



Racing for Success & Taking the Lead



31st Annual Conference & Trade Show

Sunday, May 2 - Wednesday, May 5, 2010
Saratoga Hilton, Saratoga Springs, NY

ESAAL's 31st Annual Conference and Trade Show

Racing for Success and Taking the Lead!

Dear Adult Care Facility/Assisted Living Residence Provider,

In these difficult and competitive financial times, we all need to take stock of our internal and external challenges. Indeed, ESAAL's 31st annual conference and trade show theme reflects our need to use all of the tools and resources available in order to excel and distinguish ourselves from other long-term care providers and options. It continues to be our job, individually and collectively, to position ourselves to realize assisted living's philosophy and goals in order to satisfy our customers.

Quality education for you is always an important part of this effort. Once again, ESAAL's Conference and Education Committee has planned a program so that there will be no better place for you to go to learn about the critical issues of our day. We have designed our conference program to maximize value for you, and to make it a wise investment.

Our educational program speaks for itself: This year we have organized and designed one of the most impressive gatherings of assisted living and senior care experts, covering a wide variety of topics that you live with every day. **The subject matter is expansive:** How to prepare for DOH surveys and write an effective Plan of Correction; training staff to serve residents with dementia as their disease progresses and characteristics change; recreational programming that will satisfy the Baby Boomer; team building and leadership; successful grant writing; preventing and responding to elder abuse; a report from Mark Kissinger, the Department of Health's Deputy Commissioner for Long Term Care; customer service; occupational safety; effective marketing; the role of the nurse in assisted living; architectural standards issues in assisted living; food service guidelines; communicable diseases; helping people to adjust to assisted living; and a 101 on Quality Assurance. We all have much to learn and to share!

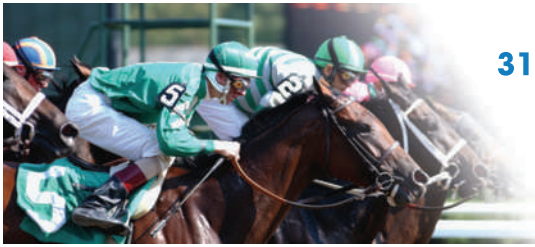
Last year we expanded our social programming, and the no-speech, band-music banquet on Tuesday evening was a terrific hit. Everyone was happy and dancing! Not to be outdone, this year we'll have an extremely popular local band known as the New York Players, so on Tuesday evening forget about boring speeches and put your dancing shoes on! Anita Russo, ESAAL's conference planner, is planning many other fun social events for you, including a Night at the Races during our Trade Show reception. You work very hard. Let's have some fun.

Please take the time to visit with me and members of ESAAL's Board of Directors during the conference. On a personal note, you are the reason why I am glad to go to work every day.

Sincerely,
Lisa Newcomb
Executive Director

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General Information

The ESAAL Board of Directors and Staff are pleased to bring the 31st Annual Conference and Trade Show to the city of Saratoga Springs, NY, an historical and cultural center located in the foothills of the Adirondacks. This year's Conference program will take place at the Saratoga Hilton. ESAAL has arranged a block of rooms at the Hilton and overnight guests will enjoy the amenities of this newly renovated property.

Information and the reservation form for the Saratoga Hilton can be found in this brochure on page 12-13. For those staying at the hotel, the room rate includes **only** your overnight accommodations plus tax and parking. Unlike past years, food costs are **NOT** included in the room rate. Instead, **ALL** food costs are included in the Conference Registration fee. If your organization is tax exempt, please present your tax-exempt form upon arrival to avoid the tax. The deadline for hotel reservation is April 1, 2010. Please contact the Association at 518-371-2573 for alternative hotel options.

ESAAL's Conference Registration Information and form can be found in this brochure on pages 9-11. The full conference fee covers all education sessions, 26.5 continuing education credits, the daily continental breakfasts, all refreshment breaks, lunch on Monday, Tuesday and Wednesday, the Sunday night Welcome Reception, entrance into Monday night's Trade Show Reception and Dinner and the Tuesday night's Annual Reception and Banquet. The one-day conference registration fee covers the day's education sessions, 7.5 continuing education credits, the day's continental breakfast, refreshment breaks, lunch and dinner for the Monday or Tuesday dinner.

