

Conference Schedule

TUESDAY, AUGUST 18

7:30am-2:30pm
4th Annual FALA Golf Tournament & Awards Luncheon
The Dunes Golf & Tennis Club, Sanibel Island

3:00pm-5:00pm
Registration

3:00pm – 5:00pm – Cypress Room
Trainer's Meeting
(Invitation Only)

5:30pm-6:30pm – Camellia AB
2008-2009 Board of Directors Meeting

WEDNESDAY, AUGUST 19

7:00am-5:00pm
Registration

7:30am-8:30am – Everglades Foyer
Continental Breakfast
Sponsored by: The Fountains ALF and Spring Hill Lake Mary ALF

8:30am-9:00am – Everglades AB
Opening Session

9:00am-10:15am – Everglades AB
Keynote Presentation: The Essence of Success: How to Bring More Happiness and Significance Into Your Life

Chip Madera, MS, CSP, Chip Madera Productions, Inc.

Every one of us has a special purpose for living, and it is the essence of why we are here. Yet many of us sell ourselves short, and literally miss our calling in life. No matter what you do, or what phase of your life you are in, you can create an even greater sense of significance in everything you do. This keynote will guide you through the elements that make up your "Essence." You will discover powers that may have been laying dormant in you, plus you'll walk away with key insights for creating greater peace of mind and happiness. From Chip's heart-warming stories, to his comical down-to-earth style, you will thoroughly enjoy this program from beginning to end. Come, and get inspired to live your life at a whole new level.

10:30am – 11:30am – Everglades AB
Seminar # 1 – Thriving in Times of Change

These are difficult times. There is no doubt that many business leaders feel out of control and are struggling to help others cope during this economic Tsunami. During these days of upheaval, successful organizations not only learn how to flex and adapt but to embrace change as a welcomed friend. Participants will be challenged to ponder their organization's # 1 competitive questions: How well do you embrace change? This inspirational session will provide real life tools and strategies for

pressing on toward the future with courage as you discover action plans for fostering change, overcoming objections and leading with confidence.

PRESENTER: Chip Madera, MS, CSP, Chip Madera Productions, Inc

11:00am-5:00pm – Palms Ballroom
Vendor Registration and Setup

11:45am-12:45pm – Caloosa Ballroom

Seminar # 2– Hot Topics in Healthcare

Developing legal and liability issues impacting assisted living facilities will be reviewed, including: recent trials, verdicts and analysis of issues; the impact of arbitration agreements on verdicts and settlements; discharge and acuity issues; memory care units and analysis of special issues; QA protections of efforts to improve care; The Patient Safety Act; shared care directives; spoliation of evidence; developments relating to the Attorney General's focus on health care facilities; new technology and resources to improve care and documentation. Recommendations for preventing, managing and resolving legal and liability issues that are identified will be presented. Attendees will be able to identify practices that are working well, consider areas for improvement and prevent exposure through education and proactive response to the issues that will be discussed. Participants will also be encouraged to participate in an interactive discussion which will include sharing their experiences and best practices.

PRESENTER: Kirsten K. Ullman, Managing Partner-Southeast Region, Lewis, Brisbois, Bisgaard & Smith, LLP

11:45am-12:45pm – Gardens Ballroom

Seminar #3 – Senior Dining Services...How to be High Class Without the High Cost

There is a cultural change happening in long-term care. The Silent Generation and Boomers behind them are demanding choice, quality, value and exceptional service. The dining experience must meet those expectations. Senior dining service no longer means a non-selective menu served on a tray. In many senior communities, whether they are skilled nursing facilities, assisted living or Continuous Care Retirement Communities, the aging population and their families are seeking a fine dining experience. This seminar will feature ways you can meet this expectation without breaking your budget.

