

# Third Annual CALM Personal Care / Assisted Living Educational Summit

Thurs., March 25, 2010 • 8 am to 5 pm  
Sheraton Harrisburg/Hershey

- *Registration and overnight rooms offered at 2009 rates!*
- *Same spacious venue*
- *All classroom seating*
- *Networking cocktail reception the evening before the event*

Obtain 7 CEUs in one day - all applicable for  
both PC/AL and NHA credits



315 North Second Street  
Harrisburg, PA  
717-221-1800  
[www.phca.org](http://www.phca.org)



## Cocktail Networking Reception - Wednesday, March 24

7:30 pm - 9:30 pm	<b>Networking/Cocktail Party</b> — Arrive the night before the Summit and enjoy networking, complimentary appetizers and drinks all while meeting with fellow PC/AL colleagues. You will also be able to register for the Summit at the party and avoid the morning rush.
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## Educational Summit Agenda - Thursday, March 25

7:30 am	<b>Registration open.</b> Please come early and network with our attendees, speakers and staff. A continental breakfast will be served. Visit exhibits featuring special products and services geared specifically toward the personal care and assisted living industry!
8:20 am - 10:00 am (1.5 credits)	<b>Welcome / Assisted Living Regulations</b> — This session will provide updated information on the status of the long awaited assisted living regulation. Come and obtain an understanding of how assisted living residences and the residents they serve will differ from personal care homes. - <i>Welcome: David Leader, Chair, CALM &amp; Sr. Vice President/COO, George M. Leader Family Corp.</i> - <i>J. Michael Hall, Secretary, PA Department of Aging</i> - <i>Jack Kane, Esquire, Partner, Kelley &amp; Murphy</i> - <i>Moderator: Stuart H. Shapiro, M.D., President &amp; CEO, PHCA/CALM</i>
10:00 am - 10:15 am	<b>Break/Networking/Exhibits open</b>
10:15 am - 11:15 am (1.0 credit)	<b>DPW Personal Care Home Update</b> — This session will provide an update on the current activities and new initiatives of the Adult Residential Licensing Bureau within the Department of Public Welfare. - <i>Karen Kroh, Director of Adult Residential Licensing, PA Department of Public Welfare</i> - <i>Moderator: Anne Henry, Chief Operating Officer, PHCA/CALM</i>
11:15 am - 12:15 pm (1.0 credit)	<b>WOW! Customer Service: Creating a Culture of Excellence</b> — The presenters will use Presenting, Listening and Acting principles to convey effective customer service strategies. From creating positive first impressions to what questions to ask new and existing customers, then finally going above and beyond customer requests with timely follow through, they will help attendees achieve a top notch customer service approach. - <i>Fred Quade, Campus Executive Director, Country Meadows of York</i> - <i>Brandon Smeltzer, Manager of Market Development, AL Division of HCR-ManorCare, Region 1</i> - <i>Moderator: David Leader, Chair, CALM &amp; Sr. Vice President/COO, George M. Leader Family Corp.</i>
12:15 pm - 1:45 pm	<b>Lunch</b> — Exhibits will be open throughout the lunch period
12:45 pm - 1:45 pm (1.0 credit)	<b>Deliver What You Promise — How Marketing Must Come Full Circle</b> — Attendees will learn the importance of recognizing that Marketing goes far beyond the initial "meeting" or "sale". The presenters will discuss the impact of delivering on all that you promise, its impact on operations and the positive and negative effects that fulfilling or falling short of these objectives can have on future business. - <i>Timothy W. Coughlin, Chief Executive Officer, LifeServices (Invited)</i> - <i>Rene Owens, Director of Marketing and Sales, LifeServices</i> - <i>Jean Zipperlen, Executive Director, Genesis HealthCare Corporation</i> - <i>Kristen O'Leary, Regional Marketing Director, Genesis HealthCare Corporation</i> - <i>Moderator: Anne Henry, Chief Operating Officer, PHCA/CALM</i>
1:45 pm - 2:00 pm	<b>Break/Networking/Exhibits open</b>
2:00 pm - 3:00 pm (1.0 credit)	<b>Funding Options for Consumers and Current Topics</b> — This session will provide information on funding options available to consumers residing in personal care homes such as, VA benefits, rent rebates, SSI Supplement, Medicare Part D and tax deductibility. The session will also include information on current issues personal care homes are facing such as the International Building Code I-2 classification. - <i>Kimber Latsha, Managing Shareholder, Latsha, Davis, Yohe &amp; McKenna, P.C.</i> - <i>Moderator: Stuart H. Shapiro, M.D., President &amp; CEO, PHCA/CALM</i>
3:00 pm - 3:15 pm	<b>Break/Networking/Exhibits open</b>
3:15 pm - 4:45 pm (1.5 credits)	<b>Warm Up the Workplace</b> — In a program that is presented around the nation, Frank Pastizzo uses a wonderful mix of music, comedy, and storytelling from his diverse career to capture his audiences and help them find ways to warm up their workplaces and be more supportive of one another. Exploring the dynamics of diverse workplaces, Frank presents clear and concise directions on how all of us can contribute to making our jobs rich with humor, humanity, and joy. - <i>Frank Pastizzo, Founder/CEO Frank Pastizzo Presentations - Warm Up The Workplace</i>

