ADVANCE AGENDA

THURSDAY, MARCH 15
FRIDAY, MARCH 16, 2018
KALAHARI RESORT & CONVENTION CENTER,
WISCONSIN DELLS, WI

Thank you to our 2018 Print Sponsor.

EDUCATIONAL PRE-EVENT
Wednesday, March 14, 2018
12:30 – 4:30 p.m.

MEET & GREET RECEPTION
Wednesday, March 14, 2018
6:00 – 7:30 p.m.

Nursing Home Administrators credits applied for.
EDUCATIONAL PRE-EVENT - 12:30 – 4:30 P.M.
SETTING YOUR COURSE TO MEET DHS 83 TRAINING REQUIREMENTS
Sharon Mylrea, Trainer, University of Wisconsin – Oshkosh CCDET, Oshkosh, WI
Marybeth Schuster, Trainer, University of Wisconsin – Oshkosh CCDET, Oshkosh, WI
This presentation will provide an overview of the training requirements of DHS 83. Attendees will learn how to develop and present effective training for adult learners to meet these requirements. Discussion will also include existing training resources and how to use them in various training environments.

MEET & GREET EVENT - 6:00 – 7:30 P.M.
SPONSORED BY M3 INSURANCE
Kick off the conference with a night of networking! This meet and greet event is a great way to connect with old friends and meet others involved in the assisted living industry.
Take part in WALA's 12th annual WAL-A-Wine event during this meet-and-greet. The WAL-A-Wine supports the future of assisted living through scholarships. Attendees can purchase a bottle of “mystery” wine for only $20 — but what you’ll get is anyone’s guess!

NAB credits applied for.
CONFERENCE AGENDA - THURSDAY, MARCH 15, 2018

8:30 – 9:00 a.m. WELCOME AND OPENING REMARKS
Jim Murphy, Executive Director, Wisconsin Assisted Living Association, Madison, WI
Mike Pochowski, Board President, Wisconsin Assisted Living Association, Director, Brookdale Senior Living, Milwaukee, WI

9:00 – 10:00 a.m. OPENING KEYNOTE ADDRESS
LEARNING, COPING, AND SURVIVING AS AN ALZHEIMER’S CAREGIVER: A UNIQUE COMPASSIONATE PERSPECTIVE FOR ALL THOSE WHO CARE FOR THOSE WITH ALZHEIMER’S
Gov. Martin J. Schreiber

Author and former Wisconsin Gov. Martin J. Schreiber shares lessons from his decade-plus journey as a caregiver for his wife, Elaine, who lives with Alzheimer’s disease and is currently living in assisted living in Wisconsin. Gov. Schreiber knows from personal experience the joy and challenges of caring for those with Alzheimer’s – his empathy for what assisted living caregivers experience on a daily basis provides unique deep and compassionate empathy. As he has said publicly, “Caregivers are heroes.”

He candidly describes his challenges and missteps, and highlights how compassion and humor provide comfort to both caregiver and the person with dementia. His raw honesty and practical advice inspire other caregivers like you to find patience, courage and love as they climb the Alzheimer’s mountain. Schreiber’s acclaimed book My Two Elaines: Learning, Coping, and Surviving as an Alzheimer’s Caregiver will be available for purchase today for $15. Net proceeds will be used to promote Alzheimer’s caregiver support.

ABOUT THE PRESENTER: GOV. MARTIN J. SCHREIBER
Former Governor Martin J. Schreiber is Wisconsin’s leading crusader for Alzheimer’s caregivers, with a focus on improving understanding of Alzheimer’s impact on caregivers’ health. His significant commitment of resources, both financial and personal, helped the Alzheimer’s Association launch Operation Stronger Together in 2015. This program has been highly successful in connecting caregivers and families throughout Southeast Wisconsin with assistance that can help them learn, cope, and survive the heroics of caregiving.
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THURSDAY, MARCH 15, 10:45-12:00 CONCURRENT SESSIONS

TREAT YOUR TEAM MEMBERS LIKE GOLD: UNDERSTANDING REWARDS & RECOGNITION

HR & LEADERSHIP

Lisa Horn, Senior Manager – Operations Consulting, Schenck SC, Appleton, WI
Kailee Wahler, Senior Human Resources Consultant, Schenck SC, Appleton, WI

Discover how treating your team members like gold can enhance your recruitment, retention, and growth strategies and give you a competitive advantage. Learn how to determine what motivates each of your team members and unique ways to show you value their contributions. From learning key recognition-system elements to understanding how rewards are linked to team member satisfaction, you’ll receive best practices and practical steps for implementing an intrinsic reward program that aligns with your team members’ values.

HOW TO BECOME A SOCIAL MEDIA ROCK STAR

FINANCE & MARKETING

Spencer X. Smith, Principal, Spencer X Smith Consulting, Waunakee, WI

With 1.5 billion Facebook users, 320 million active Twitter accounts, 80 million daily Instagram photo uploads, and countless digital sites, social media is the best means ever invented to grow both your personal reputation as well as that of your organization. Spencer will use examples and stories from his time as a drummer and band manager to help you kickstart a social media strategy or improve the one you have.