PRESENTER: Maureen Leugers, MBA, RD, CD, Gordon Food Service

11:45am-12:45pm – Island Room

Seminar # 4 – Hospice and Palliative Care in the ALF; What's the Scoop

Do your policies, procedures and goals match up? How to inspire and empower your staff; it is not just about the guidelines but the adherence to them that is vital in optimizing the quality of care for ALF residents. Assisting your ALF to grow and increase its value and provide a better tomorrow for your residents/patients while aging in place is a hospice goal. Getting referrals earlier because your staff understands and appreciates the assistance through knowledge and education is a hospice advantage.

PRESENTER: Gary Miller, MD, Senior Medical Director, Vitas Innovative Hospice Care

12:30pm-2:00pm
Lunch on your own

2:15pm – 3:15 pm – Caloosa Ballroom

Seminar #5 – Adverse Incidents

The objectives of this session are to: Define an adverse incident; determine what constitutes an adverse incident; and the significance of reporting those incidents timely. Attendees will gain and enhance their understanding and knowledge in determining incidents which are adverse; and they will know that all incidents are not “adverse” and that many of the incidents may be “major” as defined by statutes and rule. Attendees will learn the difference between a major incident and an adverse incident.

PRESENTER: Alberta Granger, FALA Assisted Living Specialist

2:15pm-3:15pm – Island Room

Seminar # 6 – How the Long-Term Care Business is Changing

You will hear from two medical/legal authorities about how to handle the “buzz” about “Never Events” in the long-term care environment. The panel will discuss how to mitigate the risks associated with those conditions by managing the expectations of residents and their families, implementing strategies for preventing those events “that should never happen” and creating a record that will defend your staff when those events do occur. You will hear from a nationally recognized healthcare authority about new research on reimbursement under a fee-for-service model in Medicare Advantage and Special Needs plans, along with vital information about how owners/operators of assisted living facilities need to adapt to the changing market. Where does assisted living fit into the mix? What does it take to prosper today and into the foreseeable future?

PRESENTER(S): Jan Ferguson, Senior Vice President, The Uni-Ter Group and Susan Bugg, Director of Risk Management, The Uni-Ter Group

2:15pm-3:15pm – Gardens Ballroom

Seminar # 7 – Senior Living-Keeping Your Residents Safe & Healthy at Home

You want your residents to live as independently as possible for as long as possible. Join Bill Borne, CEO and Founder of Amedisys Home Health Services to learn more about keeping your residents safe and healthy at home. His presentation will provide insight into the current state of health care in America, retaining your company’s best asset and senior living services available to assisted living facilities.

PRESENTER: William F. Borne, CEO, Amedisys Home Health Services

3:30pm-4:30pm – Gardens Ballroom

Seminar # 8 – Maintaining Regulatory Compliance: The Mock Survey

The objectives of this session are to: be survey ready everyday; understand the rules and regulations; know the survey guidelines for which the facility will be surveyed; and the importance of establishing a rapport with ACHA; the Ombudsman, the health department and local fire marshals and code enforcement officials. Attendees will learn and refresh their knowledge on how to keep their facility deficiency free.

PRESENTER(S): Jack Morton, FALA Trainer

3:30pm-4:30pm – Island Room

Seminar # 9-Going From Frazzled to Balanced: De-Stressing Your Life

The truth is we can all admit to being stressed out. When work and life is overwhelming, stress can be a big issue in your day-to-day living and negatively affect your productivity. But how much stress is too much? Some stress is positive, some stress is overload. This seminar will help participants go from frazzled to balanced. We will identify common stressors in our lives, stress tolerance levels and how to limit stress. We will explore work place stress and the myths associated with it. We all can say “I Love My Job”.... But the stress we endure at work is directly related to how we feel during working hours, not our actual job.

PRESENTER: BethAnne Stevenson, Director of Community Relations, Wyndham Lakes

3:30pm – 4:30pm – Caloosa Ballroom

Seminar # 10- It's Not All About Crayons-Activities for Your Alzheimer's Resident in an ALF

Do you hear your families telling you that the residents aren't doing anything – what are they doing in activities? In this seminar you will walk away with ideas to put on your activity calendar. It is not all coloring with crayons. There is more you can do with a little creativity. Throughout Alzheimer's progression the activities will change due to abilities changing. Activities for all stages of Alzheimer's will be explored.

