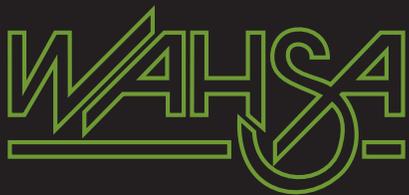


Wisconsin Association of Homes and Services for the Aging Presents...

Celebrate Age



LeadingAge[™]
formerly *aahsa*

2011 Fall Conference & 11th Annual Exhibitors Forum

a quality educational offering designed specifically for long-term care, assisted living,
senior housing, and community service program professionals

October 5-7, 2011

Hotel Sierra (soon to be the Hyatt) & KI Convention Center, Green Bay, Wisconsin

Celebrate Age

WAHSA's 2011 Fall Conference & 31st Annual Exhibitors Forum

To change is to grow. To grow is to improve. Around, within, and throughout WAHSA, change abounds as your association transforms itself into LeadingAge Wisconsin. Some changes are slight, some changes will be dramatic, but in the end, once the metamorphosis is complete, your association will be significantly improved and enhanced as we strengthen our position to serve, to inspire, and to advocate.

Repositioned as the leading association in Wisconsin and realigned with our national partner, LeadingAge, these positive forces of change will lead to significant improvements for the membership and for subscribers, and that is reason to celebrate!

WAHSA's 2011 Fall Conference & 31st Annual Exhibitors Forum is the kickoff to our celebration. This is a time to celebrate the successes of our past and the opportunities of our future. This is a time to celebrate our residents and our opportunity to explore the possibilities of aging. This is a time to celebrate the collective "us" of WAHSA.

This is a time to join us at the 2011 Fall Conference and 31st Annual Exhibitors Forum as we explore opportunities related to:

- Taking back control of your life
- Clinical standards in nurse education
- Your technology capabilities

- Factors that trigger quality indicators on the MDS
- Your passion and purpose as an everyday healer
- Current issues impacting human resources
- Your ability to overcome the most common survey hurdles
- Public funding options impacting assisted living
- New insight about the affect of pain and communication on your residents
- Real life culture change in assisted living
- New perspectives on the ability to age well
- Practical electronic marketing tools and techniques
- Attracting the younger market to your aging building
- Fire and disaster training
- A glimpse into the CCRC of 2020
- Therapy services from the administrator's perspective
- The RAC audit
- The dawning of the QIS Survey System
- Compliance and ethics issues related to health care reform
- State approaches to health care reform
- How you can become a catalyst of change

We invite you to join us for the 2011 Fall Conference where we will take the first step into our future, where we will network, learn, and grow, and, ultimately, where we will *Celebrate Age*.

Registration & Fees

To register for WAHSA's 2011 Fall Conference and 31st Annual Exhibitors Forum, complete the enclosed registration form and return it, with the appropriate remittance, to: WAHSA, 204 South Hamilton Street, Madison, WI 53703. Registration fees are as follows:

WAHSA Member/Subscriber Per Person Fee:	
Entire Conference	\$240
October 5 only	No Charge
October 5-6 or October 6 only	\$190
October 7 only	\$120

Non-WAHSA Member Per Person Fee:	
Entire Conference	\$265
October 5 only	No Charge
October 5-6 or October 6 only	\$215
October 7 only	\$145

If you mail your registration form after **September 14, 2011**, you must pay a late fee of \$25 per person, and you must add \$25 to each of the above listed registration fees.

Registration fees include all educational sessions, the 31st Annual Exhibitors Forum, access to the conference handouts, break refreshments, receptions, and meals identified in the program schedule. Refunds will be made only if requested by September 28, 2011.

Diamond Conference Sponsor Welcoming Tailgate Party Beverages

Wednesday, October 5, 2011
5:30 p.m. to 8:00 p.m.

Sponsored By



M3 Insurance Solutions, Inc.
3113 West Beltline Highway
Madison WI 53713

800-272-2443 • info@m3ins.com • www.m3ins.com

At M3 Insurance Solutions, Inc., we've got insurance designed with senior living communities in mind. M3's Senior Living Team will transform your organization with a made-to-order approach to risk management and insurance services. From compliance and safety to employee benefits, we'll empower you to lead the industry.

Diamond Conference Sponsor Welcoming Tailgate Party Hors d'oeuvres

Wednesday, October 5, 2011
5:30 p.m. to 8:00 p.m.

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10000 Innovation Drive Suite 250
Milwaukee WI 53226
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Wipfli's health care practice serves nursing homes, skilled nursing facilities, home health agencies, and senior housing communities. In addition to auditing, tax, and Medicare and Medicaid cost reporting, Wipfli offers consulting services to assist senior services organizations in reimbursement optimization, feasibility studies, operational/staffing reviews, expense management, and survey liability.

Schedule

Wednesday, October 5, 2011

9:00 a.m. to 5:00 p.m.

Registration Open

9:45 a.m. to 11:00 a.m.

Program Committee Meeting

10:00 a.m. to 12:00 noon

Directors of Nursing Network Meeting

Finance Directors Network Meeting

Social Service Directors Network Meeting

Marketing Professionals Network Meeting

11:00 a.m. to 12:15 p.m.

WAHSA's Board of Directors Meeting

12:30 p.m. to 2:00 p.m.

Current Concerns Forum featuring discussion on Family Care, public policy, regulations, reimbursement, health issues, health care reform, and other current concerns.

2:00 p.m. to 5:00 p.m.

Preconference Intensive #1

What About Me? Taking Back Control of My Life!

How do you effectively deal with the deadlines, conflicting priorities, meetings, and other time challenges that face you on a daily basis? With this program, you will gain an understanding and ability to be a better time manager. You will discover your present time management strengths as well as the areas needing improvement. As a result, you will leave with a strategy and action plan to develop and implement more effective time management skills in your life. The other aspect of taking back control of your life is managing the stress coming at you. In this part of the session, you will learn ways to immediately take charge of your stressors so you can turn every day into a positive high-energy day.

The fee to participate in this special preconference intensive is \$25 per person. Each attendee will receive a copy of Dr. Jerry Teplitz's book, *Time Mastery Profile*. This book is an invaluable companion to the presentation and will help you better manage your time and your stress well after the presentation concludes. **All attendees for this special session must preregister by September 9, 2011 by completing the online registration form at www.surveymonkey.com/s/2011balance.**

Instruction Level: Intermediate

Learner Objectives:

1. Outline the 11 areas of time management and how they apply to you.
2. Discuss how to beat procrastination.

3. Identify the most effective way to improve your time management habits.
4. Discuss how to balance technology in your professional and personal life.
5. Implement behavioral changes for effective time management and stress management.
6. Discuss how to re-energize yourself.

Intended Audience: This special preconference intensive will be appropriate for all long-term care, assisted living, independent living, and community support program professionals who want to improve their skills for better managing their time and their stress levels.

Presenter:

Dr. Jerry Teplitz, President, Jerry Teplitz Enterprises, Inc., Virginia Beach, VA

Preconference Intensive #1 Sponsored By
Pathway Health Services
Brookfield WI
262-787-8033

2:00 p.m. to 5:00 p.m.

Preconference Intensive #2
Tech Trek

As you think about the ways technology can be integrated into your work and personal life, are you baffled, overwhelmed, and perplexed? Or, are you eager, enthusiastic, and energized? Consider ways that technology can be used to empower yourself and to impact the life of your residents. Think about those applications that are realistic, relevant, and practical. To help you explore the possibilities of technology, consider a personalized tutorial with a techie from Alex-

sa. This preconference intensive is your technology user group. Bring your smart phone, laptop, iPad, iPod, digital camera, web cam, GPS, or any other portable device. Come with your questions related to Microsoft Word, PowerPoint, Excel, Access, Publisher, Explorer, or Outlook. This is your opportunity to let the professional technicians from Alexssa help you unlock the power of technology. Because of the individualized and technical nature of this offering, it is imperative that each participant complete the online registration form for this Tech Trek no later than Friday, September 9, 2011, so that we can pair you with the most appropriate technician to help you explore your portable technology device, answer your questions, and address your interests. **All attendees for the Tech Trek must preregister by September 9, 2011 by completing the online registration form at www.surveymonkey.com/s/TechTrek.**

Instruction Level: Basic to Advanced

Learner Objectives:

1. Identify the capabilities and possibilities of your portable technology device.
2. Demonstrate your enhanced knowledge of a software program that will help you in your professional life.

Intended Audience: WAHSA's Tech Trek is designed for member and subscriber long-term care, assisted living, independent living, and community support program professionals who have a question or concern about a Microsoft Office software program or who desire an enhanced understanding of their personal portable technology device.

Diamond Conference Sponsor Preconference Intensive #1 Featuring Dr. Jerry Teplitz *What About Me? Taking Back Control of My Life!*

Wednesday, October 5, 2011

2:00 p.m. to 5:00 p.m.

Sponsored By



Pathway Health Services
350 Bishops Way Suite 201
Brookfield WI 53005
262-787-8033
www.pathwayhealth.com

Pathway Health Services, a senior living, health care consulting firm, is pleased to sponsor this session featuring Dr. Jerry Teplitz. Pathway provides full-service consulting including clinical reimbursement, quality compliance assistance, and interim transitional leadership for senior living providers.

Schedule

Wednesday, October 5, 2011

Technicians:

Chris Wenzel, President, Alexssa, West Bend, WI; Craig Rogne, Service Manager, Alexssa, West Bend, WI; Dustin Collett, Technician, Alexssa, West Bend, WI

2:00 p.m. to 5:00 p.m.

Preconference Intensive #3 with Tour

Woodfield Village: Senior Living with a New Urbanism Flair

Please join us for a tour of Woodfield Village hosted by Horizon, which provides development and construction services for many non-profit housing providers, and Eppstein Uhen Architects (EUA), which is a leader in innovative design for senior living. The Woodfield Village Senior Living Community in Howard, Wisconsin is a unique mixed-use development that anchors a master planned village center based on the tenets of New Urbanism. The concept is to bring seniors into close proximity with the many services and activities which enrich and lengthen their lives. Woodfield Village was developed by Horizon Senior Living, Wisconsin's leading developer of affordable senior housing, and was designed by EUA Architects. By building 60 units of independent senior housing directly about 18,000 square feet of retail space, Horizon and EUA have created a vibrant space for seniors in an active urban setting. This concept has been so well received that Horizon and EUA have just completed a second phase of 49 additional independent living apartment homes.

Space is limited for this off-site presentation and tour. To reserve a spot for the tour, you must register by September 9, 2011 online at www.surveymonkey.com/s/PreconTour. (This registration form will be closed once all space has been reserved.) Each participant must register separately using the online form.

Buses will leave the KI Convention Center from the Adams Street exit promptly at 2:00 p.m.

Instruction Level: Intermediate

Learner Objectives:

1. Analyze the connection between new urbanism and senior living.
2. Discuss how free amenities work.
3. Outline the critical role of good design in a new urbanist mixed-use project.
4. Discuss how space efficiency helps the bottom line.
5. Demonstrate that you can incorporate affordable senior living in your mission.
6. Analyze the following statement: The future of senior living is change.

Intended Audience: This off-site session and tour is available to pre-registrations on a first-come-first-served basis. The session will be relevant for individuals interested in the concept of new urbanism and its relationships with senior living.