CATCH UP ON SENIOR HOUSING TRENDS

NEW TO AL

Peter Baum, Senior, Market Research, CliftonLarsonAllen, Minneapolis, MN
Michael Peer, Principal, CliftonLarsonAllen, Minneapolis, MN

How prepared are you for the influx of baby boomers? This presentation focuses on this aging generation, with specific information about the demographic in the Milwaukee area and the state of Wisconsin and the expectations baby boomers will have as they enter the senior living market. Providers may need to make changes to their delivery of services and amenities for this incoming generation.

MANAGING THE MINUTIAE IN YOUR BUSINESS

SMALL PROVIDER

James Kademan, Lead Business Coach, Draw In Customers Business Coaching, Madison, WI

Do you feel exhausted at the end of the day and have a hard time remembering what you accomplished? Do you hustle all week with little to show for it? Have you ever actually completed a to-do list? James Kademan is here to help you take care of the little things that often get in the way of the big things. Spend a few minutes with James and save yourself precious hours of living your life.

ASSISTED LIVING PHARMACY Q&A: DISCUSSION WITH DOUG

MEDICATIONS

Doug Englebert, Pharmacy Practice Consultant, Bureau of Technology, Licensing, and Education, Madison, WI

As consultants and advocates for residents, you as clinicians have a lot of responsibility for the day-to-day clinical processes in your community. Attend this session for an open Q&A with the pharmacy practice consultant for the state, and get answers about medications and processes — and any other pharmacy-related questions you have!

ANSWERS WITH ALFRED

OPERATIONS & REGULATIONS

Alfred Johnson, Director of Bureau of Assisted Living, Department of Health Services Madison, WI

Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, the staffing crisis, and much more.

WHEN RESIDENTS ARE ALSO FAMILY CARE MEMBERS

RESIDENT RIGHTS, CARE & SERVICES

Kim Marheine, Ombudsman, State of Wisconsin Board on Aging & Long Term Care, Madison, WI

When assisted living residents belong to MCO’s, it can sometimes be confusing to discern who has responsibility for some rights and regulatory protections, the provider or the MCO. This session will examine some of the common rights-based questions presented to ombudsmen around issues such as assessment and care planning, discharge planning and rights restrictions for older adult residents who are also MCO members.

MEETING THE UNIQUE NEEDS OF LGBT CAREGIVERS AND THEIR CARE PARTNERS

RESIDENT RIGHTS, CARE & SERVICES

Sue Moser, Social Worker, Froedtert Hospital and the Medical College of Wisconsin, Milwaukee, WI

Are we as healthcare professionals culturally competent? This interactive panel discussion will address the unique needs of LGBT caregivers and their loved ones. What kinds of experiences are LGBT consumers currently experiencing in healthcare settings, and what are their expectations as they age or their cognitive or physical needs increase? The panel of LGBT caregivers and their care partners as well as several healthcare professionals will discuss those issues.

TECH TRENDS IN ASSISTED LIVING

OPERATIONS & REGULATIONS

Joel Moyer, Account Executive, M3 Insurance, Madison, WI
Kurt Wedig, Co-Founder and CEO, One Event Technologies, Mount Horeb, WI

Advances in technology can make help you run a smoother, more efficient organization, whether you are a small or large operator. Discover more affordable options to help you run your business and serve your residents, from employee training, med and care management, resident and employee safety devices, and so much more. We’ll go over some of the latest trends.

FINANCE METRICS: THE ONES THAT MATTER

FINANCE & MARKETING

Loretta Baxter, Administrator, St. Monica’s Senior Living, Inc., Racine, WI
Patrick Carroll, Manager – Health Care Consulting Practice, Wipfli LLP, Milwaukee, WI

As the senior living environment keeps evolving, how can you make decisions for your organization’s operations today that ensures its viability tomorrow? In this session, we’ll help both owners and operators determine which financial measures and care indicators they should monitor for ongoing financial growth and stability while still being able to deliver quality care.

12:00 – 1:30 P.M. LUNCH & TRADE SHOW

NETWORKING

Grab a boxed lunch and refreshments in the Keynote Hall — Suites A, B, C, E, G, and H. After lunch, join the exhibitors in the Exhibit Hall to see what they have to offer!

Sponsored by Wipfli LLP
EENY, MEENY, MINY, MO: GOOD HIRING CHOICES DO NOT HAPPEN BY CHANCE
HR & LEADERSHIP
Laura Nolan, BA, Continuing Professional Education and State Registry Project Specialist, UW-Green Bay, Green Bay, WI
The employee shortage means hiring the right person is more important than ever. Hire the wrong person and you’ll end up with a revolving door at your assisted living community — not only the “wrong” staff but your good employees too. This session puts a stop to potential staff drain by training participants on how to spot potential star employees, how to interview, and ways to set up your next new hire for success.