PRESENTER: Jamie Glavich, Almost Home Assisted Living Facilities and Adult Day Care

5:30pm-8:30PM – Palms Ballroom

Tradeshaw Opens – Welcome Reception

Sponsored by: Emeritus Assisted Living and Vanguard Advanced Pharmacy Systems

Open Bar sponsored by: FALA Pinellas Chapter

THURSDAY, AUGUST 20

7:00am-5:00pm

Registration

7:30am-8:00am – Palms Garden Foyer

Continental Breakfast

Sponsored by: FALA Pasco-Hernando Chapter

8:00am-9:00am – Caloosa Ballroom

Seminar # 11-An Analysis of the Employee Free Choice Act & Other Reasons Why FALA Members Should Prepare for a Wave of Union Organizing.

Organized labor was instrumental in electing President Obama and many members of the new Congress. The EFCA is labor's #1 priority. EFCA will tip the scales heavily in favor of unions. LTC executives must become familiar with the impact of EFCA and with steps to reduce vulnerability. Unions, particularly, SEIU, have moved into Florida, targeting the entire healthcare spectrum. Long Term Care leaders must understand this threat and become prepared to meet it head on. This session will review the impact of not only EFCA, but other union-friendly laws in the hopper. Attendees will be offered a review of current union tactics and strategies and will be provided with recommendations to reduce vulnerability and to maintain union free status in this new union-friendly environment.

PRESENTER: John E. Lyncheski, Esq., FACHCA, Director and Chair of the Healthcare Practice Group; Sr. Director, Labor and Employment Practice Group, Chair of Florida Employment Practice, Cohen & Grigsby, P.C.

8:00am-9:00am – Gardens Ballroom

Seminar # 12 – Avoiding Litigation in Falls

This presentation will focus on avoiding lawsuits arising out of resident falls. This will include lowering expectations of residents and family members in prevention of falls, advising and educating the family about the likelihood of falls given the resident's condition and advanced age. The presentation will also discuss interventions to take to show standard of care was met, and thus residents rights maintained. Recommendations for documentation to avoid litigation and diminish damages.

PRESENTER: John Bringardner, Esq., Attorney, Lewis Brisbois Bisgaard & Smith, LLP

9:15am-10:15am – Caloosa Ballroom

Seminar # 13 – Organized Labor or Organized Confusion? Understand How to Prevent A Union in Your Building and More.....

Having a difficult time keeping up with the recent updates related to unionization activity? How does the Employee Free Choice Act (EFCA) effect your operation? Why is this important? Find out why this is an important lesson to learn BEFORE you need to act. You will be provided with strategies to implement in your own organization to prevent and identify union activity as well as guidelines to follow once you identify potential threats. This is an opportunity to not only learn the most effective approach related to union avoidance, you will be able to take this session back to your own leadership team to better arm them with vital information. You will receive written guidelines which include dos and don'ts for supervisors and management, scripts to follow when conducting employee meetings, as well as a list of frequently asked questions and the answers. Leave this session better equipped to handle union avoidance and any union activity that may come your way.

PRESENTER: Marylynn Hibdon, PHR

9:15am-10:15am – Gardens Ballroom

Seminar # 14 – Maintaining Regulatory Compliance: The Mock Survey (Repeat of Seminar # 8)

The objectives of this session are to: be survey ready everyday; understand the rules and regulations; know the survey guidelines for which the facility will be surveyed; and the importance of establishing a rapport with ACHA; the Ombudsman, the health department and local fire marshals and code enforcement officials. Attendees will learn and refresh their knowledge on how to keep their facility deficiency free.

