human Resource Trends in Assisted Living and Personal Care This interactive session will focus on supervisor involvement in Human Resource Management, along with ethical application of Human Resource laws and policies. In addition, laws affecting Human Resources, trends in recruiting, hiring and maintaining quality employees will also be focused on for discussion. **Daniel C. Frost, DM, MBA, Executive Director, Greenfield of Perkiomen Valley.**

It’s YOUR Money! From sweepstakes and lottery scams to identity theft and investment fraud, the con artists are at risk of being a step ahead of us and our residents. Consumers, administrators, and our residents must be pro-active by being aware and informed about current scams and frauds both overall, and particularly in senior living. This educational and entertaining presentation is filled with tips and practical information to take back to your Community to help both yourself, and your residents. **Mary Bach, Consumer Advocate.**

11:45am to 1:15pm – Lunch and Vendor Visits

12:00pm to 1:00pm – Lunch and Learn

PALA Advocacy and Public Policy Update This session will be devoted toward updating attendees on PALA’s 2014 public policy initiatives, along with detailing tips and tools to effectively assist PALA in our advocacy efforts. Tips and tools will be shared as to how best bring our collective message to our elected representatives in Harrisburg and Washington, D.C. **Moderated by PALA Executive Director Jeremy Adlon. Panelists include PALA’s Public Policy team and leading Advocate individuals. (Ticket Required)**

1:15pm to 2:45pm – DPW BHSL Session

What 2014 Will Bring to Assisted Living Residences and Personal Care Homes in PA In this interactive session, representatives from DPW’s Bureau of Human Services Licensing will update attendees on the latest issues facing Assisted Living Residences and Personal Care Homes in Pennsylvania. Senior Bureau leadership will also provide information on regulatory updates, compliance updates, and the Bureau will also provide a question and answer session on any additional topics in the regulatory process of interest to our attendees. **DPW Bureau of Human Services Licensing.**

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

You’re A Piece of Work! Celebrate Joy, Passion and Influence A wonderfully uplifting program that will absolutely provide the “fuel” for folks to continue to provide services at peak level while truly having them realize the powerful influence they have on the people they serve and work with on a daily basis. Dr. Steve Sobel will also leave all attending with the ingredients for a passionate and joyful future and how to keep a very positive perspective with life’s inevitable changes and challenges. This will be an afternoon to remember! **Dr. Steve Sobel, Bestselling Author of “The Good Times Handbook”.**

4:30pm to 6:00pm – PALA Cocktail Reception and Thank You Party

Featuring 50/50 drawing, prize giveaways, and caricature drawings!



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Day Two – Wednesday, March 5, 2014

7:00am to 8:00am Early Bird Session

Steps Toward Creating Bulletproof Documentation and Zero Deficiencies Do you ever wish your documentation was better prepared? Would you like to know more about preparing your documentation for inspection? This interactive session will feature tips and tools on trying to achieve an inspection with zero deficiencies, and also includes information on creating “bulletproof” documentation. **Moderated by PALA Executive Director Jeremy Adlon, with a roundtable discussion featuring PALA Members who have received “zero” deficiencies.**

8:15am to 8:30am – Welcome by Executive Director Jeremy Adlon

8:30am to 10:00am – Day Two Opening Keynote

Through the Eyes Of Our Elders As people age, their sense of humor and their love of life offers a positive, unique and supportive look at the value of adding years to their

life experiences. At no time in the past have so many changes occurred in one lifetime. Older people have learned the art of successfully managing those changes, often through the use of humor. Take this opportunity to see the world through their eyes with the use of humorous examples of their ability to laugh while living.

Diana Waugh, Waugh Consulting LLC.