For attendees who are commuting daily, the Conference Registration fee covers all of your meals that are listed above.

For Registrants who require Kosher meals, an additional service fee applies to your meals. Select the appropriate Kosher Service option on the enclosed Conference Registration form found on page 9. For Registrants' Guests who require Kosher meals, a Kosher meal plan is offered on the Registration form also found on page 9.

About Saratoga Springs, NY



Racing at Historic Saratoga

- Saratoga Springs, located in the scenic foothills of the beautiful Adirondack Mountains, is a safe and pedestrian-friendly city with energy and excitement throughout the year.
- The city's feature attraction, the Saratoga Racecourse, was recently named by Sports Illustrated as one of the world's top 10 sports venues and is the inspiration for this year's Conference theme —*Racing for Success & Taking the Lead*.
- Michael Geraghty, a nationally recognized artist, graciously permitted us to use his famous print of the racecourse. Visit Michael's website, www.lpaintchampions.com, to learn more about his works and life.
- For more information about this unique city, please visit www.discoversaratoga.com

About the Saratoga Hilton



*Saratoga Hilton
Saratoga Springs, NY*

- The Saratoga Hilton, located along Broadway in the heart of Saratoga Springs, is within steps of distinctive restaurants, shops and entertainment venues and just minutes from the Saratoga Gaming and Raceway, Racino.
- A contemporary style that meets the distinguished tradition, the hotel features over 200 newly renovated, boutique-style guest rooms, wireless Internet access, heated swimming pool, and newly renovated fitness center.
- Only 30 miles from Albany International Airport (ALB), and minutes from the Saratoga Springs Amtrak Station.

Conference Program

Sunday, May 2, 2010

4.5 Continuing Education Hours

11:00 a.m. – 5:00 p.m.: Registration

1:00 p.m. – 2:00 p.m.: General Session

Session: The Race Is On! A Welcome and Industry Update



James Kane, Jr., ESAAL's President and Owner of Adirondack Manor Assisted Living. Mr. Kane has served as CEO for Adirondack Manor for over 20 years and became a partner in 1996. He

holds a bachelor's of science degree in Business Administration from Oswego State University College.

Lisa Newcomb, ESAAL's Executive Director. Ms. Newcomb's position with the Association began upon receiving her BA, from the University at Albany in 1986. She first served as the Director of Member Services and became the Executive Director in 1998.

Session Description: The presenters will welcome participants and "groom the track" for a conference designed to cover a host of hot legislative, regulatory and resident care topics facing adult homes, enriched housing programs, and assisted living residences today.

2:00 p.m. – 3:30 p.m.: General Session

Session: Preparing for DOH Survey and Writing an Effective Plan of Correction



Lori Sievers, Esq., Hinman Straub PC. Ms. Sievers represents ESAAL, as well as individual provider members, in all aspects pertaining to the licensure and operation of Adult Care Facilities and Assisted Living

Residences.

Session Description: Compliance with the patchwork of Department regulations, Dear Administrator Letters (DALs), directives, and other policies remains one of the top challenges for assisted living providers. This session will cover strategies for preparing for a DOH survey, responding to the agency's findings, and developing effective plans of correction, all while maintaining your relationship with regulators and encouraging compliance and proper documentation. Ms. Sievers will lead a discussion about commonly-cited violations, and solicit examples from the audience. She will also review recent changes in DOH policy affecting compliance, as well as challenges in "problem areas".

3:45 p.m. – 5:45 p.m.: Concurrent Sessions

Session 1: Activities to Stay Mentally and Physically Fit



Teepa Snow, MS, OTR/L, FAOTA, has her own independent practice, Positive Approach LLC, and has 30 years experience as an occupational therapist,

and a dementia care and education specialist. She has clinical appointments with Duke University's School of Nursing and University of North Carolina, Chapel Hill's School of Medicine. Ms. Snow is a nationally-known lecturer for gerontology and health profession programs at colleges and universities, and provides consulting services to a number of assisted living and retirement communities in New York.

Session 1 Description: This session is designed to guide a caregiver as they help a person with early stages of dementia to use what they still have. Techniques include helping a person to use retained and preserved skills and abilities, while acknowledging and compensating for what is no longer working. The instructor will guide participants to focus on connecting previous interests and preferences to present circumstances and realities so that the person with dementia has opportunity to contribute, feel competent and stay connected. Using interactive experience, Ms. Snow will focus on forming new partnerships and relationships to help the person with dementia enjoy and sustain mental, physical and emotional well-being.