Presenters:

Jeff Hoffmann, Senior Living Specialist, Eppstein Uhen Architects, Milwaukee, WI; Philip Schultz, Managing Partner, Horizon, Greenfield, WI; Mike Oates, Senior Project Manager, Eppstein Uhen Architects, Milwaukee, WI; Jeff Weber, Senior Project Architect, Eppstein Uhen Architects, Milwaukee, WI

Preconference Intensive #3 Sponsored By

Eppstein Uhen Architects
Milwaukee WI
414-291-8164

and

Horizon Design Build Manage
Greenfield WI
414-541-3900

5:30 p.m. to 8:00 p.m.

Welcoming Tailgate Party

Join WAHSA as we return to Titledown! The evening will feature a Wisconsin tailgate party within walking distance to Lambeau Field. Interspersed with the food and beverage will be tours of the Lee Rimmel Press Box and down to the lower level of the stadium where you will proceed out the players' tunnel, walk onto the field, exit out to the stadium concourse, and end in the atrium. This is about a one-hour walking tour. Eat, drink, and tour as your schedule permits throughout the tailgate party. Tours will begin every 15 minutes, and each tour group can accommodate up to 35 people. Continuous

Diamond Conference Sponsor Preconference Intensive #3 and Tour

Woodfield Village: Senior Living with a New Urbanism Flair



eppstein uhen : architects

Eppstein Uhen Architects
333 East Chicago Street
Milwaukee WI 53202
414-291-8164
www.eua.com

Wednesday, October 5, 2011
2:00 p.m. to 5:00 p.m.

Sponsored By



Horizon Design Build Manage
3900 S Prairie Hill Lane
Greenfield WI 53228
414-541-3900
www.horizondbm.com

A market leader with over 100 years of experience, Eppstein Uhen Architects is best known for pairing inspired design and meticulous attention to detail with exceptional service. We offer a complete range of architecture, interior design, and planning services throughout the country and specialize in several distinct markets.

Horizon has over twenty-five years experience in the development, construction, and management of senior living communities and serves many nonprofit clients throughout Wisconsin and the Midwest. Our commitment to you is simple: We'll do it right. Our goal is to surpass your expectations through our unparalleled service.

shuttle service will be provided from 5:00 p.m. to 9:00 p.m. between the KI Convention Center, the tailgate party, and Lambeau Field. Dress warmly -- the party will be in a tent, but October evenings can be chilly.

If you are interested in the tailgate party and/or Lambeau tours, you must register for tickets online at www.surveymonkey.com/s/Titletown. Complimentary tickets will be available only to those conference registrants who request them online by September 9, 2011.

Welcoming Tailgate Party Beverages Sponsored By
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Madison WI
800-272-2443

Welcoming Tailgate Party Hors d'oeuvres Sponsored By
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414-431-9300

Shuttle Service for the Tailgate Party and Tour Sponsored By
BDO USA, LLP
Milwaukee WI
414-272-5900

Lambeau Tickets Co-Sponsored By
Piper Jaffray & Co.
Minneapolis MN
612-303-6704
and
Martin Bros Distributing Co. Inc.
Cedar Falls IA 50613
800-847-2404

Diamond Conference Sponsor
**Shuttle Service Between the KI Convention Center,
the Tailgate Party, and Lambeau Stadium**

Wednesday, October 5, 2011
5:30 p.m. to 8:00 p.m.

Sponsored By



BDO USA, LLP
Two Plaza East Suite 950
330 East Kilbourn Avenue
Milwaukee WI 53202
414-272-5900 • www.bdo.com

BDO understands the healthcare industry and is skillfully positioned to help our clients thrive and prosper in challenging times. Our professionals have applied their in-depth knowledge and experience to organizations across the continuum of the healthcare delivery horizon. BDO's team of professionals offers the hands-on experience and technical skill to address the distinctive business needs of our healthcare clients. We supplement our technical approach by analyzing and advising our clients on the many elements of running a successful healthcare organization. The BDO Seidman Healthcare team provides services in skilled nursing facilities, senior housing communities, HUD-regulated housing, home care and hospice providers, and ancillary service providers.

Diamond Conference Sponsor
Lambeau Stadium Tours

Wednesday, October 5, 2011
5:30 p.m. to 8:00 p.m.

Co-Sponsored By



Piper Jaffray
800 Nicollet Mall
Minneapolis MN 55402
612-303-6704
www.piperjaffray.com

Piper Jaffray is a Minneapolis-headquartered, publicly traded (symbol PJC), investment banking company with 24 offices throughout the US, serving the capital formation needs of middle market not-for-profit clients and for-profit companies. Piper's public finance division includes the Senior Living Group ranked as the number two underwriter of senior living, tax exempt bonds (based on number of transactions) in the nation. The Senior Living Group is committed to "Guiding Mission Driven, Not-For-Profits in the Development and Financing of Senior Living Communities." We are proud to co-sponsor your tickets for the Lambeau Stadium tour.

Diamond Conference Sponsor
Lambeau Stadium Tours

Wednesday, October 5, 2011
5:30 p.m. to 8:00 p.m.

Co-Sponsored By



Martin Bros.
DISTRIBUTING CO INC

Martin Bros Distributing Co.
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Cedar Falls IA 50613
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Martin Bros. is a family-owned foodservice distributor that has grown from a local to a regional distributor. Brooks Martin, current President and COO, now leads our continued growth as the third generation of Martins to run the company. Martin Bros. currently services over 900 healthcare customers in the Midwest with over 100 million dollars in healthcare sales, and is viewed as a national leader in this customer segment. Healthcare customers can expect Martin Bros. advantages that take them above and beyond in the healthcare profession.

Schedule

Thursday, October 6, 2011

7:00 a.m. to 5:00 p.m.

Registration Open

6:30 a.m. to 7:45 a.m.

Hotel Sierra Breakfast Buffet

The Hotel Sierra Breakfast Buffet is complimentary for overnight guests of the Hotel Sierra. If you are not an overnight guest of the Hotel Sierra and you would like a complimentary ticket for this Breakfast Buffet, please see a member of the WAHSA staff at the registration desk.

7:50 a.m. to 8:00 a.m.

Conference Opening/WAHSA Business Meeting

8:00 a.m. to 9:15 a.m.

Keynote Address

Touch the Sky: In Praise of Every Day Healers

Reflecting Eleni Kelakos' background as a professional actor, singer and songwriter, *Touch the Sky* is more than a lecture—it's an energizing, interactive keynote experience that weaves together original songs, stories, and simple strategies that encourage participants to



re-connect with their passion and their purpose and to fall in love again with their valuable work as every day healers. *Touch the Sky* gives attendees a fresh perspective and the tools to bring out the best in themselves (and others) on a daily basis, in spite of obstacles.

Instruction Level: Basic

Learner Objectives:

1. Discuss the power of purpose in terms of how and why to re-connect with your unique passion and purpose.
2. Analyze the power of choice in terms of how to overcome internal and external obstacles by choosing to change your perspective.
3. Outline the power of action in terms of how and why to take charge, take action, and hold yourself accountable for those actions so you can lead the way for others to do the same.

Intended Audience: *Touch the Sky* is appropriate for anyone who spends his/her days as an every day healer —meaning, any individual in the long-term care/assisted living/senior housing profession whose mission it is to deeply serve elderly patients in an often stressful and challenging environment... individuals who are at risk for the burnout and exhaustion that come from giving one's all on a daily basis in the context of a healing profession.

Presenter:

Eleni Kelakos, President & Founder, Eleni Speaks, Ann Arbor, MI

Keynote Address Sponsored By

Ziegler Capital Markets

Milwaukee WI

414-978-6400

9:15 a.m. to 9:30 a.m.

Light Refreshment Break

Refreshment Break Sponsored By

Community Living Solutions, LLC

Appleton WI

920-209-7513

9:30 a.m. to 10:30 a.m.

Concurrent Educational Sessions

A01 Linking the Team Together: Transcend Quality

This session is the first in a track of discussions designed to help you rise above the most frequent survey cites. It will help you develop and improve resource utilization skills needed by cross-functional, multi-disciplinary teams. It is designed to provide attendees with resources that can be utilized by staff at any level. Participants

will have an opportunity to interact with one another and practice with problem-solving tools. Emphasis will be placed on how to get a team to collaborate and be accountable as a unit. As a nurse and social worker, the presenters will share team collaboration techniques pulled from their distinct professional backgrounds.

Instruction Level: Basic to Advanced

Learner Objectives:

1. Develop and set aims across a multi-functional team to create quality improvement.
2. Develop skills to problem solve when issues are identified.
3. Identify specific causes of process and system gaps through the use of root cause analysis.

Intended Audience: This discussion is geared towards nursing home administrators, directors of nursing, team or initiative/project leads, interdisciplinary team members, and others interested in being proactive to overcome the most commonly cited survey issues.

Presenters:

Mary Funseth, CSW, CIRS-A, BS-HCM, Quality Consultant, MetaStar, Inc., Madison, WI; Jody Rothe, RN, WCC, Quality Consultant, MetaStar, Inc., Madison, WI

Diamond Conference Sponsor

Keynote Address

Touch the Sky

Featuring Eleni Kelakos

Thursday, October 6, 2011

8:00 a.m. to 9:15 a.m.

Sponsored By



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Milwaukee WI 53202

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Ziegler is one of the nation's leading underwriters of financing for non-profit senior living providers. Ziegler offers creative, tailored solutions to its senior living clientele, including investment banking, financial risk management, merger and acquisition services, investment management, seed capital, FHA/HUD, capital and strategic planning, as well as senior living research, education, and communication.

A02 Pain: The Silent Thief of Joy

This presentation examines the impact of cognitive decline on an individual's ability to verbally express pain, as well as how unrecognized and untreated pain not only steals joy from life but is a major underlying cause of challenging behaviors in elderly individuals diagnosed with Alzheimer's disease or another dementia. The Theory of Retrogenesis will be used to explain the inability of the elderly with dementia to verbally express pain. Three evidenced-based pain assessment tools will be reviewed and applied to a case study of "Bernie."

Instruction Level: Basic

Learner Objectives:

1. Discuss the application of the Theory of Retrogenesis to understanding and responding appropriately to pain.
2. List at least three challenging behaviors that arise from untreated pain.
3. Apply a standardized pain assessment tool to a case study of "Bernie" – a gentleman who moved from independent living to an assisted living and finally to a skilled nursing facility.

Intended Audience: This presentation will be of interest to clinical staff and others who desire a better understanding of pain and how pain might contribute to challenging behaviors.

Presenter:

Verna Benner Carson, PhD, PMHCNS, BC, Associate Professor, Psychiatric Nursing, Towson University, and President, C&V Senior Care, Inc., Fallston, MD

Session A02 Sponsored By

**Security Insurance Services and GuideOne
New Berlin and Appleton WI
800-242-7001**

A03 Positive Aging: The Elder as Contemplative

In this series of four interactive sessions, you will learn how to age, and how to help others age, in a way that is positive, creative, and spiritually-informed. You will draw on a variety of cultural traditions, applying their lessons to life in twenty-first century America. This stand-alone session will introduce basic concepts, challenging not only social "ageism," but notions of "successful aging" that do not go far enough. You then will focus on the elder as contemplative, using the Hindu life-stage model. You will learn modes of reflection and types of institutions that can support the inner-work of later life.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. List strengths and limitations of various models of "successful aging."

2. Analyze an alternative spiritually-based model of positive aging.
3. Discuss the importance of contemplative inwardness in later life, and how to support it personally and institutionally.

