

2009


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ANNUAL
CONFERENCE
& EXPOSITION

JUNE 24 - 26, 2009

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Changing Lives



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General Session

- GS1: Not Available
- GS2: Afternoon General Session: Changing Lives with Action - *David Bornstein*
- GS3: Not Available
- GS4: Closing General Session: Changing Lives with Passion - *Bert Jacobs*

Aging & Design

- 1-A: Design for Aging: Post-Occupancy Evaluations - *Jeffrey Anderzhon; Ingrid Fraley*
- 3-C: Development and Marketing Trends Impacting CCRCs - *Susan Brecht; James Pieffer; Joe Wagman*
- 4-D: Design Choices to Fit Your Budget - *Beverly Brandon*
- 6-F: Innovative Design Ideas for Senior Living - *James Douglas; Gregory Scott (2CDs =\$40)*

Culture, Care & Service Innovations

- 7-A: Transforming Organizations from the Inside Out - *Linda Kettles; K.J. Langlais*
- 9-C: Electronic Health Records: Improving Resident Outcomes - *Brian Stever*
- 10-D: Caring Communication at the End of Life - *Debi Buzanowski; Carol Hegeman*
- 11-E: Depression in Long-Term Care: Identification and Treatment - *Jules Rosen*
- 12-F: A Resident-Centered Approach to Dining - *Danielle Hammer; Stephen Murray (2CDs =\$40)*
- 13-G: Strengthening Clinical Care Practices - *Mary Blattner; Ann Donovan; Pat Gallagher; Geoffrey Gehring; Karen Russell*

Financial & Development Strategies

- 14-A: Using Benchmarking Data to Plan for the Future - *Jennifer Cidila; K. James Hunt*
- 15-B: Fundraising Fundamentals in Aging Services - *Janet Barlett; Jacqueline Flanagan; Bob Price (2CDs =\$40)*
- 16-C: Development Projects: An Audit of Opportunities and Risks - *Brian Gabriel; Mark Ross*
- 18-E: Maintaining Financial Health in Turbulent Times - *Richard Bidgood; Steven Jeffrey*
- 19-F: Strategic Governance and Financial Management in an Uncertain Market - *Eva Bering; Jeff Boland; Jeffrey Davis; Aaron Rulnick (2CDs =\$40)*

Human Resources Development

- 20-A: Workforce Satisfaction Trends - *Mary Tellis-Nayak*
- 21-B: Cultural Competence: Managing a Diverse Workforce - *Christopher Ridenhour*
- 22-C: Living THE GREEN HOUSE® Journey - *Lori Kinney; Anna Ortigara*
- 23-D: Empowering Frontline Staff to Improve Resident Care - *Michael Rosenblut; Sylvia Williams*
- 24-E: Employee Wellness Programming - *Cynthia Lauer; Lisa Lehman*
- 25-F: Human Resources Development Forum - *Glenn Davis; Booker Moore; Angela Thomas (2CDs =\$40)*

Leadership & Strategic Positioning

- 26-A: The Role of Boards in Advancing Quality - *Michael Jacobs; Pat Long; Bruce Rosenthal; Brian Tracy*
- 27-B: Emerging Trends in Senior Living - *Daniel Cinelli; Gary Steiner*
- 28-C: Evaluating Strategic Affiliations and Mergers - *Edward Brubaker; Jennifer Schwalm*
- 30-E: A Leader's Role in Increasing Staff Productivity - *Christopher Ridenhour*



Management & Operations

- 32-A:** Nursing and Therapy Partnerships: Positive Survey Outcomes - *Susan Almon-Matangos; Jeannine Ashcom; Debra Neil*
- 33-B:** Quality Audits to Improve Resident Care and Survey Results - *Judith Porter; Linda Rose*
- 34-C:** Using Resident Asset Evaluation to Achieve Occupancy Outcomes - *Eva Bering; Charles Maines*
- 35-D:** Using MDS to Improve Quality - *Jane Belt*
- 36-E:** Managing the Risk of Legal Liability - *Barbara Graybill; Anthony Lucido*
- 37-F:** Developing Fire Disaster Plans - *Joseph Bobrowski; Stephen Friend; John Kiefner; Patrick Mullen (2CDs =\$40)*
- 38-G:** Performance Improvement: A Model for Success - *Susan Davis; Theresa Kolaz*

Marketing & Public Relations

- 39-A:** Marketing Plans: Unlock Your Sales Potential - *Mary Jane Fitts*
- 40-B:** Preparing for the Silent Generation - *Kevin Svagdis*
- 41-C:** Direct Mail Solutions that Resonate with Seniors - *Jessica Kraft; Tyler Sprecher*
- 42-D:** Forging Relationships with the New Consumer - *Kimberly Nobbs Miller; Robert Snyder*
- 43-E:** Online Consumer Trends and Marketing Strategies - *Andrew Merz*
- 44-F:** Sales Techniques for Motivating Independent Living Prospects - *Lynn Martin (2CDs =\$40)*
- 45-G:** Occupancy Issues in Today's Unsteady Economy - *Joan Kelly-Kincade; Cathy Martin*

Public Policy & Legal Issues

- 46-A:** Medicaid Eligibility: Year in Review - *Chadwick Bogar; Bradley Schutjer*
- 47-B:** Assisted Living Issues Forum - *Kimber Latsha; Nick Luciano; Kevin Longenecker*
- 48-C:** The Impact of New "Never Event," HAIs, MSP and TPL Policies on Operations - *Mark Miller; Paula Sanders*
- 49-D:** Managing the Risk of Aging in Place in CCRCs - *Kimber Latsha*
- 50-E:** Quality Assurance Issues Forum - *Carol Benner; Mark Miller*
- 52-G:** Legal Issues Update - *Kimber Latsha; David Marshal*

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