MARKETING IN AN OVERSATURATED WORLD
FINANCE & MARKETING
Michelle Nessman, Owner, Elite Business Systems, LLC, Alexandria, MN
Increased competition, savvier consumers, and information that’s accessible with just the click of a button make senior living providers’ marketing efforts that much harder. Find cost-effective and efficient ways to reach your target audience with the help of subject matter expert Michelle Nessman. She’ll talk about achieving effective marketing in an oversaturated world.

ACTIVITY, ATTITUDE, AND ASKING FOR THE SALE: IS YOUR SALES APPROACH AAA RATED?
NEW TO AL
Lisa Richardson, Director of Marketing and Community Relations, Villa St. Francis, Milwaukee, WI
Raise the value of your daily sales strategies. Would you rate them AAA, like the highest rated investment bond, or are they stuck in junk status? This session will help you raise your daily sales activities to their highest potential. We’ll analyze your daily sales habits to see which ones are worth keeping — and adopt revenue-generating habits that’ll ultimately lead to higher census numbers.

ANSWERS WITH ALFRED
OPERATIONS & REGULATIONS
Alfred Johnson, Director of BAL, Bureau of Assisted Living, Madison, WI
Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, the staffing crisis, and much more.

QPR GATEKEEPER TRAINING FOR SUICIDE PREVENTION
SMALL PROVIDER
Shannon Butcher, Staff Development Program Specialist, Sun Prairie, WI
The QPR (Question, Persuade, Refer) Gatekeeper session is designed to raise awareness about suicide and to improve the identification and referral of people at risk. This session will replace common myths with facts in an effort to fight the stigma. Learn how to recognize someone at risk, how to ask the “S” (suicide) question, persuade a suicidal person to accept help, and refer the person to resources. Research shows that suicide is the most preventable death and, therefore, we have every reason to hope.

DEMENTIA-RELATED BEHAVIORS: WHO IS THE BEHAVIOR BOTHERING – THE RESIDENT OR YOU?
MEDICATIONS
Pam Gaurkee, RN, BSN, Regional Director of Health Care Services, Brookdale Senior Living, Milwaukee, WI
Christine Thill, RN, CADe, Founder, MNU Futures, LLC, Suring, WI
This discussion will explore appropriate and inappropriate reasons for the use of psychotropic medication to manage dementia-related behaviors (DRB). We will also look at alternative measures for reducing the anxiety and stress that initiates or compounds the fear and frustration experienced by a resident. And we’ll share ideas on staff education, usage of individual service plans, and collaborative efforts to avoid many DRBs from the onset.

DIAMOND PARTICIPANT SPECIAL SESSION
Dennis Yadon, CPHQ, Diamond Program Director, Wisconsin Assisted Living Association

HONORING CHOICES, BALANCING REGULATIONS
RESIDENT RIGHTS, CARE & SERVICES
Kim Marheine, Ombudsman, State of Wisconsin Board on Aging & Long Term Care, Madison, WI
What’s the right thing to do? It’s a constant question when juggling the decisions of residents, caregivers, and ever-evolving regulations. This session will facilitate a discussion of the benefits and challenges of honoring choices when a resident’s wishes conflict with the expectations or preferences of others or where there’s a perceived regulatory risk.

PAIN – WHAT IT IS AND HOW TO TREAT IT WITHOUT OPIOIDS
Jesi Hirs, RN, President, RN Patient Advocates Madison, Madison, WI
Bring some relief to the debate in your organization about how to best treat residents experiencing pain. Attendees will learn about pain and how it affects people differently. They will also learn a variety of pain-relieving techniques, as well as information about low-dose Naltrexone (LDN).

MAKE YOUR WEBSITE A LEAD-GENERATION MACHINE FOR NEW RESIDENTS
FINANCE & MARKETING
Eagan Heath, Founder, Get Found Madison, Madison, WI
Let’s be clear: You shouldn’t have to tell people to go to your website — they should come to you because they found you online first. You shouldn’t struggle to fill your units — you should have a waitlist. Learn why and how to use the latest online marketing techniques to reach your target audience, bring them back to your site if they didn’t contact you the first time, and convert them into offline tours and move-ins.

CULTURE CHANGES: COLLABORATIVE STRATEGIC PLANNING
CEO & RESEARCH
Patrick Carroll, Manager – Health Care Consulting Practice, Wipfli LLP, Milwaukee, WI
Michael Edwin, Director, Wipfli LLP, Westchester, IL
As the senior living environment continues to evolve and challenges mount, how can leaders shift the culture in the organization to ensure it meets strategic goals and objectives? How does leadership guarantee these decisions fully align with the overall vision and mission of the organization? Join this interactive session to learn about developing a collaborative effort toward achieving effective strategic planning for your organization.

2:45 – 3:15 P.M.
BREAK & TRADE SHOW NETWORKING
REFRESHMENTS IN THE EXHIBIT HALL
THURSDAY, MARCH 15, 3:15-4:30 CONCURRENT SESSIONS

GEEZER, PUNK, WHATEVER: BRIDGING THE GENERATIONAL DIVIDE
HR & LEADERSHIP
Alex Draganis, Trainer, Accent Learning and Consulting, Milwaukee, WI
Generational differences — we keep hearing about them, and we keep expecting the buzz to go away. But it’s not. With 47% of the full-time workforce under the age of 35 and up to 75% of our future workforce predicted to be millennials by 2025, managers and supervisors need to figure out how to hire, retain, and motivate in a world of shifting demographics. In this session, we’ll move beyond “here’s who the generations are” to real solutions for adjusting to these changes. Together we’ll discuss practical advice and examples of what’s worked for healthcare and other industries.