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

Dealing with Fire Safety in Assisted Living and Personal Care This session is for all those that work in Assisted Living and Personal Care in regards to dealing with fire safety. Today’s fire hazards are manageable with awareness of those hazards, through a meaningful plan and information. This session will give information to those looking for fire safety tips, along with those interested in administrator qualifications to be a fire safety expert. **Harold Hicks, Fire Safety Expert, Atlantic Code Consultants.**

OSHA in the Assisted Living and Personal Care Environment This session will explore what to expect when OSHA comes knocking. Included in this session will be information on all the latest from OSHA officials, including top violations, hazard communications, etc. **Kevin Kilp, Director of OSHA’s Harrisburg Area Office.**

11:45am to 12:45pm: Lunch

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

Greener Senior Living Commercial buildings consume a lot of energy and can be harmful to the health of those who live or work within them as well as the global environment. Learn how making simple changes to how you approach new construction or renovation projects can reduce your operating costs, improve the indoor environment and increase the overall life of your Residence or Community. You will also learn practical steps to improve your current indoor environment that can be implemented tomorrow without breaking the bank. **Scott Burkholder, PMP, LEED AP BD+C, Horst Construction.**

How To - Medication Administration for Assisted Living and Personal Care Providers This session will cover all the latest information regarding medication administration in Assisted Living and Personal Care. Information on staffing and properly administering medication will be shared, along with more information on the latest “how to” techniques for those looking to gain additional training to properly administer medications. **PA Department of Public Welfare.**

2:30pm to 4:00pm – Day Two Closing Keynote

You’re Making a Difference! If you need to laugh and feel uplifted, this positive and upbeat Keynote can help. In the stress of day-to-day living, it’s easy to get discouraged and wonder whether our efforts make any real difference. With insight, warmth, and humor, this Keynote will remind you of your significance. In this Keynote, you will share laughter with your colleagues, recognize and appreciate your own skills and talents, and learn useful ideas for communicating more effectively. **Greg Risberg, MSW/CPS, Greg Risberg, Inc.**



Information



Location Sheraton Harrisburg Hotel and Conference Center
4650 Lindle Road
Harrisburg, PA 17111
(717) 564-5511

Located only seconds off the Pennsylvania Turnpike (Exit 247-Harrisburg East), the Sheraton is only 5 minutes from downtown Harrisburg!



Continuing Education Credit All sessions have been submitted, and PALA expects approval, for 15 credits for assisted living administrators, personal care administrators, and nursing home administrators by the NAB. In addition, CEU credits have also been submitted for social workers, HR professionals, and activity directors.

Hotel Room Reservations PALA has secured exclusive room rates of \$121 at the Sheraton. These rooms fill up fast, so please reserve your hotel room by Wednesday, February 26, 2014 for the exclusive rates by calling (717) 564-5511. Please indicate you are reserving under the "PALA" or "PA Assisted Living" room rate to receive the discount.



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

Food A full breakfast and lunch will be provided to all attendees during both days of the Conference. Breakfast will be continental (Tuesday) and buffet (Wednesday). Lunches will be buffet on both days. Cocktails and hors d'oeuvres will be served during the "Night Before" Reception, and "Thank You" Party. Vegetarian options will be available. For any other special food requests, please contact PALA before the Conference.

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



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Register Today for Special Pricing!

	MEMBER	NON-MEMBER
Holiday Savings <i>(Through 1/17/2014)</i>	\$99	\$149
Winter Discount <i>(1/18/2014 - 2/14/2014)</i>	\$149	\$249
February Blitz <i>(2/15/2014 - 2/28/2014)</i>	\$249	\$349
Last Call <i>(3/1/2014 - 3/3/2014)</i>	\$349	\$449

Please check appropriate box: Member Rate Non-Member Rate

Lunch & Learn – PALA Advocacy & Public Policy Update

Tuesday, March 4, 12:00pm – 1:00pm

Ticket to attend will be received upon registering & arrival at the conference.

Check box above for Limited Seating Session (this session is on a first-come, first-served basis)

REGISTRATION INFORMATION

Print Name: _____

Community: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

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

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

Printed Name on Card: _____

Authorized Signature: _____

Card # _____ Expiration date: _____

THREE WAYS TO COMPLETE REGISTRATION

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

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

FAX TO: (717) 695-9735

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