Session 2: Recreational Programming for Baby Boomers – the Changes and Challenges of the "New" Type of Senior



Susan Wilson, PhD is currently an Associate Professor for the Department of Recreation and Leisure Studies at the State University of New York College at

Cortland, where she advises both graduate and undergraduate students on Therapeutic Recreation curriculum. Dr. Wilson is a certified Therapeutic Recreation Specialist and is certified by the National Council on Therapeutic Recreation.

Session 2 Description: Let's face it: The culture, values, and traditions of older adults are being influenced by baby boomers. 76 million Americans were born between 1946 and 1964 and, as those individuals turn 65, begin to retire and perhaps find their way to assisted living, they will demand that recreational programming reflects their view of aging. So how do we go about meeting the complex social needs of this diverse population? In this session, our presenter will explore (1) who Baby Boomers are; their values, culture and traditions; and (2) How to best educate staff to meet their diverse needs and wants.

5:30 p.m. – 7:00 p.m.:

Welcome Reception for All!

Please join ESAAL Board and Staff for hors d'oeuvres and cocktails at our opening reception. Afterwards, you may choose from the many



restaurants and entertainment venues within walking distance of the hotel for a free evening on your own!

Conference Program

Monday, May 3, 2010

7.5 Continuing Education Hours

7:30 a.m. – 4:00 p.m.: Registration

**8:30 a.m. – 10:30 a.m.: Keynote Address –
General Session**

**Session: No “I” in Team – The Art & Science of
Teaming**



Clint Maun, CSP is Senior Partner and Co-Founder of Maun-Lemke, LLC, a nationally recognized healthcare speaking, consulting and research firm formed in 1984. Mr. Maun has the proven ability to motivate individuals to positive action and implement results-oriented change. Using

his extensive experience and knowledge of the healthcare industry, he will offer proven and practical approaches to address the challenges facing healthcare today.

Session Description: It is difficult if not impossible for today's organizations to be successful without the use of teams to produce necessary improvement and operational stability. Whether the organization's efforts are directed at staff recruitment and retention, marketing to seniors, or at quality improvement in resident services, implementing the team model with developed boundaries is critical. Mr. Maun will help participants to strengthen their team-making abilities using lecture, role play, group discussion and a question/answer period.

10:45 a.m. -12:15 p.m.: Concurrent Sessions

**Session 1: Serving Residents with Dementia; Using
What is Preserved to Compensate & Optimize
Development**



Teepa Snow, MS, OTR/L, FAOTA, Positive Approach LLC. Ms. Snow is an occupational therapist and a dementia care and education specialist. She is a counseling associate at Duke University's School of Nursing and has served as a restorative care coordinator in many long-term care settings, including assisted living

residences.

Session 1 Description: When a person is developing dementia, his/her ability to behave, react, think, remember, talk, understand and interact is changing. But, for everything the person loses, there are skills and abilities that remain — some even become more pronounced. To be successful in providing support and care, the best strategies involve acknowledging what is lost, but learning to appreciate and use what remains and even grows. Caregivers often find it very difficult to **not** correct or point out the differences in the person and his/her behaviors. In this session, our presenter will

provide learners with concrete ideas to help the person with dementia manage life with changing skill sets. She will also help the care partner realize the importance of continuing to change approach, environment, care support and expectations as the disease progresses.

**Session 2: It's a Jungle Out There! Self
Management for Today's Health Care Leaders**



Clint Maun, CSP is Senior Partner and Co-Founder of Maun-Lemke, LLC, a nationally recognized healthcare speaking, consulting and research firm formed in 1984. Mr. Maun has the proven ability to motivate individuals to positive action and

implement results-oriented change. Using his extensive experience and knowledge of the healthcare industry, he will offer proven and practical approaches to address the challenges facing healthcare today.

Session 2 Description: In today's workforce “Jungle”, the need to get all things accomplished and to deal with constant change is on the healthcare professional's list of “things to do” everyday. If not properly managed, the growing list of things that need to be dealt with can quickly become unruly. In this program, Mr. Maun will focus on improving communication, self-management and productivity techniques that assisted living leaders can use to develop a REALISTIC plan of attack for working in the “Jungle.”