HOW OUTSOURCING CAN INCREASE REVENUE
FINANCE & MARKETING
Michelle Nessman, Owner, Elite Business Systems, LLC, Alexandria, MN
Being operationally efficient and fiscally responsible are high on the priority list for senior living providers. The decision to outsource — or hire in additional support, when it comes to key functions of operating an efficient community — isn’t taken lightly. Attend this session to learn how to identify outsourcing opportunities that can actually increase revenue.

DELEGATE OR DIE!
NEW TO AL
Debra Teske, Co-Owner, Visiting Angels Living Assistance Services, Madison, WI
Are you feeling less productive lately? Are you ready for a promotion but no one’s around to take over your current duties? Do you worry about your reputation because your business or team isn’t running smoothly? Are you concerned about your health due to job-related stress? Do you feel that if you want it done right, you have to do it yourself? This session will help you ease up on yourself and learn the art of delegation.

 EFFECTIVELY MANAGING THE RESOURCES YOU HAVE
SMALL PROVIDERS
Lori Scholsser, CEO, EQUIP Training & Consulting, Janesville, WI
Are you making the most of what you have? Learn about ways to cross-train staff to expand your in-house skills while providing employees with opportunities for growth and development. Lori will also talk about how you can lean on external partners and identify tools and resources that will improve effectiveness and efficiency and help you achieve personal and community goals.

REDUCING OLDER ADULTS’ RISK OF FALLING
MEDICATIONS
David Mott, Ph.D., Professor, University of Wisconsin School of Pharmacy, Madison, WI
Older adults fall for several reasons. One contributing factor is falls risk increasing drugs (FRIDs). Research suggests that over 80% of older adults use at least one FRID. A pharmacist-provided medication review program focused on FRIDs was developed and tested in community pharmacies in Wisconsin. Find out how the program was developed, its results, and how to develop and implement a similar program in an assisted living facility.

REPORTING FOR DUTY: THE ROLE OF THE NURSE IN ASSISTED LIVING
OPERATIONS & REGULATIONS
Susan Schneider, RN, BSN, Principal Consultant, Assisted Living Consultants Consortium, Delafield, WI
“Nursing services,” “nursing care,” “delegation” — it can be a challenge determining how to most effectively have the nurse fit in and benefit your organization. And it’s an issue many of your peers are increasingly facing: With resident acuity going up, many organizations feel the need to have a nurse on staff. Learn how the role of the nurse could benefit your organization.

ENHANCING THE EFFECTIVENESS OF ISPs FOR INDIVIDUALS WITH COMPLEX NEEDS
RESIDENT RIGHTS, CARE & SERVICES
Kathy Klika, Principal Consultant, Klika Consulting, LLC, West Bend, WI
There is no one size fits all — the needs of residents have become increasingly complex. This session will explore the use of protocols within the individual service plan (ISP) as a way of understanding, documenting, and ensuring those needs are met in a safe and consistent manner. We’ll share real-life examples.

TRAUMA-INFORMED CARE: EMPOWERING, ENGAGING, EFFECTIVE
RESIDENT RIGHTS, CARE & SERVICES
Scott Webb, Trauma-Informed Care Coordinator, Wisconsin Department of Health Services, Madison, WI
Trauma-informed care is an intervention and organizational approach that focuses on how trauma may affect an individual’s life and response to receiving behavioral health services. This presentation will explore trauma and its prevalence in society. We will review an adverse childhood experiences study and how the five values of trauma-informed care drive connection can be applied in many human-service settings.

WALT DISNEY CUSTOMER SERVICE PHILOSOPHY & AL CEO & RESEARCH
Jan Kleist, Residence Director, Our House Senior Living, Lodi, WI
Time to put on your Mickey ears. This session will show why every assisted living property should embrace Walt Disney’s customer service philosophy for their properties. We’ll look into how making changes along the Disney way can have many positive effects.

QA & AL: TAKE A FRESH LOOK AT YOUR QUALITY ASSURANCE PROGRAM
OPERATIONS & REGULATIONS
Joel Moyer, Account Executive, M3 Insurance, Madison, WI
Dennis Yadon, CPHQ, Diamond Program Director, Wisconsin Assisted Living Association, Madison, WI
Quality assurance is an important way to improve resident care, safety, and programs. It has additional benefits for assisted living communities if it’s done systematically. Learn how the WALA Diamond program and a formal QA program can help you complete a root cause analysis and keep your investigation details from being shared outside your organization.