Intended Audience: This intensive, thought-provoking discussion will be appropriate for those of any profession and level of training who want to explore new ways of thinking about aging "successfully."

Presenter:

Drew Leder, MD, PhD, Professor of Philosophy, Loyola University, Baltimore, MD

A04 The New Age of Health Care

The world of health care always has been changing, but with the advent of Health Care Reform, consolidation, and changing demographics of the work force, we are entering a new era. This presentation briefly will review these changes and review the implications to employers with an emphasis on the senior living environment. We will then phase into a real-world discussion of what employers are doing to prepare for the changing face of health care and what specific actions employers should be taking now.

Instruction Level: Advanced

Learner Objectives:

1. Outline some of the key aspects of Health Care Reform.
2. Analyze the major trends affecting the delivery and funding of health benefits.
3. Discuss tactics/strategies employers can employ to address the changes.

Intended Audience: The primary audience for this presentation will be owners, individuals who have financial management responsibility, and individuals who are responsible for managing employee benefits.

Presenters:

Sean J. LaBorde, RHU, Executive Vice-President, Sales, M3 Insurance Solutions Inc., Madison, WI; Stacey Robertson, Account Executive, M3 Insurance Solutions, Inc., Madison, WI

Session A04 Sponsored By

**M3 Insurance Solutions, Inc.
Madison WI
800-272-2443**

A05 Perspectives of DHS:

Emerging State Policies for Assisted Living

This session will provide an update on the status of the Department of Health Services (DHS) initiatives that impact assisted living. Attention will be given to follow up and next steps of the Legislative Audit Bureau (LAB) evaluation of

Diamond Conference Sponsor Refreshment Break

Thursday, October 6, 2011
9:15 a.m. to 9:30 a.m.

Sponsored By



**Community Living Solutions, LLC
2801 E Enterprise Avenue Suite 202
Appleton WI 54913
920-969-9344**

Senior Living Expertise from a Caring, Dedicated Team

Our skilled team of planners, architects, and construction managers use a unique process that incorporates visioning, market assessment, and financial feasibility to ensure that the planning, design, and construction management solutions we deliver will enhance marketability, increase revenue, and maintain a strong bill of financial health for the future.

By partnering exclusively with senior living providers, we guarantee a depth of knowledge and resources few others can offer. Our small, focused teams give you personalized attention from partners who genuinely care about our elders and those who care for them.

Family Care, opportunities to strengthen the cost effectiveness and fiscal sustainability of long-term care programs, and an update on the enrollment cap. Participants also will learn about public funding and residential services options such as IRIS, relationships with Managed Care Organizations (MCOs), and contract issues.

Instruction Level: Intermediate

Learner Objectives:

1. Outline the impact of the LAB audit of Family Care.
2. Analyze the status of the Family Care enrollment cap and its impact on assisted living residents.
3. Discuss emerging state policies and how they might impact assisted living in Wisconsin.

Intended Audience: This discussion will be of interest to board members, executive directors, assisted living managers, and others interested in learning the state's view of future initiatives impacting assisted living.

Presenter:

Pris Boroniec, Administrator, Department of Health Services, Division of Long-Term Care, Madison, WI

Schedule

Thursday, October 6, 2011 (continued)

A06 Digital Communications Platform: Best Practices to Engage the Modern Retiree Online

Today's mature market and their adult children now overwhelmingly look to the Internet to find information about retirement living options. Effective, efficient communications can drive potential residents, or their adult children, to a website where they can become a lead engaged with your specific community sales process. This session will build a business case for how community leaders can utilize limited resources to create a compelling and comprehensive digital communications platform. You will learn various methods of guiding potential residents to a community's site and how to keep each user there with a well-designed web layout. You will discuss first-hand experience in building successful digital platforms and the benefits that creates for modern communities. You will review the basics of topics such as search engine management and optimization, geo-targeting, communication vehicles, pay-per-click and organic search results, social media, measurement and metrics, website architecture and design, and marketing versus branding website content.

Instruction Level: Intermediate

Learner Objectives:

1. Looking beyond social media, analyze the different digital options that a CCRC has available, such as website optimization, search engine management and optimization, and blogs.
2. Outline best practices for website design and working with major search engines and discuss how these tactics can supplement social media tactics on a limited budget.
3. Discuss how the modern potential resident searches for information about retirement living options online.

Intended Audience: This presentation will be of interest to web designers, marketing professionals, and others who are responsible for generating leads, building a brand, or building a prospective client base for your community.

Presenters:

John Bassounas, Client Services Director, Varsity, Harrisburg, PA; Matt Bekelja, Client Services Manager, Varsity, Harrisburg, PA

Session A06 Sponsored By

Varsity
Harrisburg PA
717-652-1277

Diamond Conference Sponsor Educational Sessions A06 & B12

Focusing on Digital Communications and Attracting the Younger Market

Thursday, October 6, 2011
9:30 a.m. to 11:45 a.m.

Sponsored By



Varsity
5321D Jaycee Avenue
Harrisburg PA 17112
717-652-1277
www.varsitybranding.com

WINNING THE MATURE MARKET.

Today's mature market wants to be marketed to, but most of all, they want companies to speak their language and understand them. Unfortunately, this last step is where most companies fall short. That's where Varsity comes in. Our integrated approach to mature marketing allows us to analyze a challenge from all angles and develop a plan that addresses it using as many different disciplines as necessary – from public relations and web design to research and advertising (just to name a few). Sure, you could hire two or three different agencies to execute different parts of your plan, but there's something to be said about a marketing partner who can execute all of those tasks under one roof. Wouldn't Varsity be a good partner for you?

10:30 a.m. to 10:45 a.m.

Light Refreshment Break

Refreshment Break Sponsored By
Piper Jaffray & Co.
Minneapolis MN
612-303-6704

10:45 a.m. to 11:45 a.m.

Concurrent Educational Sessions

B07 Changes in Condition: Pitfalls in Reporting

How can we, as health professionals, communicate changes in condition better, for the benefit of our residents? Providers sometimes become desensitized to important messages among the multitude of calls and faxes sent primarily to meet perceived code requirements. What symptoms really alarm physicians, and what are some medical emergencies seen in extended care facility residents that require urgent attention? And, in more common conditions such as diabetes, what does the provider need to know to deal with an abnormal lab value provided by a resident's nurse or CNA?

Instruction Level: Intermediate

Learner Objectives:

1. List general suggestions for improving communication when reporting changes in condition.
2. Identify important and worrisome symptoms as well as laboratory and imaging findings.
3. Discuss what additional information is important to clinicians when reporting an abnormal laboratory or imaging result.

Intended Audience: This session will be of interest and value to directors of nursing, staff nurses, and CNAs in extended care facilities and in assisted living facilities.

Presenter:

Curtis Hancock, CMD, Medical Director, Rocky Knoll Healthcare Facility, Sheboygan, WI and Sunnyridge Healthcare Facility, Plymouth, WI

B08 Loving Communication: Key to Joyful Living

Using the Theory of Retrogenesis, this presentation will examine the decline of expressive communicative skills. Specific approaches to communication will be presented, including the use of validation, the use of touch and other non-verbal means of communicating, and the ability to enter the world of the person with Alzheimer's or another dementia and to put into words what

the person is attempting to communicate. This presentation will include several video clips that powerfully illustrate the concepts reviewed during the presentation.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. Discuss the application of the Theory of Retrogenesis to the deterioration of communication skills.
2. List at least three “communication commandments” that guarantee joyful living and relationships with those diagnosed with dementia.
3. Apply “validation” to specific video case studies.

Intended Audience: This presentation will be of interest to clinical staff and others who desire a better understanding of effective communication with persons with dementia.

Presenter:

Verna Benner Carson, PhD, PMHCNS, BC, Associate Professor, Psychiatric Nursing, Towson University, and President, C&V Senior Care, Inc., Fallston, MD

Session B08 Sponsored By

**Security Insurance Services and GuideOne
New Berlin and Appleton WI
800-242-7001**

B09 Positive Aging: The Elder as Wise Guide

This second session in the Positive Aging series will focus on the archetype of elder-wisdom. As opposed to stereotypes of the aged as diminished and needy, you will use a Native American paradigm to suggest other truths – that elders have traditionally been associated with wisdom, leadership, and contribution within family and community. You will discuss how to support such positive roles, personally and institutionally.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. Outline the Native American (and similar) paradigms of the leader as wise guide.
2. Analyze figures of elder-wisdom within our own lives and culture.
3. Discuss why and how to support self-respect, connection, and service in elders.

Intended Audience: This intensive, thought-provoking discussion will be appropriate for those of any profession and level of training who want to explore new ways of thinking about aging “successfully.”

Presenter:

Drew Leder, MD, PhD, Professor of Philosophy, Loyola University, Baltimore, MD

B10 The Coming of Age of the Americans with Disabilities Act and the Heightened Compliance Responsibilities for Employees

In this session, discussion will focus on the “need to know” changes in the law as it relates to disability discrimination under the federal and state laws. You will be alerted to the steps necessary in the integration of the Americans with Disabilities Act with policies on Family and Medical Leave, Worker’s Compensation, attendance, and disability to create a cohesive framework for legal compliance.

Instruction Level: Intermediate

Learner Objectives:

1. List the legal responsibilities of employers under the Americans with Disabilities Act as amended.
2. Evaluate compliance obligations of the employer with the Americans with Disabilities Act Amendments Act (ADAAA).
3. Develop and implement an effective disability management program for your employees

Intended Audience: Potential discussion participants include all long-term care, assisted living, and senior housing management team members who have responsibility for developing employee policies that are compliant with the ADAAA.

Presenter:

Robert J. Simandl, Shareholder, Simandl & Prentice, S.C., Waukesha, WI

Session B10 Sponsored By

**M3 Insurance Solutions, Inc.
Madison WI
800-272-2443**

B11 Celebrate Age: Visions and Possibilities for Culture Change in Assisted Living

Successful implementation of culture change is much more than an idea; it is a way of life. The philosophy of changing the culture in assisted living encompasses a new approach to employee expectations/responsibilities, staffing models, and care delivery patterns. We are challenged to plan for cares in a way that supports resident choice, as well as ensuring regulatory compliance. In this three-part presentation, you will explore the possibilities and the challenges of culture change in assisted living. You will discuss potential opportunities, identify fears and barriers, encourage commitment to a new model, and plan for how to sustain culture change in your facilities in the future. These sessions will incorporate the newest and most up-to-date information and innovative ideas from a recent national conference focused on culture change. This three-part series will focus on culture change...beyond the basics.

Instruction Level: Intermediate

Learner Objectives:

1. Outline the possibilities for change and improvement within your facility.
2. Analyze challenges, such as fear of change, regulatory concerns, and resistance to new staffing and care delivery models, that might apply in your situation.
3. Discuss solutions to address and alleviate fears related to regulatory compliance, staffing expectations, and care delivery.

Intended Audience: Managers, leaders, care providers, and others interested in planning and implementing culture change in assisted living will find this session beneficial.

Presenter:

Amy Ruedinger, RN, RAC-CT, Founder and President, Pinnacle Innovative Health Care Solutions, LLC, Black Creek, WI

B12 From Stereotype to Starbucks

Eighty percent of retirement communities in the United States are over 25 years old, creating a mismatch between what we have to offer and what a new generation of retirees wants. Aside from pouring money into upgrading your physical plant, you can take steps to creatively design programs that add value to your community and begin to build relationships with future retirees. During this workshop, you will learn about the preferences and expectations of the next genera-

Diamond Conference Sponsor Refreshment Break

Thursday, October 6, 2011
10:30 a.m. to 10:45 a.m.