12:15 p.m. – 1:15 p.m.: Lunch for All

1:15 p.m. – 3:15 p.m.: Concurrent Sessions

**Session 1: I've Got a Great Idea, Pick Me! The
Elements of Successful Grant Writing**



John Hicks, CFRE, President and CEO of JC Geever, Inc., is a consultant with over 21 years of experience in assisting organizations to build successful grant-seeking programs. A Certified Fund Raising Executive (CFRE), Mr. Hicks is a contributing author to the forthcoming

Foundation Center Book, “After the Grant” and appears as a featured presenter at the Foundation Center. He is a member of the faculty of Columbia University's Master's Degree in Fundraising Management program.

Session 1 Description: Successful grant writing demands that the visionaries and authors understand what foundation donors want to see in a proposal. In this session, our expert consultant will explore the essential elements that no proposal can be without; those that set one proposal apart from others; relationship building with a potential funder; and compiling a well-targeted list of prospects.

Conference Program

Monday, May 3, 2010 – continued...

1:15 p.m. – 3:15 p.m. Concurrent Session

Session 2: Making the Individualized Service Plan (ISP) an Effective and Living Document



Kathy Sindoni, RN, BSN, Administrator and Director of Nursing for Bridges Cornell Heights; two licensed ACF/ALR/EALRs in the Ithaca, NY area. Ms. Sindoni has been with the Bridges for over four years and has been an RN case manager in the assisted living industry for over 8 years.



Brenda Scovello-Pinckney, BS, CALA, RN, Director of Resident Services for Kingsway Manor, a licensed adult home, assisted living residence/EALR/SNALR in Schenectady, NY. Ms. Scovello-Pinckney has been a healthcare professional with 30 years experience in education, administration and in-servicing. Both

presenters are members of ESAAL's Assisted Living Services Committee

Session 2 Description: Some of our state's first licensed Assisted Living Residences/EALR/SNALRs have been operating for nearly two years, and they have much to offer their assisted living provider colleagues as to how the program is working-from policy to paperwork. In this session, Ms. Scovello-Pinckney and Ms. Sindoni will focus on their strategies to implement the concept of, and adhere to regulation pertaining to the Individualized Service Plan (ISP). They will share their ideas about what services do or do not belong on the ISP; how changes in services should be documented, and how the ISP is part of an ALR's overall case management efforts and documentation. Their goals are to assist providers to realize the worthy goals that the ISP is designed to achieve, and to maintain regulatory compliance with regard to ISP documentation.

3:30 p.m. – 5:30 p.m.: Concurrent Sessions

Session 1: Stopping Elder Abuse Before It Starts



Alan Lawitz, Esq., Director of the Bureau of Adult Protective Services of the NYS Office of Children and Family Services (OCFS). Mr. Lawitz has been in his current position since November 2007. Previously, he was an Associate Attorney for the NYS Department of

Health, heading up the Long-Term Care Group of the Bureau of House Counsel and dealing with legal issues relating to Assisted Living, Adult Care Facilities, Nursing Homes and Home Care.

Debbie Greenfield, Specialist with the Bureau of Adult Services. Ms. Greenfield is currently responsible for the oversight of Protective Services for Adults and

coordination of enforcement actions for the Family Type Home for Adults program. She has been employed in the areas of Adult Care Facility Inspection, Enforcement and Certification since 1987 for the former NYS Dept. of Social Services and then the Department of Health, before joining OCFS in 2005.

Session 1 Description: This session's presenters bring not only an expertise in advocating for our state's most vulnerable residents, but an extensive background in dealing with adult home and enriched housing program service and policy issues. In this session Mr. Lawitz and Ms. Greenfield will provide an overview of the various kinds of abuse to which the elderly are most vulnerable, physically, emotionally and financially. They will provide participants with proactive ways to identify potential for abuse so that strategies can be developed and implemented to prevent it. Special focus will be placed on what steps an ACF provider can take if they are concerned that a resident's financial interests are not being protected; how the ACF can investigate alleged abuse of theft in their residence; and the role that the Bureau of Adult Protective Services can play if a resident is at risk of any kind of abuse.