4:45 – 5:30 P.M. PRIZE DRAWING & RECEPTION
Join us for a cash bar and vendor and conference prize drawings in the Keynote Hall, Suites A, B, C, F, G, and H. Attendees or attendee representative must be present to win prizes.
This will be an open Q&A session for new providers who want to know what you have learned along your way working in AL. To springboard this session, we’ll ask about sticky employee situations or management, dealing with difficult families, working with the state, and how to be best prepared for surveys, finance issues, and successful marketing strategies.

**Powers of Attorney and Guardianship**
Grace Knutson, Managing Attorney, GWAAR Guardian Support Center, Madison, WI

This workshop will discuss different methods of advance planning, including living wills and powers of attorney. Example scenarios will provide an opportunity to see how advance planning is used, what may happen when an individual does not complete any advance planning, and the differences between guardianships and powers of attorney. Participants will learn about an individual’s decision-making rights and the possible authority of a power of attorney agent and guardian.

**How to Create an Engaging Activity Program**
**Resident Rights, Care & Services**

Patty Morter, Activity Director Certified and Board Certified Ac, WI Representatives of Activity Professionals (WRAP), Lodi, WI

Everyone living in a care community needs opportunities to continue to grow, learn, and have meaningful social connections. They need to make choices and be engaged to the life of their home. A thriving activity program makes all the difference. Join us as we explore ways to develop a program that everyone will enjoy.

**Answers with Alfred**
**Operations & Regulations**

Alfred Johnson, Director of BAL, Bureau of Assisted Living, Madison, WI

Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, the staffing crisis, and much more.
FRIDAY, MARCH 16, 10:30 – 11:45  CONCURRENT SESSIONS

**STOP WASTING TIME**  
**HR & LEADERSHIP**  
Brandi Davis, Owner, B. Davis Directions, Windsor, WI  
Time is not an infinite resource, and certainly not one that can be wasted when you are overseeing an assisted living community. In AL, there is always going to be a lot of work to do and never enough time (or people) to do it. This session will clarify where you should allocate your time and identify the time-wasters you need to leave behind.

**ASSISTED LIVING FROM THE INFORMED FAMILY PERSPECTIVE**  
**RESIDENT RIGHTS, CARE & SERVICES**  
Rachel Olson, Outreach Coordinator, Alzheimer’s and Dementia Alliance of Wisconsin, Madison, WI  
Janet Wiegel, Outreach Specialist, Alzheimer’s and Dementia Alliance of Wisconsin, Madison, WI  
The Alzheimer’s and Dementia Alliance of Wisconsin (ADAW) receives frequent requests for education and consultation from those considering the transition to assisted living. Outreach specialists will discuss some of the common dynamics and decision-making issues involved for individuals and families faced with this life-altering decision. Included in the presentation will be copies of “Making the Decision” and “Residential Care Guide,” as examples of the guidelines and resources ADAW provides the public for helping assess assisted living facilities, staffing, programming, and dementia capability.

**BUILDING A BUDGET FROM THE GROUND UP**  
**NEW TO AL**  
Glen Weyenberg, CPA, Principal, SVA Certified Public Accountants, S.C., Madison, WI  
It’s not just a list of numbers — a budget is a planning tool that reflects an organization’s programs, mission, and strategic plan. Budgeting, planning, and forecasting is a process for determining and detailing an organization’s long- and short-term financial goals. We will discuss the way an organization goes about building this important financial tool.

**MENTAL HEALTH: WORKING WITH A POPULATION THAT IS OFTEN DISREGARDED**  
**SMALL PROVIDER**  
Erica Falk-Huzar, Program Director/President, Deer Path Assisted Living, Inc., Necedah, WI  
Samantha Fox, Nurse Practitioner, Deer Path Assisted Living, Inc., Necedah, WI  
This session will help you gain the basic experience necessary to serve the mental health population. Our discussion will include goal development in individual service plans, psychotropic medication management, and behavior support plans creation.

**LITIGATION MANAGEMENT: STUFF HAPPENS**  
**CEO & RESEARCH**  
Joel Moyer, Account Executive, M3 Insurance, Madison, WI  
Patrick Sullivan, Partner, Siesennop & Sullivan, Milwaukee, WI  
You are a provider because you have a huge heart. You care deeply about your residents and do your best. Sometimes, however, even the best intentions can result in a bad outcome. There are several steps you can take to be prepared for the worst-case scenario. One of Wisconsin’s top senior living defense attorneys will give you real-life examples on how to always be prepared to defend your organization.

**DEFINING PERSON DIRECTED CARE AND WHAT IT LOOKS LIKE IN YOUR COMMUNITY**  
**RESIDENT RIGHTS, CARE & SERVICES**  
Jeff McCabe, Director of Support Services at Brewster Village, Wisconsin Coalition for Person Directed Care, Appleton, WI  
Through an interactive group process, we’ll define and examine Person Directed Care and the benefits and barriers of embracing this philosophy in your community. We will discuss the language used and develop potential approaches you can apply in your community to adopt Person Directed Care Values.