Sponsored By

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Schedule

Thursday, October 6, 2011 (continued)

tion of retirees. You also will learn about creative programming strategies to engage younger potential residents by becoming a "Community Hub," and hear examples of real programs that have begun to chip away at the stereotype of the "old folks home."

Instruction Level: Intermediate

Learner Objectives:

1. Demonstrate an understanding of the changing needs of a new generation of retirement community customers.
2. Outline innovative programming that can engage a more youthful clientele, build brand awareness, and add value to your community.
3. Discuss how you can become a "community hub" and the benefits such an effort could bring to your residents and to the community at large.

Intended Audience: This session will be a valuable discussion for executive directors, independent living managers, marketing professionals, and others responsible for building a prospective client base and marketing your community.

Presenter:

Patti Adami, Director, LarsonAllen ThirdAge, Minneapolis, MN; Matt Bekelja, Client Services Manager, Varsity, Harrisburg, PA

Session B12 Sponsored By

**Varsity
Harrisburg PA
717-652-1277**

11:45 a.m. to 2:15 p.m.

Lunch at the 31st Annual Exhibitors Forum

As we celebrate the changes that will propel our profession into the future, it is important to know and understand that we have allies, friends, peers, and resources ready to equip us with the information, tools, and products we need to help us fulfill our mission to care.

You will be provided a ticket to guide you through our Celebration of Exhibitors. Once you have your Celebration Ticket stamped by at least 60 of the participating vendors, you may trade your ticket for a chance to win one of our Celebration Door Prizes that will be awarded at the Exhibitors Reception later in the day.

A variety of lunch items will be available throughout the Celebration of Exhibitors.

2:15 p.m. to 3:30 p.m.

Concurrent Educational Sessions

C13 A Proactive Approach to Falls Management

The most frequently cited federal deficiency over the past several years, and the top cite at the immediate jeopardy level, is F-tag 323, keeping the facility free of hazardous environment/using assistive devices to prevent accidents (i.e., falls). This program will provide a real life workable roadmap to assist facilities in meeting their commitment to a culture of safety as it relates to falls management and F-tag 323. A falls prevention plan that is individualized and resident-centered is crucial in your efforts to effectively manage risk. This program will review the role of the interdisciplinary team as it relates to assessment and care planning for your residents. The participant will establish an understanding of the importance of performing a root cause analysis on each resident to improve safety and well-being for your residents. Participants will receive take-away tools and resources to assist their facility in maintaining a culture of safety.

Instruction Level: Intermediate

Learner Objectives:

1. Identify the steps necessary for an interdisciplinary falls management program.
2. Discuss intrinsic and modifiable extrinsic falls risk factors.
3. Outline the use of pre-admission and falls risk assessment tools to ensure individualized services.
4. Define risk factors and environmental hazards, and discuss how to avoid negative consequences including litigation and citations in F-tag 323.
5. Identify strategies for tracking data and trends.

Intended Audience: This session will be of interest and value to administrators, directors of nursing, quality compliance directors, staff nurses, therapists, CNAs, and others interested in reducing the incidence of falls throughout their organization.

Presenter:

Christine M. Osterberg RN, BSN, Consultant, Pathway Health Services, Brookfield, WI

Session C13 Sponsored By

**Pathway Health Services
Brookfield WI
262-787-8033**

Diamond Conference Sponsor Educational Sessions A02 & B08

Focusing on Pain Management and Effective Communication with Dementia Residents

Thursday, October 6, 2011 -- 9:30 a.m. to 11:45 a.m.

Sponsored By



Security Insurance Services, Inc.

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New Berlin WI 53151**

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Scott Naze, President**

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- Workers Compensation
- Professional & General Liability
- Directors & Officers Liability
- Automobile
- Property
- Employee Benefits
- Plus many more.....

**C14 From Planting the Seeds until Harvest:
Cultivating Nursing Excellence
at North Central Health Care**

This workshop provides an overview of a collaborative effort between North Central Technical College and North Central Health Care. A summer continuing education program for licensed nurses was developed and implemented to increase the nursing professional standards at bedside, decrease hospitalizations, and improve quality outcomes. This creative and quality-based investment in enhancing the professional nursing standards of this 265-bed skilled nursing facility (SNF) has increased nurse engagement. The facility is already “reaping” the benefits of this collaborative project and “cultivating” an environment of nursing professionalism in the SNF setting.

Instruction Level: Intermediate

Learner Objectives:

1. Identify what the major issues and driving forces were for the collaboration between the college and the SNF.
2. Analyze how nationally recognized tools, such as SBAR and AMDA guidelines, were implemented to improve resident outcomes and improve performance in the SNF.
3. Discuss the importance of bringing continuing education to all nursing staff to improve consistency in care and resident outcomes.

Intended Audience: This presentation will be of interest to CEOs, COOs, administrators, and directors of nursing.

Presenters:

Lori Koeppel, RN, Administrator, North Central Health Care, Wausau, WI; Connie Gliniecki, RN, BSN, Director of Nursing, North Central Health

Care, Mount View Care Center, Wausau, WI; Connie Lindmeier, RN, MSN, Nursing Faculty, North Central College, Wausau, WI

**C15 Positive Aging: The Elder
as Wounded Healer**

This third session in the Positive Aging series will focus on passages through later-life loss and suffering, and you will learn how to work with this “darkness” in ways that are life-enhancing. You will use the story of Buddha (and other tales) to discuss how suffering can be an instrument for spiritual wisdom and an occasion for deeper interpersonal giving and receiving.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. Analyze the necessity and value of grieving the losses of later-life.
2. Outline how these losses can be an instrument of enhanced spirituality and human relationships.
3. Discuss how to support and facilitate this work in oneself and others.

Intended Audience: This intensive, thought-provoking discussion will be appropriate for those of any profession and level of training who want to explore new ways of thinking about aging “successfully.”

Presenter:

Drew Leder, MD, PhD, Professor of Philosophy, Loyola University, Baltimore, MD

**C16 FMLA Compliance Responsibilities:
Getting Better with Age?**

This session will be a valuable refresher on the requirements for Family and Medical Leave Law

compliance and a comprehensive update on court interpretations which impact employer policy design and implementation. The discussion will include recent decisions on limiting intermittent leave and dealing with chronic absences. The presenter has extensive experience in Family and Medical Leave compliance at the state and federal level and brings a practical approach to legal compliance to minimize risks for employers and to minimize the paperwork associated with compliance.

Instruction Level: Intermediate

Learner Objectives:

1. Outline the basics for Family and Medical Leave compliance.
2. Analyze the integration of Family and Medical Leave with other employment policies of the employer.
3. Discuss the change in compliance responsibilities based upon court interpretations.

Intended Audience: Potential discussion participants include all long-term care, assisted living, and senior housing management team members who have responsibility for Family and Medical Leave administration.

Presenter:

Robert J. Simandl, Shareholder, Simandl & Prentice, S.C., Waukesha, WI

Session C16 Sponsored By
M3 Insurance Solutions, Inc.
Madison WI
800-272-2443

**C17 Celebrate Age: Successfully
Implementing Culture Change
in Assisted Living**

One of the biggest fears related to implementation of culture change is encouraging and embracing resident choice. In part two of this series on culture change in assisted living, you will address the concerns related to resident choice. You will discuss practical tips and solutions for implementing a successful culture change initiative within the facility. You will explore the topic of revising nursing policies to balance resident choice and regulatory expectations.

Instruction Level: Intermediate/Advanced

Learner Objectives:

1. Identify the components and possible concerns of resident choice.
2. Analyze the potential outcomes and unintended harm of not honoring the resident’s right to choose.
3. List practical tips for embracing resident choices as related to natural waking times, medication delivery, and dietary preferences.
4. Discuss ideas for revising nursing policies to embrace culture change while acknowledging regulatory and risk management concerns.

**Diamond Conference Sponsor
Educational Sessions C13 and D19**

Focusing on Reducing the Incidence of Falls and Pressure Ulcers

Thursday, October 6, 2011
2:15 p.m. to 5:00 p.m.

Sponsored By



Pathway Health Services
350 Bishops Way Suite 201
Brookfield WI 53005
262-787-8033
www.pathwayhealth.com

Pathway Health Services, a senior living, health care consulting firm, is pleased to sponsor these sessions to assist facilities in meeting their commitment to a culture of quality and safety. Pathway provides full-service consulting including clinical reimbursement, quality compliance assistance, and interim transitional leadership for senior living providers.

Schedule

Thursday, October 6, 2011 (continued)

Intended Audience: Managers, leaders, care providers, and others interested in planning and implementing culture change in assisted living will find this session beneficial.

Presenter:

Amy Ruedinger, RN, RAC-CT, Founder and President, Pinnacle Innovative Health Care Solutions, LLC, Black Creek, WI

C18 Fire and Disaster Response Training

FIRE! What do you do? What do employees need to know about fire, disasters, and evacuations? What is the best way to get high quality training for employees? What is the best way to get the cooperation of local fire departments? You will learn the answers to these questions and more in this practical presentation.

Instruction Level: Intermediate

Learner Objectives:

1. Define the principles of fire response: RACE, PASS, and CLAP.
2. Discuss how to obtain quality training and get help from local organizations.
3. Evaluate your disaster response plan.

Intended Audience: This presentation is essential for facility managers, safety directors, administrators, and others interested in improving their emergency preparedness efforts in assisted living and independent living facilities.

Presenter:

Bill Lauzon, PE, Founder & CEO, Lauzon Life Safety Consulting, LLC, Salem, WI

3:30 p.m. to 3:45 p.m.

Refreshment Break

3:45 p.m. to 5:00 p.m.

Concurrent Educational Sessions

D19 Taking the Next Step: Working Toward a Successful Wound Care Program in a Skilled Nursing Setting

Wisconsin providers have focused on training and developing designated wound care nurse resources within their organization -- a fantastic first step in creating a successful skin integrity program. Now join us for this presentation to review the essential elements needed to take your program to the next level. This session will provide critical information necessary to ensure that the wound care program meets and exceeds F314 regulations. It will describe the steps needed to establish and sustain an effective wound prevention and management program.

Instruction Level: Intermediate/Advanced

Learner Objectives:

1. Outline the necessary policies, procedures, and documentation systems needed to meet F314 compliance.
2. Demonstrate your ability to facilitate effective wound rounds and wound care meetings.
3. Discuss how you can monitor program components and track and trend wounds to promote sustainability of the facility's program.

Intended Audience: This highly detailed workshop is essential for directors of nursing, administrators, designated wound nurses, and other individuals interested in developing and implementing an effective wound care program.

Presenter:

Jeri Ann Lundgren, RN, CWS, CWCN, Director of Wound & Continence, Pathway Health Services, Director of Clinical Services, Gulf South Medical Supply, Prescott, WI

Session D19 Sponsored By
Pathway Health Services
Brookfield WI
262-787-8033

D20 Revised Quality Measures: The Who, What, and When

The revised quality measures (QMs) were released in June 2011 with implementation in spring 2012. In this session, you will review the specific measures and resident inclusion/exclusion based on MDS scoring. The complete training manual is expected this fall. How these QMs relate to the QIS survey process will be discussed.