PRESENTER: Jack Morton, FALA Trainer

10:30am-11:45am – Everglades Ballroom

Annual Membership Meeting

12:00pm-3:00pm – Palm Gardens Foyer

Tradeshaw Lunch

Sponsored by: Senior Home Care and APEX Home Healthcare Services

3:00pm-4:00pm – Caloosa Ballroom

Seminar #15 – Creating and Capturing Increased Market Interest in Your Senior Living Product in Today's Turbulent Marketplace: Translating Consumer Market Research Into Proven Marketing Initiatives Designed to Expedite Fill-Up or to Enhance Occupancy

Given the current downturn in the economy and an uncertain future, we will teach participants a series of effective techniques to navigate through the economic storm in order to remain competitive, enhance occupancy, and maintain or increase interest in senior living products. By using these advanced techniques on how to better market assisted living and senior living products many

communities, owners and operators will be in a better position to weather the economic climate. Equally important, attendees will find out how to translate this knowledge into direct marketing and sales communications that will motivate prospects to seek out their products and services.
PRESENTER: Joseph L. Roche, The Roche Associates, Inc.

3:00pm-4:00pm – Island Room

Seminar # 16 – 5 Years from Now – Trends to Succeed with Higher Acuity

It remains no secret that as “aging in place” legislation becomes the norm, there also comes more responsibility with potential changes in condition, as well as the potential for litigation from the plaintiff’s bar. This session will cover topics such as 1) with acuity on the rise, who will provide “clinical oversight”, 2) building vendor relationships based on geriatric experience, 3) how the use of tele-medicine and tele-management can bring geriatric expertise to your building, 4) increasing occupancy by redefining your Wellness Program to address inflammatory issues with the elderly, 5) address resident transfer issues without looking “institutional”, 6) put protocols in place to reduce your exposure to the next wave of litigation – pressure ulcers in assisted community?

PRESENTERS: Allan Thomas, President, SDS Medical Inc.

3:00pm-4:00pm – Everglades C

Seminar #17 – Raising the Bar in Assisted Living: 8 Surefire Ways to Create an Environment of Successful Aging

Older adults can grow, and it’s never too late to begin. Not only does research tell us this is true, but the research is so compelling that it creates a moral imperative for those who service older adults. Do we truly believe that older adults can grow? Do our interactions with older adults prove it? In this session, you will hear how retirement communities across the nation are inspiring older adults to grow physically, intellectually, socially and spiritually. You will see their “outcomes data” in each area. Hear the steps these communities took to change their entire cultures – away from paternalistic “care” of older adults toward resident engagement, resident-established goals and resident-led programming. You’ll be inspired to know how assisted living residents and those with dementia have experienced growth and achieved their goals. Attendees will leave with basic steps any community can take to begin this journey toward growth and potential.

PRESENTER: Jessica Parker, Masterpiece Living.

3:00pm-6:00pm – Palms Ballroom

Exhibit Tear Down

4:00pm-5:00pm – Camellia Room

2009-2010 Board of Directors Meeting

4:15pm – 5:15pm – Island Room

Seminar # 18 – Back to Basics

This session will focus on the “ins and outs” of the statutes and rules governing assisted living facilities. It will highlight the “raw number” requirements and provide an outline to assist with compliance. Topics include, staffing records, medications, adverse incident reports, admission procedures and physical building standards.

PRESENTER: James D. Moriarty, Attorney, Lewis, Brisbois, Bisgaard & Smith, LLP

4:15pm – 5:15pm – Caloosa Ballroom

Seminar # 19 – How to Hire and Retain Engaged Staff Members

This seminar provides a proven process that assisted living communities can use to reduce turnover and gain staff engagement. Each component of the seminar is designed to give the participant the knowledge and skills to implement the process in their assisted living community. Participants will learn how they can benchmark staff positions to determine what the position requires of a person who

fulfills it. Participants will work through the process of benchmarking a staff position, learn how to determine the position tasks and roll those tasks into key accountabilities, how to weight those key accountabilities for the position to determine the competencies needed to perform successfully in the position. The seminar reviews how to determine the key job attributes required and why determining the job attributes are so important to achieve maximum staff performance and engagement.