**CAN INTERGENERATIONAL HOUSING BE THE ANSWER TO THE WORKFORCE SHORTAGE?**  
**RESIDENT RIGHTS, CARE & SERVICES**  
Joseph Gallagher, Project Assistant, JLA Architects, Madison, WI  
Join us in tackling one of the toughest challenges facing our industry. We’ll discuss the prospect of intergenerational housing being utilized around the state to address the statewide workforce shortage in assisted living facilities and comparable operations. This session will bring forth existing and past experimental Intergenerational housing efforts as well as statistical data comparing the current workforce needs, and statewide college enrollment in medical or closely related fields.
CONFERENCE EVENTS FRIDAY, MARCH 16, 2018

12:00 – 1:00 P.M. SIT-DOWN LUNCHEON
Sponsored by CarePatrol

12:00 – 1:00 p.m. SIT-DOWN LUNCHEON

12:25 – 1:00 p.m. PAC RAFFLE DRAWING
The WALA Political Action Committee is one of three legs of WALA’s legislative strategy. With proactive legislation, responsive behind-the-scenes efforts, and the WALA PAC, our association strives to meet the legislative needs of assisted living providers. WALA PAC is a registered political action committee that provides support to legislators to advance WALA’s and your legislative goals. A modest amount of income for the WALA PAC is raised every year at the Spring Conference — the only time WALA PAC funds are solicited — so your support is appreciated.

1:00 – 2:00 p.m. CLOSING KEYNOTE ADDRESS
WALA ROCKS: CHANGE YOUR THOUGHTS, CHANGE YOUR LIFE
Stuart Ellis-Myers

In this keynote, learn how to turn weakness into strength and disability into ability. What is the last thing you would ever expect someone living with the rare neurological disorder Tourette’s syndrome to do? How about become a successful international speaker? Stuart is best described as “Robin Williams with a twitch” and an immediately usable message. If your life has been touched with disability, then attend this session to discover how to “positively traumatize” yourself and everyone around you! Leverage a new understanding on how to go from failure to failure with enthusiasm and never give in.

ABOUT THE PRESENTER: STUART ELLIS-MYERS
What would you do if, out of the blue, your life turned upside down? What if you went from being a happy, healthy, normal child, and suddenly became an anxious, depressed, twitchy mess of devastating proportion? This is exactly what happened to Stuart Ellis-Myers. At age 8, Stuart began to develop one of the most misunderstood mental illnesses of our time — Tourette’s syndrome. Faced with the prospect of a lifetime of frustration, isolation, and shame — the typical reaction to this condition — Stuart instead chose to make his life into something remarkable. One of the most gifted and inspiring public speakers, Stuart has used the life lessons learned through years of battling this often emotionally crippling disorder to help countless others overcome their own challenges and fears. His insights and humanity have enabled him to turn his own, often painful, experiences into a real, usable methodology for overcoming the many pitfalls of modern life. The countless physical and psychological manifestations of the high-stress lives we all lead are made clearer to understand and easier to bear through his simple and effective system of positive change. It has worked for him. It can work for you.
Kalahari Resort & Convention Center
1305 Kalahari Drive, Wisconsin Dells, WI 53965

WALA recommends that attendees park in the Kalahari Resort Convention Center parking area while attending the conference. This parking area is beyond the main hotel.

LOCATION & PARKING
Kalahari Resort & Convention Center
1305 Kalahari Drive, Wisconsin Dells, WI 53965

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ACCOMMODATIONS
Attendees are responsible for making their own travel and lodging arrangements.

KALAHARI RESORT & CONVENTION CENTER
Discounted WALA rate:
$129 per night single/double/triple/quad
Includes water park privileges — bring the family!
877/254-5466 for reservations
Be sure to mention you are part of the 2018 WALA room block.
Rooms held at this rate until February 24, 2018.

WINTERGREEN RESORT
Discounted WALA rate: $82.00 per night
Across the highway from the Kalahari.
800/648-4765 for reservations
Be sure to mention you are part of the WALA Conference room block.
Rooms will be held at this rate until February 21, 2018.

FEE INCLUDES:
The registration fee is per person and includes continental breakfasts, lunches, the reception, industry trade show, and all general and concurrent sessions on Thursday and Friday. No discount for partial attendance. Available seating at concurrent sessions is limited to room capacity and is based on a first-come, first-served basis. A photographer will be present at the conference. Registration for the conference implies consent to be photographed and consent for such photos to be used by WALA in printed materials.

The Educational Pre-Event and Meet & Greet events on Wednesday, March 14, require an additional fee.

Continuing Education Credits: 12.15

Please note: Each attendee is responsible for printing handouts prior to attending the conference. Handouts may be downloaded from the WALA website at www.ewala.org, free of charge, by the attendees prior to the event or after the event until April 14, 2018. We thank you for supporting us in the effort to conserve our environment and natural resources.

WHAT TO WEAR
WALA encourages you to dress casually for all conference activities. The Kalahari Resort does its best to provide a comfortable climate for all conference attendees; however, sometimes it may be warmer or cooler than you prefer. WALA recommends wearing clothing that can be layered so that you can adjust accordingly to the conference space.