Instruction Level: Intermediate

Learner Objectives:

1. Identify the MDSs that will be used in determining QM data.
2. Differentiate short-term versus long-term residents.
3. List MDS items that can result in exclusion from QM data.

Intended Audience: Skilled nursing facility administrators, directors of nursing, staff nurses, and other department managers will benefit from this discussion of the quality measures.

Presenter:

Theresa A. Lang, RN, BSN, RAC-C, WCC, Vice President Clinical Consulting, Specialized Medical Services, Milwaukee, WI

Session D20 Sponsored By
Specialized Medical Services, Inc.
Milwaukee WI
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Diamond Conference Sponsor Educational Sessions D20, E26, and F32

Focusing on Quality Measures, Therapy Services, and the RAC Audit

Thursday, October 6, 2011 -- 3:45 p.m. to 5:00 p.m.

Friday, October 7, 2011 -- 8:15 a.m. to 11:30 a.m.

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D21 Positive Aging: The Elder as Trickster/Child

This fourth session in the Positive Aging series will utilize the Biblical story of Sarah, and other materials, to focus on “lightening up” later life: the crucial role of laughter, creativity, and rebirth. Aging need not be simply a dark process. It can be funny, it can open up new activities and identities, and it can allow us to express our inner trickster and our authentic self.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. Discuss how aging can allow for, even demand, a rebirthing of self-identity.
2. Analyze the role humor can play in lightening the burden of aging for all involved.
3. Outline how you can playfully explore the creative possibilities of later life.

Intended Audience: This discussion will interest all professionals who want to explore new ways of thinking about aging “successfully.”

Presenter:

Drew Leder, MD, PhD, Professor of Philosophy, Loyola University, Baltimore, MD

D22 Aging Employment Populations and the Need for Employers to Revisit Employment and Safety Policies

This discussion will focus on the practical considerations for employers in developing, enforcing, and administering employment policies and safety processes within the workplace to minimize risks to older employees. As our employment population ages, employers will need to take a different approach to safety and employment policy administration. Based upon challenges associated with aging, now is the time to reevaluate employment policies to minimize risks of injury and legal vulnerability. The presenters will discuss the legal and practical realities of workplace safety in maximizing employee opportunities.

Instruction Level: Intermediate

Learner Objectives:

1. Outline the process for creating a safer work environment for the older employee.
2. Develop policies which integrate older worker needs.
3. Discuss how you can minimize workplace injury exposure.

Intended Audience: This presentation will be of interest to all long-term care, assisted living, and senior housing management team members.

Presenters:

Robert J. Simandl, Shareholder, Simandl & Prentice, S.C., Waukesha, WI; Lois Zangl, Senior Risk Manager, M3 Insurance Solutions, Inc., Madison, WI

Diamond Conference Sponsor
Educational Sessions A04, B10, C16, D22, E28, and F34
Focusing on Human Resource Issues, Legalities, Concerns, and Opportunities
Thursday, October 6, 2011 -- 9:30 a.m. to 5:00 p.m.
Friday, October 7, 2011 -- 8:15 a.m. to 11:30 a.m.
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Session D22 Sponsored By

M3 Insurance Solutions, Inc.
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800-272-2443

D23 Celebrate Age: Sustaining Culture Change in Assisted Living

The final session of this three-part presentation will address the challenge of culture change and sustainability. Now that you have made changes, how will you move forward? In this session, you will examine the roles and contributions of the staff as related to ensuring continued success with culture change. You will share ideas for maintaining changes as well as continuing to explore new and innovative ideas for the future.

Instruction Level: Intermediate

Learner Objectives:

1. Identify how employee responsibilities and expectations can enhance sustainable changes.
2. Analyze the value of peer leadership and staff empowerment related to culture change.
3. Discuss plans related to sustaining enthusiasm and momentum for culture change.
4. List tips for ensuring successful, sustainable approaches to changing the culture and care delivery within the facility.

Intended Audience: Managers, leaders, care providers, and others interested in planning and implementing culture change in assisted living will find this session beneficial

Presenter:

Amy Ruedinger, RN, RAC-CT, Founder and President, Pinnacle Innovative Health Care Solutions, LLC, Black Creek, WI

D24 The CCRC of 2020

In this session, you will learn how your concerns about sustainability of the current CCRC model will need to be adapted (operating practices, service offerings, amenities, value propositions) to insure continued relevance and how to extend market reach to a broader audience.

Instruction Level: Intermediate

Learner Objectives:

1. Discuss how we think about CCRCs and how we change how we think.
2. Define the leadership needs within CCRCs.
3. Identify the coming changes that will affect the future of CCRCs.

Intended Audience: This contemplative session will be of interest to CEOs, COOs, CFOs, administrators, assisted living managers, independent living managers, marketing staff, board members, and department managers.

Presenters:

Michael Starke, Vice President of Research, Spectrum, Gastonia, NC; Dave Hinson, Development Consultant, Product Development and Project Management Division, Spectrum, Gastonia, NC

5:00 p.m. to 6:30 p.m.
Celebration Reception
at the 31st Annual Exhibitors Forum

Continue learning about products and services available to help you pursue your opportunities in long-term care, assisted living, and senior housing during this Celebration-themed reception. Are you prepared to celebrate age? This tradeshow will feature 100 companies who are available to celebrate with you.

Schedule

Thursday, October 6, 2011 (continued)

Once you have your Celebration Ticket stamped by at least 60 of the participating exhibitors, you may trade your ticket to the WAHSA staff for a chance to win one of our Celebration Door Prizes that will be awarded during the Reception.

Hors d'oeuvres Sponsored By
Community Living Solutions, LLC
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Beverages throughout the Evening Sponsored By
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Celebration Prizes Sponsored By
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Keller, Inc., Kaukauna, WI
M3 Insurance Solutions, Inc., Madison, WI
Market & Johnson, Inc., Eau Claire, WI
Pathway Health Services, Brookfield, WI
UHF Purchasing Services, Milwaukee, WI

6:00 p.m.
Exhibitor Door Prize Drawings
Celebration Door Prize Drawings

6:30 p.m. to 8:00 p.m.
Specialized Medical Services Invites You to
WAHSA's Evening of Entertainment featuring
a Celebration of the Music of Our Past

Imagine -- Elvis, Tom Jones, Cher, Dusty Springfield, Bobby Sherman, Janis Joplin, Niel Diamond, the Bee Gees, Donna Summer, and Reba all in one place! This evening's Celebration Tribute from Let

Me Be Frank Productions will wow you through a celebration of the music of our past. Funny and fabulous, this show will have you falling over with laughter with the great costumes and crazy characters that entertained us years ago.

Our dinner buffet will feature an enticing selection of celebration fare. Relax as you please, dine at your convenience, and enjoy the entertainment for your pleasure.

Evening of Entertainment Sponsored By
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414-473-1112

Celebration Dinner Buffet Sponsored By
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Diamond Conference Sponsor Hors d'oeuvres for the Celebration Reception at the 31st Annual Exhibitors Forum

Thursday, October 6, 2011
5:00 p.m. to 6:30 p.m.

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Diamond Conference Sponsor Beverages for the Celebration Reception at the 31st Annual Exhibitors Forum & Throughout the Evening of Entertainment

Thursday, October 6, 2011
5:00 p.m. to 8:00 p.m.

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To WAHSA's Evening of Entertainment
Featuring a Celebration of the Music of Our Past**

Thursday, October 6, 2011
6:30 p.m. to 8:00 p.m.

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Thursday, October 6, 2011
6:30 p.m. to 8:00 p.m.

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**Janet Hays, Account Executive
Scott Naze, President**

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- Workers Compensation
- Professional & General Liability
- Directors & Officers Liability
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Schedule

Friday, October 7, 2011

7:00 a.m. to 1:00 p.m.

Registration Open

6:30 a.m. to 8:15 a.m.

Hotel Sierra Breakfast Buffet

The Hotel Sierra Breakfast Buffet is complimentary for overnight guests of the Hotel Sierra. If you are not an overnight guest of the Hotel Sierra and you would like a ticket for this Breakfast Buffet, please see a member of the WAHSA staff.

8:15 a.m. to 9:45 a.m.

Concurrent Educational Sessions

E25 *The Science of Handwashing from a Food Safety Perspective*

This session will help you understand the importance of proper handwashing and the actions that can be implemented to insure safe food preparation and service in order to effectively impact the current occurrence of norovirus in the State of Wisconsin.

Instruction Level: Basic

Learner Objectives:

1. Discuss the science behind proper hand washing and why it is so important.
2. Analyze the impact and importance of interventions and barriers, such as no bare hand contact with ready-to-eat foods.
3. Outline the current status of norovirus in aging service organizations in Wisconsin.

Intended Audience: This presentation will be relevant for all aging service professionals.

Presenter:

John N. Powell, Regional Food Specialist, CAPT, USPHS, Food and Drug Administration, Central Region, Gurnee, IL

E26 *Therapy Services from the Administrator's Perspective: Do You Know What You Are Providing?*

A common question asked is, "How do I know if my therapy contactor is doing a good job?" or "What productivity should my staff therapists have?" In this session, you will discuss the ongoing process of evaluating and monitoring your contract or in-house therapy program, including clinical processes as well as financial outcomes.

Instruction Level: Basic

Learner Objectives:

1. Identify common productivity percentages for therapists, therapy aides, and therapy managers.

2. List common areas for administrative review including documentation, financial outcomes, and medical review.
3. Discuss the role of indemnification in the therapy contract.

Intended Audience: This session is designed specifically for CEOs and administrators of aging service organizations.

Presenter:

Theresa A. Lang, RN, BSN, RAC-C, WCC, Vice President Clinical Consulting, Specialized Medical Services, Milwaukee, WI

Session E26 Sponsored By
Specialized Medical Services, Inc.
Milwaukee WI
414-473-1112

E27 *QIS Overview: Survey Challenge and Change Coming to You Soon*

The Quality Indicator Survey (QIS), a two-staged, computer-assisted process, is a replacement model for the current survey process. Observations, interviews, and record review are major components of the survey process. This workshop will provide an introduction to this new survey process that has been piloted in several states, will continue to roll out in other states in 2011,

and possibly could be introduced in Wisconsin in 2012. You will discuss the Quality of Care and Life Indicators (QCLIs), which are used to compare the facility being surveyed to national norms. You will have a chance to participate in sample resident and family interviews, and you will learn tips on how to make a facility "survey-ready."

Instruction Level: Basic

Learner Objectives:

1. Identify the components of the QI Survey process.
2. Outline how to utilize the QI Survey as a QA process within your facility.
3. Discuss how utilizing the QI Survey can improve your survey outcomes.

Intended Audience: This discussion will be of interest to administrators and directors of nursing of skilled nursing facilities.

Presenter:

Joy Jordan, RN, MSN, SMQT, Certified National Director of Quality Surveys, Consultant, Boyer & Associates, Brookfield, WI

Session E27 Sponsored By
McKesson Medical-Surgical
Golden Valley MN
763-595-6000

Diamond Conference Sponsor **Educational Session E27**

Focusing on an Overview of the QIS Survey System

Friday, October 7, 2011 -- 8:15 a.m. to 9:45 a.m.