**CREDITS:** This educational offering has been submitted to the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners for Nursing Home Administrators (NAB) for 7 clock hours and 7 participant hours. All sessions meet DPW 55PA.Code Chapter 2600 training requirement Personal Care/ Assisted Living Administrators for a total of 7 hours.

### Hotel Accommodations

- Make reservation by Thursday, March 11 at 1-800-325-3535 by mentioning PA Health Care Association or by logging onto <http://www.starwoodmeeting.com/Book/phca10>.
- A negotiated room rate of \$119 per night (plus tax) is available to attendees. Be sure to mention "PHCA" when making the overnight room reservation to receive the special rate. *Rate kept same as 2009 overnight rate!*
- Deadline for making overnight accommodations is **Thursday, March 11, 2010**.
- Sheraton Harrisburg/Hershey, 4650 Lindle Road, Harrisburg, PA 17111 • (717) 654-5511  
(Conveniently located under 3 miles from the Harrisburg East PA Turnpike exit)



Cut here and return below registration form

## Educational Summit Registration Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Facility: \_\_\_\_\_ Owner: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Member: Yes \_\_\_\_\_ No \_\_\_\_\_

## Cocktail Networking Party Registration Form

\_\_\_\_\_ Yes! I'd like to attend the complimentary cocktail networking reception on Wednesday, March 24.

*Please place a checkmark or "X" on the line above if you would like to attend the reception.*

<b>Registration fee</b>		Total amount enclosed: \$ _____ <input type="checkbox"/> Check made payable to PHCA <input type="checkbox"/> Visa/MasterCard/Discover
Member	\$90	Credit card number _____ - _____ - _____ - _____ Expiration ____ / ____
Nonmember	\$120	Cardholder's name: _____



**Membership:** Is your facility currently a nonmember? Don't pay the higher nonmember fee - join today and pay only \$90 per attendee. Contact Jennifer Hoffman at 717-221-7940 to discuss membership benefits today!

We are looking to be your partner in advocacy, regulatory changes and education! Let us help you today!

*If paying by **credit card**, please **fax** completed form to: PHCA/CALM at 717-221-8687.*

*Or, if registering with a **check**, please **mail** to: PHCA/CALM, 315 North Second Street, Harrisburg, PA, 17101.*

*If you have special dietary needs, please contact PHCA/CALM. Cancellations received by March 12 will receive a full refund minus a \$25 administrative fee. No refunds will be made for cancellations after this date. Registrants who do not cancel and do not attend will not receive any refund.*

*Please call 717-221-7932 to cancel.*

**Attend our Cocktail Networking Party the night before the Summit and pre-register!**

*The morning of the summit you will have avoided the rush and can have more time to network and enjoy our personal care/assisted living focused exhibits!*

***Networking cocktail reception***

Sheraton Harrisburg/Hershey  
Harrisburg, PA

Wednesday - March 24, 2010  
7:30 - 9:30 PM



***Network!  
Learn!  
Share ideas!***

Pennsylvania Health Care Association  
Center for Assisted Living Management  
315 North Second Street  
Harrisburg, PA 17101

**Obtain 7 CEUs  
in one day,  
Thursday, March 25  
in Harrisburg.**



***Come network and learn with PHCA/CALM at our upcoming  
Personal Care/Assisted Living Summit on Thursday, March 25!***

***Attending the PC/AL Summit?  
Are you a member of PHCA/CALM?***

If you are currently not a member of PHCA/CALM, **now** is the time to join! What's in it for me you ask? Save on your registration and also join the network of industry experts that have PHCA/CALM acting on your behalf to provide superior representation on legislative and regulatory issues, timely analysis and dissemination of critical information, superior educational offerings at member discounted prices, dedicated staff working on your behalf and many more benefits! Contact Jennifer Hoffman, Director of Member Services today at 717-221-7940 or [jhoffman@phca.org](mailto:jhoffman@phca.org) to learn more about the value of PHCA/CALM membership.