Session 2: Coaching & Presentation Skills Training: Earning and Keeping a Person's Interest and Trust



Sue Fredericks, Creator and Principal of One Purpose Performance, Inc., a performance management consulting firm formed in 2000. Ms. Fredericks has over 25 years of experience in developing individual and team potential in the health care sector. Her specialization includes

change, leadership, customer service, executive coaching, leadership development and presentation skills. Her client list includes Children's Hospital in Boston, Columbia University, Harlem Hospital, and Ronald McDonald House.

Session 2 Description: Two of the key success characteristics of strong, competent leaders are their ability to give direct, clear constructive feedback, and to communicate their message to various audiences and stakeholders. This lively, participative session will focus on the skills, tools, "real-life" problem solving, and next steps to incorporate these actions into our daily routine. Please come prepared to identify some of the coaching challenges and presentation opportunities you have recently faced or anticipate wanting to prepare for.

5:30 p.m. – 8:30 p.m.: Trade Show Kick-Off with Buffet Dinner for All



Join the Exhibitors for a "Day at the Track" – Lots of chances to win prizes!



Conference Program

Tuesday, May 4, 2010

7.5 Continuing Education Hours

8:30 a.m. – 10:30 a.m.: General Session

Session: A Talk With Your Regulator – Update from NYSDOH Senior Staff



Mark Kissinger, Deputy Commissioner, NYS DOH Office of Long Term Care. Mr. Kissinger brings a multifaceted wealth of experience and expertise to his position in the Health Department.

Before becoming the Department's Deputy Commissioner, he served as the President of the Home Care Association of NYS, was Deputy Secretary for the Health and Human Services with the NYS Governor's Office, and served in senior program positions in the NYS Senate.

Session Description: There have been many developments affecting adult care facilities/assisted living residences since Mr. Kissinger's presentation at ESAAL's conference last year, including two key court decisions related to the ALR regulation and on adult homes serving individuals with psychiatric disability. In addition, responsibility for the oversight of ACFs/ALRs has been shifted to the Department's Division of Residential Services. As we go to print, Governor Paterson's proposed budget includes several proposals related to ACFs, ALRs and ALPs. In this session, Mr. Kissinger and other senior department officials will share with participants what they have in mind for the assisted living industry over the next year, and they will give participants an opportunity to ask them questions and speak their minds as well.



10:30 a.m. – 11:00 a.m.: Refreshment Break in Trade Show – Last Chance to Enter Drawing for Grand Prize

11:00 a.m. – 12:30 p.m.: Concurrent Sessions

Session 1: Preventing Falls: Making a Good Program Great



Dr. Rein Tideiksaar, Ph.D. is President of FallPrevent, LLC, a company that provides education, legal and marketing services in connection with fall prevention in the elderly. For over 15 years, Dr. Tideiksaar has directed numerous research projects on falls and developed fall prevention programs.

Session 1 Description: Dr. Tideiksaar will assist participants in understanding the important elements and components of falls prevention, and strategies to develop a *Best Practice* fall prevention program. He will explore effective assessment techniques and tools; how

to do a complete environmental analysis; what elements have proven to work best in a prevention program, and how to identify the need for changes and improvements in your plan.

Session 2: How to Market and Sell in a Soft Market



Jane O'Connor, 55 Plus Marketing, is recognized internationally as an expert in 50+ housing and works worldwide with developers, home builders, retirement communities and real estate companies focusing on the 50+ niche market. She is

the lead author for the University of Housing's CAASH course: *Selling to the Active Adult*.

Session 2 Description: Ms. O'Connor is quoted as saying: "Let's face it: We all have experienced the challenges of today's economic climate. With shrinking marketing budgets and a decline in prospects through our doors, we are working harder for every new resident." In this session, Ms O'Connor will share her senior housing selling expertise, which includes both new marketing and sales strategies, with tried and true methods to assist in increasing conversion ratios.



12:30 p.m. – 1:30 p.m.: Lunch in Trade Show for All. Be sure to be present for the Grand Prize Drawing

1:30 p.m. – 3:30 p.m.: General Session

Session: Don't Wait for the Happy Bus to Come!