Sponsored By

MCKESSON
Empowering Healthcare

McKesson Medical-Surgical
8121 10th Avenue North
Golden Valley MN 55427
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With a comprehensive line of products and services, McKesson Medical-Surgical has long been recognized as the leading national distributor of medical-surgical supplies for long-term care facilities and home care businesses. Customers benefit from the breadth of their product offerings and the depth of their experience and expertise. This helps improve the customer's overall business performance. McKesson Medical-Surgical consults with customers to design strategies and tools that reduce supply costs, streamline workflow, and expand care services. McKesson Medical-Surgical also helps uncover business opportunities to offset the impact of declining reimbursements and rising costs.

E28 Incentives without Raises: Creating Value for Employees without Increasing Bottom-Line Pressures -- The New Trend in Compensation Planning

With the change in dynamics of the workforce, and the expectations of employees as to what employers "should be" providing them as far as compensation, employers are looking for new compensation plans which provide employee satisfaction without increasing pressures on the bottom line. In the environment of static or decreasing reimbursements, employers are looking for new ways to reward high performing employees with limited resources. Participants of this session will discuss incentive and reward programs for employees that have proven effective in meeting compensation expectations and improving overall satisfaction within the workplace.

Instruction Level: Intermediate

Learner Objectives:

1. Outline types of incentive programs available to employers.
2. Analyze plan and policy development and strategy for compensation allocation.
3. List tools employers have to maximize employee satisfaction.

Intended Audience: This presentation will be of interest to all long-term care, assisted living, and senior housing management team members.

Presenters:

Robert J. Simandl, Shareholder, Simandl & Prentice, S.C., Waukesha, WI; Connie Korth, Attorney, Simandl & Prentice, S.C., Waukesha, WI

Session E28 Sponsored By
M3 Insurance Solutions, Inc.
Madison WI
800-272-2443

E29 Health Reform Part I: Implementation Activity around the Country

Regardless of the arc of the federal health reform law, reform is coming to our health care system. These changes, along with evolving consumer expectations, will dramatically alter the delivery of aging services across the board. From acute care and post-acute settings to housing and community based services, no one will be excluded. The first session of the two-part series will explore the key concepts and initiatives from national and state health reform and discuss their implications for aging service providers.

Instruction Level: Intermediate/Advanced

Learner Objectives:

1. Differentiate how states across the nation are responding to health care reform.
2. Discuss why performance metrics will be critical to their future financial success.
3. Analyze the implications of health care reform for your organization and aging service providers.

Intended Audience: This in-depth discussion will be of interest to CEOs, CFOs, administrators, assisted living managers, independent living managers, clinical directors, directors of nursing, and others who want to explore the realities of health care reform.

Presenters:

Nicole O. Fallon, Health Care Manager Consultant, LarsonAllen LLP, Minneapolis, MN; Andy Edeburn, MA, Health Care Manager, LarsonAllen, LLP, Minneapolis, MN

Session E29 Sponsored By
LarsonAllen LLP
Minneapolis MN
612-376-4645

E30 Timeless Living: A Focus on Environmental Considerations

In this session, you will gain useful instruction on how to evaluate your community and achieve consensus for your future through effective visioning and long-range planning. Discussion will cover useful concepts in evaluating a community's current position and preparing for your future efforts to attract a younger market. You will understand how to truly evaluate what will benefit your community over time, thereby avoiding costly guess work. You will be provided the tools to lay out a strategic plan for your community and the insight to gain complete team buy-in. Through this session, the plans you will be prepared to make will ensure your communities are sustainable, ensuring them a successful path well into the future.

Instruction Level: Intermediate

Learner Objectives:

1. List the objectives you have for your community based on your renewed vision.
2. Discuss the process of maximizing space and repurposing space through value-added amenities and services.
3. Analyze how you can create sustainability (the capacity to endure) for your community.

Intended Audience: This session is geared towards those involved in planning and decision making -- at the administrator level and up.

Presenters:

Thomas F. Martin, PE, President and Co-founder, Community Living Solutions, LLC, Appleton, WI; Duane Helwig, AIA, Partner and Vice President of Design, Community Living Solutions, LLC, Appleton, WI; Tom Lemkuil, AIA, Partner and Senior Architect, Community Living Solutions, LLC, Appleton, WI

Session E30 Sponsored By
Community Living Solutions, LLC
Appleton WI
92 0-969-9344

Diamond Conference Sponsor
Educational Sessions E30 & F36

Focusing on Environmental Considerations for an Older Building

Friday, October 7, 2011 -- 8:15 a.m. to 11:30 a.m.

Sponsored By



Community Living Solutions, LLC
2801 E Enterprise Avenue Suite 202
Appleton WI 54913
920-969-9344

Senior Living Expertise from a Caring, Dedicated Team

Our skilled team of planners, architects, and construction managers use a unique process that incorporates visioning, market assessment, and financial feasibility to ensure that the planning, design, and construction management solutions we deliver will enhance marketability, increase revenue, and maintain a strong bill of financial health for the future.

By partnering exclusively with senior living providers, we guarantee a depth of knowledge and resources few others can offer. Our small, focused teams give you personalized attention from partners who genuinely care about our elders and those who care for them.

Schedule

Friday, October 7, 2011 (continued)

9:45 a.m. to 10:00 a.m.

Refreshment Break

10:00 a.m. to 11:30 a.m.

Concurrent Educational Sessions

F31 Practicing Appropriate Disinfection

This presentation will review the fundamentals of surface cleaning and disinfection and the factors that influence appropriate disinfection based on health risk. It will start with an overview of the importance of surface disinfection in preventing infection and basic definitions and concepts, including disinfectant chemistry and related regulations. Guidelines and standards for surface cleaning and disinfection will be reviewed along with factors that go into choosing and using disinfectants appropriately. Current hot topics such as multi-drug resistant organisms and quality assurance methods such as ATP testing will conclude the presentation.

Instruction Level: Basic/Intermediate

Learner Objectives:

1. Discuss the types of pathogens where surface cleaning and disinfection play an important role in preventing infection.
2. Analyze how to interpret disinfectant data and other factors that go into appropriate disinfectant choices.

3. List the factors that affect surface disinfection efficacy and discuss how to implement effective cleaning and disinfection processes for infection prevention.

Intended Audience: This presentation will be most useful for environmental services and infection prevention staff and managers, but nursing managers and administrators also will benefit.

Presenter:

Kathy Thompson, Tech Service Specialist, 3M, St. Paul, MN

F32 RAC Audits: Fear or Reality

In this session, you will discuss the Recovery Audit Contractor (RAC) audit review process in skilled nursing facilities. Knowing the approved scope of a RAC review is critical to the process. The relationship of the RAC review to other types of review, including PERM, CERT, ZPAC, etc., will be discussed. The results of RAC reviews in other geographic areas also will be reviewed.

Instruction Level: Intermediate

Learner Objectives:

1. Discuss the RAC scope of review process.
2. List other forms of medical review that are occurring.

3. Define five areas of high vulnerability to the skilled nursing facility in the RAC review process.

Intended Audience: This workshop has been designed for skilled nursing facility administrators, directors of nursing, Medicare/MDS nurses, health information management professionals, therapy professionals, and those responsible for billing.

Presenter:

Theresa A. Lang, RN, BSN, RAC-C, WCC, Vice President Clinical Consulting, Specialized Medical Services, Milwaukee, WI

Session F32 Sponsored By

Specialized Medical Services, Inc.

Milwaukee WI

414-473-1112

F33 The Impact of Health Care Reform on Skilled Nursing Facilities: The Need for Compliance and Ethics Programs

Most healthcare providers are not required by current law to have broad-based compliance and ethics programs - although they are strongly encouraged. Under Healthcare Reform, the HHS Secretary, in consultation with the Office of Inspector General (OIG), must adopt regulations requiring nursing homes to have an effective compliance and ethics program. The regulations must be adopted by March 23, 2013. Each facility's compliance and ethics program must be "reasonably designed, implemented, and enforced so that it generally will be effective in preventing and detecting criminal, civil, and administrative violations under federal law and in promoting quality of care." The requirements HHS imposes in its new regulations may vary with the size of the organization that operates the facility, with larger entities being required to have "a more formal and rigorous program that includes established written policies defining the standards and procedures to be followed by its employees." The statute also requires that such stricter standards must be applied to the corporate level management of multi-unit nursing home chains.

Instruction Level: Intermediate/Advanced

Learner Objectives:

1. Outline the basic elements of a compliance program that meets the OIG requirements.
2. Outline the basic elements of an ethics program that meets the OIG requirements.
3. Discuss what other quality and regulatory compliance mechanisms can be put into place by your facility to engender an atmosphere of quality and compliance.

Diamond Conference Sponsor Educational Sessions E29 & F35

Focusing on State Considerations and Realities of Health Care Reform

Friday, October 7, 2011 -- 8:15 a.m. to 11:30 a.m.

Sponsored By

LarsonAllen
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CPAs, Consultants & Advisors

LarsonAllen LLP
220 South Sixth Street Suite 300
Minneapolis MN 55402
612-376-4645
www.larsonallen.com

LarsonAllen is a professional services firm that provides assurance, accounting, tax, financial and strategic consulting, operations analysis, benchmarking, and other advisory services to health care providers across the nation. Approximately 225 people, including more than 50 principals, exclusively serve health care clients. We currently serve more than 4,800 health care providers which includes 1,200+ aging services providers, 500+ hospitals and health systems, 1,800+ physicians, dentists, and medical groups, 200+ home care and hospice providers, and 1,000+ other health care entities. Experience our difference...*Noticeably Different!*

Intended Audience: This session has been designed for owners, operators, board members, CEOs, administrators, and employees of long-term care facilities.

Presenter:

Bob Lightfoot, Partner, von Briesen & Roper, s.c., Madison, WI

F34 Celebrating Employee Success and Encouraging Underperformers to Maximize the Employment Experience

In this session, you will learn the keys to a successful performance evaluation plan and how to use a plan of correction to enhance the employment experience. Unfortunately, plans of correction have been indicators of punishment to employees for difficulties in the employment setting. With the challenges facing the workplace, effective performance management for superior, moderate, and underperforming employees has become a critical aspect in overall employee satisfaction. Come to this session, and learn the key aspects of performance planning based upon effective employment policies and how to effectively utilize plans of correction to positively reinforce underperforming employees for success within the organization or to direct them to alternative career opportunities.

Instruction Level: Intermediate

Learner Objectives:

1. Develop an effective performance evaluation plan.
2. State your philosophy on employee correction and discipline.
3. Develop effective employment policies to address employment needs.

Intended Audience: This presentation will be of interest to all long-term care, assisted living, and senior housing managers who are responsible for conducting successful employee evaluations and implementing effective employment policies.

Presenter:

Connie Korth, Attorney, Simandl & Prentice, S.C., Waukesha, WI

Session F34 Sponsored By

M3 Insurance Solutions, Inc.
Madison WI
800-272-2443

F35 Health Reform Part II: What Does My Organization Need to Do Next?

Payment reform places a significant emphasis on paying for better quality and outcomes for consumers and reducing the total cost of care received. Therefore, tracking, reporting, and identifying the metrics needed to maximize revenue

will be essential. In this second session of the two-part health reform series, you will build upon the first session by bringing health reform down to the operational level. This session will offer tangible next steps for how organizations can prepare to be successful in a reformed payment environment that rewards value over volume and ensures their strategic plan reflects this new environment.