CANCELLATION/REFUND POLICY
Please notify us of any cancellations by March 1, 2018. Substitutions are permitted and encouraged. However, if a cancellation is made after March 1, a voucher for future WALA educational events will be issued, minus a $50 administration fee. No refunds will be issued for the Networking Event on Wednesday night.
Please complete the following information

Name ________________________________
Parent Company __________________________
Specific Facility (if different) ____________
Mailing Address __________________________
City __________________ State __________ Zip ______
Phone (day) (____)________ Fax (____)__________
Email ________________________________

Additional Attendee: ______________________ Email: _______________
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Method of Payment (Must accompany registration)
☐ Check ☐ MasterCard ☐ Discover
☐ American Express ☐ Visa

(Please print neatly)
Card Number ___________________________ Expiration date ___________
Cardholder’s Name ______________________
Cardholder’s Signature __________________

By filling out the credit card information, you give WALA permission to run your credit card for the amount specified on this form.

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WALA Conference Fees
Register by 1/31/18 to receive the Early Bird Discount! Conference registration cut-off date is March 5, 2018. Walk-in registrations will be accepted the day of the event at the Kalahari Resort.

Registration for the full conference includes tradeshow entrance and all keynotes and concurrent sessions, luncheons and breaks on March 15 + 16. Attendees may register to attend only one day of the conference. The Educational Pre-Event and Meet & Greet Event are not included in the two-day conference price. See below for pricing.

Paid Registration received
On or Before 1/31/18 or After 1/31/18

Thursday & Friday Conference Attendance
WALA Member
Provider, Associate, & Supporting Partner Member
Register 5, get one free! WALA Members only
(All 6 registrations must be submitted together for discount to apply.)
WALA Diamond Participant
WALA Diamond Accredited
Non-member

Optional Educational Pre-Event
Wednesday, March 14, 12:30 – 4:30 p.m.
WALA Member
WALA Diamond Participant
WALA Diamond Accredited
Non-member

Optional Meet & Greet Event
Wednesday, March 14, 6:00 – 7:30 p.m.

One Day Conference Attendance (Please check either Thursday or Friday)
WALA Member: Thursday ☐ OR Friday ☐ ONLY
WALA Diamond Participant: Thursday ☐ OR Friday ☐ ONLY
WALA Diamond Accredited: Thursday ☐ OR Friday ☐ ONLY
Non-Member: Thursday ☐ OR Friday ☐ ONLY

USB Handouts
Purchase a pre-loaded USB drive with all available speaker handouts ________________________________ $10

Nursing Home Administrator Credits
This applies for NAB credits only and is not needed for yearly DHS training requirements.

I wish to earn NAB nursing home administrator credits ___________________________ $200

Total ________________________________ $_____

Note: If you have a disability that requires special accommodations, please contact the office at minimum, 30 days prior to the event. Special dietary requirements can be accommodated and must be communicated to the office at least 7 days prior to the start of the event. Email: info@ewala.org or 608/288-0246.
EVENT EXHIBITORS

WALA would like to extend our deepest gratitude to all our exhibitors and sponsors who support WALA and the assisted living industry by participating in and sponsoring the 2018 WALA Spring Conference.

A visit with WALA conference exhibitors is the fastest, most efficient means of finding new partners, products, or services to support you in your day-to-day operations. PLAN TO VISIT THE FOLLOWING EXHIBITORS ON THURSDAY, MARCH 15, 2018
EVENT EXHIBITORS

WALA HAS SPONSORSHIP OPPORTUNITIES TO FIT ANY BUDGET!
TO TAKE ADVANTAGE OF A SPONSORSHIP OPPORTUNITY, CALL THE WALA OFFICE AT 608/288-0246.

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Assisted Living Pharmacy Service Berghammer Construction Corp.

THANK YOU TO OUR 2018 CONFERENCE PLANNING COMMITTEE:
Sarah Bass, Wisconsin Assisted Living Association
Loretta Baxter, St. Monica’s Senior Living, Inc.
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Christopher Cohen, Brookdale South, Inc.
Brandi Davis, B. Davis Directions
Laura Doll, Senior Lifestyle Concierge
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Amanda Ryan, Wisconsin Assisted Living Association
Drew Skotzke, Creative Health Care Solutions, Inc.
Todd Smet, Wisconsin Assisted Living Association
Christine Thill, RN, CADC, Libby’s House
Lori Yalkovich, Wipfli LLP
Randy Zehr, A Place For Mom, Inc.