Sidney C. Hurlbert averages over 200 seminars annually. He lectures throughout the US, Canada and Europe to a wide variety of professional, corporate, academic and civic groups. He combines his powerful messages, humor and insight with entertaining twists, creating a dynamic learning experience that transforms the way people relate to themselves, co-workers and their families.

Session Description: Do You...Press the elevator button more than once? Count the items in the cart in front of you in the express lane? Wake up and you're already in a bad mood? Cringe when the phone rings? Dread waiting on one more customer? If you answered "yes" to any of these questions, Sid's session is for you! Sid will show you how to Smile, Laugh & Have Fun with your customers, co-workers and even those you live with, using his "**5 Steps**" program!

Conference Program

Tuesday, May 4, 2010 – continued...

3:45 p.m. – 5:45 p.m.: Concurrent Sessions

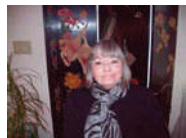
Session 1: Navigating Occupational Safety and Keeping Employees Safe: OSHA, New York State, Workers Compensation and Other Labor Related Guidance



Michael Plunkett, Vice President, Cool Risk Management Services for Cool Insuring Agency. Mr. Plunkett has extensive experience in safety work with adult care facilities and other health care providers. He expertly and routinely advises many ESAAL members as part of their liability insurance coverage.

Session 1 Description: With work-related employee injuries and illnesses being very costly both from a human and economic standpoint, it behooves providers to identify the various potential hazards in the assisted living workplace, and to design an effective program to minimize or prevent them. In this session, Mr. Plunkett will cover topics such as OSHA inspections; key programs including Hazard Communication, Electrical Safety, Asbestos and Workplace Violence; and other NYS Labor Department rules and regulations.

Session 2: The Role of the Nurse in New York's Various Assisted Living Settings-A Panel Discussion



Margo Kunze, R.N. C.A.L.A., Manager of Clinical Operations-ALFs for Genesis Healthcare Corporation. During the past 10 years, Ms. Kunze has been responsible for clinical operations issues for 50 assisted living

communities in 12 eastern states. She has also served as the liaison and advocate for the role of assisted living nurses with senior management at Genesis.



Ethel L. Mitty, EdD, RN, Adjunct Clinical Professor of Nursing Consultant, LTC, Hartford Institute for Geriatric Nursing, College of Nursing, New York University. Dr. Mitty is a senior consultant at the Stroud Center for the Study of Quality of

Life at Columbia University. She has conducted extensive research on nurse leadership in nursing home and in assisted living settings, and has authored books and papers on the topic.



Carole Proce, RN, MS, Regional Director of Health Services for Chelsea Senior Living. Ms. Proce serves on ESAAL's Board of Directors, as well as ESAAL's Assisted Living Services Committee.

Session 2 Description: A growing number of adult homes and enriched housing programs employ licensed or registered nurses. Historically, the rule has been that, in the ACF, a nurse may not perform nursing functions.

Yet with the growing frailty of residents, nurse supervision is becoming more necessary and common. And, with the implementation of the Enhanced Assisted Living Residence (EALR), the nurse's role can expand significantly. In this session, our expert panel members will discuss the challenges and opportunities that nurses encounter in the various assisted living settings, with special focus on sensitive areas such as assistance with medications and nursing scope of practice. The group will also address how best to orient nurses from other segments of the health care continuum to the assisted living setting, with the goal to advance our industry as a socially-based program, and at the same time meeting the increasing health care needs of our residents.

6:30 p.m. – 7:30 p.m.: Cocktail Reception for All

7:30 p.m. – 9:30 p.m.: Annual Banquet for All



Join us & dance to the music of the New York Players!



Wednesday, May 5, 2010

7 Continuing Education Hours

8:30 a.m. – 10:30 a.m.: Concurrent Sessions

Session 1: The Power of Empathy & Enthusiasm So You Don't Burnout



Sidney C. Hurlbert averages over 200 seminars annually, he lectures throughout the US, Canada and Europe to a wide variety of professional, corporate, academic and civic groups. He combines his powerful messages, humor and insight with entertaining twists, creating a dynamic learning experience that transforms the way people relate to themselves, co-workers and their families.