Instruction Level: Intermediate

Learner Objectives:

1. Identify clinical and operational behaviors that may be used to measure performance and determine payment.
2. Discuss potential operational adaptations or improvements that may be necessary to achieve future success.
3. Analyze the role/significance performance metrics play in maximizing reimbursement under new payment models.

Intended Audience: This in-depth discussion will be of interest to CEOs, CFOs, administrators, assisted living managers, independent living managers, clinical directors, directors of nursing, and others who want to explore the realities of health care reform.

Presenters:

Nicole O. Fallon, Health Care Manager Consultant, LarsonAllen LLP, Minneapolis, MN; Andy Edeburn, MA, Health Care Manager, LarsonAllen, LLP, Minneapolis, MN

Session F35 Sponsored By

LarsonAllen LLP
Minneapolis MN
612-376-4645

F36 Timeless Living – A Focus on Occupancy

Participants of this session will be given useful instruction on how to determine their current perception of their community by the outside world and by their current residents. Attendees also will enhance their understanding of how to establish their desired perception as the premier choice and incorporate this into their visioning process, ensuring a successful transition. Attendees will receive valuable information on how to make their community known to the outside world and how to become a valued member of that world. Attendees will be provided information on time-tested methods to maximize their ability to successfully convert an inquiry to a signed agreement.

Instruction Level: Intermediate

Learner Objectives:

1. Identify your current position in the market place.
2. Outline a plan for effectively communicating your “new” position in the market place.
3. List factors that are essential to closing the sale.

Intended Audience: This session will be beneficial for professionals who are responsible for occupancy and professionals who manage those who are responsible for occupancy.

Diamond Conference Sponsor Closing Address

If All Else Fails, Hug'em: A Primer for Human Beings in the Workplace

Featuring Christopher Ridenhour

Friday, October 7, 2011
11:45 a.m. to 1:00 p.m.

Sponsored By

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Presenters:

Thomas F. Martin, PE, President and Co-founder, Community Living Solutions, LLC, Appleton, WI; Duane Helwig, AIA, Partner and Vice President of Design, Community Living Solutions, LLC, Appleton, WI; Tom Lemkuil, AIA, Partner and Senior Architect, Community Living Solutions, LLC, Appleton, WI

Session F36 Sponsored By
Community Living Solutions, LLC
Appleton WI
92 0-969-9344

11:30 a.m. to 11:45 a.m.
Refreshment Break

11:45 a.m. to 1:00 p.m.
Closing General Session
If All Else Fails, Hug'em: A Primer for Human Beings in the Workplace

Tough financial times, new regulations, and protocols, expansion, and contraction, all bring unwelcomed struggle to those folks unwilling to champion new paradigms. The future be-

longs to those organizations where positive, purposeful, and empathetic relationships define the community's culture. This closing keynote will examine the obstacles associated with communicating change and the necessary strategies that support and encourage widespread buy-in. Expect relevant approaches intended to create a workforce that views change as a necessity that is rife with exciting possibilities. Participants will walk away with a greater ability to model their organization's highest aspirations and help others manage fear of change.



2. Outline how you can use your ability to positively influence the behaviors of internal and external customers.
3. Analyze the art and science behind human motivation .

Intended Audience: The message is tailored for all staff at any/all facilities. The message is universal and both appropriate and necessary for each level of individual in attendance.

Presenter:
Christopher Ridenhour, Director of Core Competency Training, Liberty Lutheran Services, Philadelphia, PA

Closing Address Sponsored By
Piper Jaffray & Co.
Minneapolis MN
612-303-6704

1:00 p.m.
Adjournment

Instruction Level: Basic to Advanced

Learner Objectives:

1. Discuss how you can leverage your emotions for the benefit of increased productivity and teamwork.

Important Notice Regarding Conference Handouts

It is imperative that you list an email address for each conference registrant. Prior to the conference, WAHSA will send an email to each registrant listing the link to a website where you may download and print the handouts for the sessions you plan to attend and the sessions that interest you. In addition, all conference registrants will receive a CD of all conference handouts when they check in for the conference. Please note: WAHSA will not be providing hard copies of any conference handout.

Diamond Conference Sponsor

CD of Conference Handouts & Website of Conference Handouts

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Wisconsin Health and Educational Facilities Authority (WHEFA)

WHEFA Background

WHEFA has been providing active capital financing assistance to Wisconsin health care institutions since 1979. In 1987, WHEFA's charter was expanded to include the issuance of bonds for the benefit of independent colleges and universities and certain continuing care facilities. In 2004, WHEFA's charter was further expanded to include the issuance of bonds for the benefit of private, non-profit elementary or secondary educational institutions. In 2009, WHEFA's charter was further expanded to include the issuance of bonds for the benefit of non-profit research facilities.

WHEFA staff assists health care and educational institutions in analyzing financing alternatives and in structuring revenue bond issues to meet their needs. This financial advisory service is available to all eligible borrowers even if WHEFA is not the ultimate issuer for the financing. Funds for each project are obtained through the sale of revenue bonds of WHEFA. Bonds are sold to institutional lenders in "direct placement" transactions and to individual and institutional investors in "public offerings". Bond sale proceeds are loaned by WHEFA to the borrowing institution or project sponsor. No state or other public funds are used.

The credit supporting any WHEFA bond issue is the credit of the borrowing institutions involved. The availability of financing and its terms and conditions depends in each case upon the credit-worthiness of those institutions. WHEFA bonds are not a debt, liability, or "moral" obligation of the State of Wisconsin or any of its political subdivisions. WHEFA has no taxing power. In most cases, interest paid on WHEFA bonds is exempt from federal income taxation, resulting in materially lower financing costs to the borrowing institution. Interest on bonds issued by WHEFA is not exempt from present Wisconsin income taxation. Effective January 1, 2009 WHEFA bonds or notes issued for the purpose of purchasing information technology equipment by health care providers and health facilities are now exempt from state income tax.

The Benefits of WHEFA Financing

WHEFA staff assists healthcare and educational institutions in a variety of different ways, which may include:

- Providing front-end analysis and advice when borrowers are deciding among financing alternatives and credit enhancements.
- Imparting the knowledge and experiences from one transaction to another.
- Employing high quality professionals, thereby standardizing work at a high level.
- Confirming bond pricing levels are appropriate.
- Expediting the financing process.
- Verifying that costs of issuance are appropriate.
- Having the ability to issue one series of bonds for multiple locations (including contiguous states).
- Providing educational assistance through newsletters and conferences.
- Offering assistance in the determination of eligibility for tax-exempt financing.
- Developing unique financing alternatives.
- Advocating for the continuation and improvement of the tax-exempt financing process.
- Maintaining professional competence through membership in the National Association of Health & Educational Facilities Finance Authorities.

WHEFA Activity

During its fiscal year ending June 30, 2011, WHEFA successfully completed 23 financings totaling over \$588 million. Seventy-three percent of the bonds issued were used to refinance outstanding debt, thus substantially reducing debt service costs. Three borrowers used WHEFA for the first time. As of June 30, 2011, WHEFA has participated in 656 bond issues in excess of \$16.56 billion over its 32-year history.

WHEFA Members

Richard Canter, Chairperson
Tim Size, Vice-Chairperson
Bruce Colburn
Kevin Flaherty
Beth Gillis, M.D.
Richard Keintz
Robert Van Meeteren

WHEFA Staff

Lawrence Nines, Executive Director
Dennis Reilly, Associate Executive Director
Tanya Wilson, Mgr of Operations & Finance
Stephanie Schirripa, Senior Admin. Assistant

Wisconsin Health and Educational Facilities Authority

18000 West Sarah Lane
Suite 300
Brookfield, WI 53045-5841
(262) 792-0466 – Phone
(262) 792-0649 – Fax
info@whefa.com – E-Mail
www.whefa.com – Web Site



Concurrent Session Planner

Thursday, October 6, 2011

7:00 a.m. - 5:00 p.m.	Registration Open					
6:30 a.m. - 7:45 a.m.	Hotel Sierra Breakfast Buffet					
7:50 a.m. - 8:00 a.m.	Conference Opening					
8:00 a.m. - 9:15 a.m.	Keynote Address - Touch the Sky: In Praise of Every Day Healers - Eleni Kelakos					
9:15 a.m. - 9:30 a.m.	Light Refreshment Break					
9:30 a.m. - 10:30 a.m.	A01 <i>Linking the Team Together: Transcend Quality</i> Mary Funseth Jody Rothe	A02 <i>Pain: The Silent Thief of Joy</i> Verna Benner Carson	A03 <i>Positive Aging: The Elder as Contemplative</i> Drew Leder	A04 <i>The New Age of Health Care</i> Sean LaBorde Stacey Robertson	A05 <i>Perspectives of DHS: Emerging State Policies for Assisted Living</i> Pris Boroniec	A06 <i>Best Practices to Engage the Modern Retiree Online</i> John Bassounas Matt Bekelja
10:30 a.m. - 10:45 a.m.	Light Refreshment Break					
10:45 a.m. - 11:45 a.m.	B07 <i>Changes in Condition: Pitfalls in Reporting</i> Curtis Hancock	B08 <i>Loving Communication: Key to Joyful Living</i> Verna Benner Carson	B09 <i>Positive Aging: The Elder as Wise Guide</i> Drew Leder	B10 <i>The Coming of Age of the Americans with Disabilities Act</i> Robert Simandl	B11 <i>Celebrate Age: Visions and Possibilities for Culture Change in Assisted Living</i> Amy Ruedinger	B12 <i>From Stereotype to Starbucks</i> Patti Adams Matt Bekelja
11:45 a.m. - 2:15 p.m.	Lunch at the 31st Annual Exhibitors Forum					
2:15 p.m. - 3:30 p.m.	C13 <i>A Proactive Approach to Falls Management</i> Christine Osterberg	C14 <i>Cultivating Nursing Excellence at North Central Health Care</i> Lori Koeppel, Connie Gliniecki, Connie Lindmeier	C15 <i>Positive Aging: The Elder as Wounded Healer</i> Drew Leder	C16 <i>FMLA Compliance Responsibilities: Getting Better with Age?</i> Robert Simandl	C17 <i>Celebrate Age: Successfully Implementing Culture Change in Assisted Living</i> Amy Ruedinger	C18 <i>Fire and Disaster Response Training</i> Bill Lauzon
3:30 p.m. - 3:45 p.m.	Refreshment Break					
3:45 p.m. - 5:00 p.m.	D19 <i>Working Toward a Successful Wound Care Program</i> Jeri Ann Lundgren	D20 <i>Revised Quality Measures: The Who, What, and When</i> Theresa Lang	D21 <i>Positive Aging: The Elder as Trickster/Child</i> Drew Leder	D22 <i>Aging Employment Populations ... Employment and Safety Policies</i> Robert Simandl, Lois Zangl	D23 <i>Celebrate Age: Sustaining Culture Change in Assisted Living</i> Amy Ruedinger	D24 <i>The CCRC of 2020</i> Michael Starke Dave Hinson
5:00 p.m. to 6:30 p.m.	Celebration Reception at the 31st Annual Exhibitors Forum -- Door Prize Drawings Will Begin at 6:00 p.m.					
6:30 p.m. to 8:00 p.m.	Dinner & Evening of Entertainment Featuring a Celebration of the Music of Our Past					