PRESENTER: Andre Boykin, Managing Partner, CAPITAL iDEA

4:15pm – 5:15pm – Gardenia AB

Seminar # 20 – Disaster Preparedness, Are You Ready?

This seminar will outline preparations for hurricanes and storms, and provide you with information for immediate emergency response to your reconstruction needs.

PRESENTER: Scott McCurdy, Owner, Coastal Reconstruction Inc

6:00pm-9:00pm – Everglades Ballroom

FALAship Party

Sponsored by: Ponce de Leon, RRG, Inc.

Entertainment sponsored by: Horizon Bay Senior Communities

FRIDAY, AUGUST 21

8:00am - 1100pm

Registration/Help Desk

9:00am -10:00am – Caloosa Ballroom

Seminar # 21 – How to Market Your Community More for Less

Successful and cost effective ways of marketing your community is paramount. Learn how to position your community as a focal point of activity as it becomes an essential “go to” destination for potential customers.

PRESENTER: Steven Schrunk, CEO, Excellence In Leadership Institute (ELI)

9:00am – 10:100am – Island Room -**CANCELED**

Seminar # 22 – Grief and Bereavement: “Life after Death”

This seminar focuses on successfully dealing with grief and bereavement. Whether facing an anticipatory loss through prolonged illness or the sudden shock of an accident or suicide, losing a loved one can be a life-shattering experience. Gubernatorial appointee Dr. Margaret Faulkner, President/CEO of the International Fellowship of Pastoral Counselors and Chaplains (IFPCC), presents a comprehensive study of grief’s effect on the individual, the workplace, and society. With mounting statistics of suicide (especially amount the elderly), addressing the interactive relationship of unresolved grief, depression, and suicide is of vital importance. This study addresses the stages and symptoms of grief, its effects on the individual, the workplace and society. Included is

PRESENTER: Dr. Margaret Faulkner, President/CEO, IFPCC, Lasting Legacy

9:00am – 11:15am – Caloosa Ballroom

Seminar # 23 - Adverse Incidents (Repeat of Seminar #5)

The objectives of this session are to: define an adverse incident; determine what constitutes an adverse incident; and the significance of reporting those incidents timely. Attendees will gain and enhance their understanding and knowledge in determining incidents which are adverse; and they will know that all incidents are not “adverse” and that many of the incidents may be “major” as defined by statutes and rule. Attendees will learn the difference between a major incident and an adverse incident.

PRESENTER: Alberta Granger, FALA, Assisted Living Specialist

10:15am – 11:15am – Gardens Ballroom

Seminar # 24- Dealing with Difficult Families

Knowing how to deal with difficult families of the residents in assisted living settings is more a matter of developing interpersonal and operational skills than legal strategies. This session will address the different types of family members you will encounter and how to deal with them. We will also discuss what your ultimate legal rights may be and strategies to develop a relationship with the family members from the start and to maintain good communication.

PRESENTER: Michael A. Okaty, Partner, Foley & Lardner, LLP

CO-PRESENTER: Larry Vernaglia, Partner, Foley & Lardner, LLP

11:00am – Everglades Ballroom

Farewell Brunch

Fuel up before you hit the road! Take a moment to stop in, grab a snack and say goodbye to old friends and new. Until we meet again!

Sponsored by: Brookdale Senior Living

The following are not included in the conference registration fee

1:00pm-5:00pm – Caloosa Ballroom

Extended Congregate Care Training

Attendees will receive a separate certificate for this class. Meets rule 58A-5.0191 (7)(a) requirements

Trainers: Tom Campbell & Donna Crivaro, R.N.

1:00pm – 3:00pm – Cypress Room

2hr Dietary Update

Instructor: George Ateek, RD, LD, Nutrition Consultant of Tampa Bay,

Seminar schedules & topics are subject to change