WALA STAFF
Sarah Bass, Operations and Communications Director
Victoria Laurusdor, Education Management Director
Nichole Mickelson, Operations Coordinator
Jim Murphy, Executive Director
Amanda Ryan, Education Program Coordinator
Todd Smet, Outreach Director
Dennis Yadon, Diamond Program Director

TOTAL CEUs POSSIBLE – 12.15
UPCOMING EVENTS

ALL NEW! ESSENTIALS OF AL: LEADERSHIP, RESIDENTS & QUALITY
   APRIL 24 – 26, 2019: BROOKFIELD
   NOVEMBER 6 – 8, 2019: WAUSAU

SMALL PROVIDER TRAINING DAY FOR DIVERSE COMMUNITIES
   SPRING 2018

03.15 ADMINISTRATORS COURSE
   MAY 8 – 24, 2018: MADISON
   OCTOBER 9 – 25, 2019: BROOKFIELD

ELEMENTS OF ISPs
   JUNE 2018

REGULATION SPECIFIC COURSES
   AUGUST 2018

18TH ANNUAL AUTUMN GOLF CLASSIC
   SEPTEMBER 12, 2018: MADISON

NEW! FALL CONFERENCE
   SEPTEMBER 26 – 27, 2018: PEWAUKEE

WWW.EWALA.ORG
**WEDNESDAY, MARCH 14**

12:30 – 4:30 p.m.  
Educational Pre-Event

6:00 – 7:30 p.m.  
Meet & Greet Event

**THURSDAY, MARCH 15**

8:30 - 10:00 a.m.  
Opening Remarks and Keynote Address

10:45 a.m. – 12:00 p.m.  
- Treat your Team Members Like Gold: Understanding Rewards & Recognition, HR & Leadership  
- How to Become a Social Media Rock Star, Finance & Marketing  
- Catch Up on Senior Housing Trends, New to AL  
- Managing the Minutiae in Your Business, Small Provider  
- Assisted Living Pharmacy Q&A: Discussion with Doug, Medications  
- Answers with Alfred, Operations & Regulations  
- When Residents Are Also Family Care Members, Resident Rights, Care & Services  
- Meeting the Unique Needs of LGBT Caregivers and Their Care Partners, Resident Rights, Care & Services  
- Tech Trends in Assisted Living, Operations & Regulations  
- Finance Metrics: The Ones That Matter, Finance & Marketing

1:30 – 2:45 p.m.  
- Eeny, Meeny, Miny, Mo: Good Hiring Choices Do Not Happen by Chance, HR & Leadership  
- Marketing in an Oversaturated World, Finance & Marketing  
- Activity, Attitude, and Asking for the Sale: Is Your Sales Approach AAA Rated?, New to AL  
- QPR Gatekeeper Training for Suicide Prevention, Small Provider  
- Dementia-Related Behaviors: Who Is the Behavior Bothering - the Resident or You?, Medications  
- Answers with Alfred, Operations & Regulations  
- Honoring Choices, Balancing Regulations, Resident Rights, Care & Services  
- Pain - What It Is and How to Treat It Without Opioids, Resident Rights, Care & Services  
- Make Your Website a Lead-Generation Machine for New Residents, Finance & Marketing  
- Culture Changes: Collaborative Strategic Planning, CEO & Research  
- Diamond Participant Special Session

3:15 – 4:30 p.m.  
- Greeter, Punk, Whatever: Bridging the Generational Divide, HR & Leadership  
- How Outsourcing Can Increase Revenue, Finance & Marketing  
- Delegate or Die!, New to AL  
- Effectively Managing the Resources You Have, Small Provider  
- Reducing Older Adults’ Risk of Fallin, Medications  
- Reporting for Duty: The Role of the Nurse in Assisted Living, Operations & Regulations  
- Enhancing the Effectiveness of ISPs for Individuals with Complex Needs, Resident Rights, Care & Services  
- Trauma-Informed Care: Empowering, Engaging, Effective, Resident Rights, Care & Services  
- Walt Disney Customer Service Philosophy & AL, CEO & Research  
- QA & AL: Take a Fresh Look at Your Quality Assurance Program, Operations & Regulations

**FRIDAY, MARCH 16**

8:45 – 10:00 a.m.  
Charting A Path for New Graduate RNs: Experiences with a Nurse Residency Model, HR & Leadership

- Medication Policies: Do you Have One and When to Update it, Medications  
- Do’s and Don’ts for New Assisted Living Communities, New to AL  
- Support for Members: Creating Positive and Member-Centered Behavior Plans, Small Providers  
- Legislative Update!, CEO & Research  
- How to Create an Engaging Activity Program, Resident Rights, Care & Services  
- Who Makes the Decisions?: Powers of Attorney and Guardianship, Resident Rights, Care & Services  
- Answers with Alfred, Operations & Regulations

10:30 – 11:45 a.m.  
- Stop Wasting Time, HR & Leadership  
- Assisted Living from the Informed Family Perspective, Resident Rights, Care & Services  
- Building a Budget from the Ground Up, New to AL  
- Mental Health: Working with a Population That Is Often Disregarded, Small Providers  
- Litigation Management: Stuff Happens, CEO & Research  
- Defining Person Directed Care and What It Looks Like in Your Community, Resident Rights, Care & Services  
- Can Intergenerational Housing Be the Answer to the Workforce Shortage?, Resident Rights, Care & Services

1:00 – 2:00 p.m.  
Closing Keynote Address
WALA’s mission is to support providers in enhancing the best quality of life for residents in assisted living in Wisconsin through advocacy, education, communication, and quality initiatives.

Call us at 608/288–0246 or email info@ewala.org to learn more about the membership benefits of joining Wisconsin’s largest assisted living association.