Friday, October 7, 2011

7:00 a.m. to 1:00 p.m.	Registration Open					
6:30 a.m. to 8:15 a.m.	Hotel Sierra Breakfast Buffet					
8:15 a.m. to 9:45 a.m.	E25 <i>The Science of Handwashing from a Food Safety Perspective</i> John Powell	E26 <i>Therapy Services from the Administrator's Perspective</i> Theresa Lang	E27 <i>QIS Overview: Survey Challenge and Change Coming to You Soon</i> Joy Jordan	E28 <i>Creating Value for Employees without Increasing Bottom-Line Pressures</i> Robert Simandl Connie Korth	E29 <i>Health Reform Part I: Implementation Activity around the Country</i> Nicole Fallon Andy Edeburn	E30 <i>Timeless Living: A Focus on Environmental Considerations</i> Thomas Martin Duane Helwig Tom Lemkuil
9:45 a.m. to 10:00 a.m.	Light Refreshment Break					
10:00 a.m. to 11:30 a.m.	F31 <i>Practicing Appropriate Disinfection</i> Kathy Thompson	F32 <i>RAC Audits: Fear or Reality</i> Theresa Lang	F33 <i>The Impact of Health Care Reform on Skilled Nursing Facilities</i> Bob Lightfoot	F34 <i>Encouraging Underperformers to Maximize the Employment Experience</i> Connie Korth	F35 <i>Health Reform Part II: What Does My Organization Need to Do Next?</i> Nicole Fallon Andy Edeburn	F36 <i>Timeless Living: A Focus on Occupancy</i> Thomas Martin Duane Helwig Tom Lemkuil
11:30 a.m. to 11:45 a.m.	Refreshment Break					
11:45 a.m. to 1:00 p.m.	Closing Session -- If All Else Fails, Hug'em: A Primer for Human Beings in the Workplace - Christopher Ridenhour					
1:00 p.m.	Adjournment					

Celebrate Age

WAHSA's 2011 Fall Conference & 31st Annual Exhibitors Forum

Registration

General Information

Facility/Organization _____ Phone# _____

Address _____

City, State, Zip Code _____

_____ If anybody attending from your organization requires special accommodation as specified under the ADA, please check here and attach a separate sheet explaining these needs in detail.

_____ If anybody attending from your organization requires special menus for food functions, please check here and attach a separate sheet explaining these needs in detail.

Names, Titles, and Track Selection of Participants

Complete this section for all persons attending the entire conference (October 5-7 or October 6-7).

For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from page 20.

Name & Title of Participant	Email Address (for emailing handouts)	List the track code # for each registrant						Fee
		Oct. 6 9:30 to 10:30	Oct. 6 10:45 to 11:45	Oct. 6 2:15 to 3:30	Oct. 6 3:45 to 5:00	Oct. 7 8:15 to 9:45	Oct. 7 10:00 to 11:30	
1.								\$240
2.								\$240
3.								\$240
4.								\$240
5.								\$240
6.								\$240
7.								\$240
8.								\$240
9.								\$240
I. Total fee for participants attending the entire conference								\$

Complete this section for all persons attending October 5-6 or October 6 only.

For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from page 20.

Name & Title of Participant	Email Address (for emailing handouts)	Track code # for each registrant				Fee
		Oct. 6 9:30 to 10:30	Oct. 6 10:45 to 11:45	Oct. 6 2:15 to 3:30	Oct. 6 3:45 to 5:00	
1.						\$190
2.						\$190
3.						\$190
II. Total fee for participants attending October 5-6 or October 6 only						\$

Please provide remainder of registration information and calculate fees on the reverse side of this form.

Complete this section for all persons attending Friday, October 7 only.

For each time segment indicated, you must specify which breakout discussion each participant will attend by using the discussion code numbers from page 20.

Name & Title of Participant	Email Address (for emailing handouts)	Track code #		Fee
		Oct. 7 8:15 to 9:45	Oct. 7 10:00 to 11:30	
1.				\$120
2.				\$120
3.				\$120
III. Total fee for participants attending Friday, October 7 only				\$

Calculation of Registration Fees

A. Subtotal of registration fees for all participants from lines I, II, and III above	\$ _____
B. Total number of registrants: _____ people	
C. Non-WAHSAs Members only: Number from Line B times \$25	\$ _____
D. Calculated Registration Fee (Line A plus Line C)	\$ _____
<p>If your registration form and total remittance are mailed after September 14, 2011, you must pay a late processing fee. If your registration form and total remittance are mailed after September 14, 2011, please complete Line E and Line F below and pay the amount shown on Line F.</p>	
E. If mailed after September 14, number from Line B times \$25	\$ _____
F. If mailed after September 14, number from Line D plus number from Line E	\$ _____

Registration for Meals, Receptions and Activities

Please remember to register online for any preconference intensive and special events that you or others from your organization want to attend on Wednesday, October 5, 2011. Attendance at these preconference intensives and special events is restricted to those who register online in advance. Please see pages 1-3 of this booklet for detailed information.

In order to plan efficiently and keep registration fees as low as possible, WAHSA needs to know exactly how many people will be attending each meal function, reception, and activity. Please indicate the number of registrants listed above who will participate in each of the following: (Guests of paid conference registrants may purchase tickets for these activities at WAHSA's registration table.)

Of the people from your organization who are listed on this form as a paid registrant:

- _____ How many (who do not have rooms at the Hotel Sierra) will participate in the Hotel Sierra Breakfast Buffet on Thursday, Oct. 6?
- _____ How many will attend the 31st Annual Exhibitors Forum Luncheon on Thursday, October 6?
- _____ How many will attend the 31st Annual Exhibitors Forum Reception on Thursday, October 6?
- _____ How many will attend the Celebration Dinner Buffet and Evening of Entertainment on Thursday, October 6?
- _____ How many (who do not have rooms at the Hotel Sierra) will attend the Hotel Sierra Breakfast Buffet on Friday, October 7?

Please note that all meals and social activities *are included in your registration fee.*

Since the registration fee is calculated as an all-inclusive package, there is no adjustment in the fee for attending or not attending any of these functions.

Your cooperation in indicating the number of participants will enable WAHSA to plan appropriately for each event. Thank you.

Complete and return this form by September 14, 2011 to:
Wisconsin Association of Homes and Services for the Aging
204 South Hamilton Street, Madison, WI 53703
Phone: 608-255-7060 ~ Fax: 608-255-7064 ~ E-mail: info@wahsa.org
www.wahsa.org

Continuing Education

WAHSA has requested this educational program, including the preconference intensives, be approved for thirteen (13) hours of continuing education for nursing home and assisted living administrators; that request has been submitted (but not yet approved) to the NAB/NCERS. Call WAHSA at (608) 255-7060 for further information.

Many sessions of this conference meet the requirements for continuing education for social workers as required by Chapter MPSW 8 of the Wisconsin Administrative Code.

Continuing education credit also will be available through the following professional organizations:

- National Certification Council for Activity Professionals
- Certifying Board for Dietary Managers
- Wisconsin Dietetic Association's Commission on Dietetic Registration

What to Wear

We encourage you to dress casually for all WAHSA convention activities. October weather in Green Bay can be unpredictable; plan accordingly. Everyone responds differently to climate-controlled environments. The Hotel Sierra & KI Convention Center does its best to provide a comfortable climate for our conference; however, sometimes it is warmer or cooler than you prefer. We hope you will take this into consideration when preparing for this conference and wear clothing that can be layered.

Hotel Accommodations

WAHSA's 2011 Fall Conference & 31st Annual Exhibitors Forum will be held at the Hotel Sierra (soon to be the Hyatt) and the KI Convention Center, 333 Main Street, Green Bay, WI 54301. WAHSA also has reserved a block of sleeping rooms at three area hotels. Please direct all room reservation requests and related questions to the hotel of your choice. Remember to indicate you are attending the conference of the Wisconsin Association of Homes and Services for the Aging and you wish a room within WAHSA's block.

Overnight accommodations are available on a first-come-first-served basis.

Hotel Sierra (soon to be the Hyatt), 333 Main Street, Green Bay, WI 54301; Phone: 920-432-4555. Room Rates: \$99/single or double.

Directions to Hotel Sierra: Directions from Hwy 41: Head east on WI-172 E. Take

the Riverside Dr/WI-57 exit. Turn right at Riverside Dr/WI-57N, continue to follow WI-57N. Turn left at Main Street.

Holiday Inn – City Centre, 200 Main Street, Green Bay, WI 54301; 920-437-5900. Room Rates: \$85/single or double. (Same directions as above.)

Quality Inn and Suites, 321 South Washington Street, Green Bay, WI 54301; 920-437-8771. Room Rates: \$75/single or double. (Same directions as above; turn right onto Washington Street.)

The above quoted rates apply only if you make your room reservations by September 16, 2011. Reservations made after that date will be subject to availability and will be charged at the standard room rate.

Registration Information

What's Included: Full convention rates cover all educational sessions (excluding one of the preconference intensives), the tailgate party and tour tickets for Lambeau Field, your Celebration Ticket for the 31st Annual Exhibitors Forum, convention materials, a CD of conference handouts, name badges, break refreshments, receptions, hospitality events, the Celebration Evening of Entertainment, and meals listed in this program booklet.

Concurrent Educational Sessions: In order to assist us in planning for room sizes for the various concurrent educational sessions and to ensure that we have enough supportive materials and appropriate audio/visual equipment, please indicate on the registration form the code number of the session each registrant plans to attend during each time slot listed.

Avoid Late Registration Surcharges: To qualify for the standard conference registration fee, your registration form and full remittance must be mailed to WAHSA by September 14, 2011. If your registration is mailed after September 14, 2011, you will be charged a late registration surcharge of \$25 per person.

To Register: Complete the enclosed registration form and mail it with full payment to WAHSA, 204 South Hamilton Street, Madison WI 53703.

Refund Policy: Refunds will be made only if requested by September 28, 2011.

Meal Tickets: Tickets for all meal functions are included in the registration fee for conference delegates. Because the registration fee is calculated as an all-inclusive package, no discounts

will be given to delegates who opt not to participate in meal functions or special activities. In order to keep your registration fees as low as possible, WAHSA needs to know how many people will be attending each meal function. On your registration form, please indicate the number of registrants from your organization who will participate in each of these functions.

Special Needs: If you have dietary restrictions, or if you have a disability and require special accommodation, please check the appropriate space on the registration form and describe your request in writing on a separate sheet of paper. Send this information with your conference registration form.

31st Annual Exhibitors Forum

The 31st Annual Exhibitors Forum is a very important aspect of WAHSA's annual Fall Conference. The schedule on Thursday, October 6, is structured to enable you to attend the meetings that interest you but also to encourage you to attend the tradeshow. Visit the forum, learn about the new products and services available for aging services professionals, enjoy the food and beverages offered, have fun at our Celebration-themed events, get your Celebration Ticket stamped to earn your chance to win some great prizes, and remember to thank this year's tradeshow participants.

The 31st Annual Exhibitors Forum will be open one day only -- Thursday, October 6, 2011, from 11:45 a.m. to 2:15 p.m. and again from 5:00 p.m. to 6:30 p.m. The door prize drawings will begin at 6:00 p.m.

Remember to visit WAHSA's Virtual Tradeshow open 24 hours a day, seven days a week, at www.wahsa.org/tradesho.htm.

For Additional Information: If you have any questions or if you would like additional information related to any aspect of WAHSA's 2011 Fall Conference & 31st Annual Exhibitors Forum, please contact:

WAHSA
204 South Hamilton Street
Madison WI 53703
608-255-7060
www.wahsa.org
info@wahsa.org



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