Session 1 Description: Many times you cannot control events in your life, but you do have the ability to control how you view these events and your emotional response to them. Knowing and understanding why people do what they do will help you make the right decision as to how you react and respond to them. Our presenter's surveys show that over 90% of people answering the phone send the wrong signals to the caller. This presentation will share with you telephone techniques starting from the greeting right through ending the call and even how to handle upset callers. The way you answer the telephone will make a difference in your life and in the caller's life.

Conference Program

Wednesday, May 5, 2010 – continued...

8:30 a.m. – 10:30 a.m. Concurrent Session...

Session 2: Truth or Consequences: What's Fair, Right and Necessary for Architectural Standards in Assisted Living?



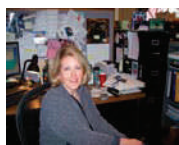
Richard Rosen AIA, LEED® AP, Principal, Perkins Eastman Architects, New York, New York. Mr. Rosen is the lead principal for the Senior Living studio in Perkins Eastman's New York City Office and has over 20 years of experience in the design of senior living communities. Prior

to joining the firm, he was a senior design manager for Marriott Senior Living Services, responsible for the design of Assisted Living Communities in New England and New York.

Session 2 Description: Over the past few years, it has become more of a challenge to meet DOH architectural standards requirements for both new and existing facilities. Our presenter will provide a review of DOH and NYS Building Code regulations governing the design, construction and renovation of adult care facilities, assisted living programs and assisted living residences. He will discuss the five most frequently encountered issues with regard to building standards, illustrating real examples drawn from recently designed or currently under construction buildings.

10:30 a.m. – 12:30 p.m.: Concurrent Sessions

Session 1: From the Surveyors' Mouths: A DOH Presentation on Food Service Guidelines in Adult Care Facilities



Lori McFarlane, RN, CDN, Senior Nutrition Services Consultant with Housing and Adult Services for the Capital District Regional Office of the NYSDOH. Ms. McFarlane has been with the Department for nine years as a

surveyor and has been employed as a registered dietitian for 24 years. She has worked in a variety of settings such as hospitals, nursing homes, rehab centers, and adult homes.



Mary Gates, Senior Sanitarian with Housing and Adult Services for the Capital District Regional Office of the NYSDOH. Ms. Gates has been with the Department for over three years conducting fire, safety and sanitation surveys of Adult Homes. She formerly worked for the Columbia

County DOH Environmental Health Division, inspecting restaurants, school kitchens, public pools and beaches and migrant labor housing.

Session 1 Description: In 30+ years of service, ESAAL has experienced with our ACF members a number of different phases in regulatory compliance focus. Sometimes driven by media coverage and other

times driven by a shared desire for improvement in a particular area of operation, our industry has been through periods of intense focus on medication assistance, case management, and staff training. Currently, foodservice is one of the hottest topics for Department surveyors. In this session, we will ask those that survey you what they are seeing during survey, what concerns them, and how they expect you as a provider to address those concerns. Topics to be discussed include information that is required on the prepared menu; complying with the State Sanitary Code, and the role of the Dietary Consultant and ACF staff in serving residents that are on special diets.

Session 2: Promoting a Positive Psychological Adjustment to Life in an Assisted Living Facility

Kevin Pertchik, Ph.D., is a licensed clinical psychologist and employee with R.G. Psychological Services, where he provides clinical consultation to long term care facilities in Albany and Saratoga counties. Dr. Pertchik completed an internship at Harvard University's Department of Psychiatry, including clinical rotations in Geropsychology and Neuropsychology.

Session 2 Description: Dr. Pertchik will provide assisted living staff members with methods to promote healthy psychological adjustment for new residents, and for current residents experiencing changes in their lives. He will discuss adjustment issues related to downsizing, loss of autonomy, declining health and pre-morbid personality. He will explore the psychologist's role in facilitating a positive adjustment in the ACF/assisted living setting.

Noon – 1:00 p.m.: Boxed Lunches Available for All

12:30 p.m. – 2:00 p.m.: General Session

Session: Dealing with Communicable Diseases in the ACF Setting



Debra Simmerly is an epidemiologist for the NYS Department of Health and serves as the Manager for the Regional Epidemiology Program at the Capital District Office. Ms. Simmerly is certified in Infection Control and coordinates

both community and healthcare facility outbreak investigations for a 17-county region in New York State.

Session Description: Antibiotic resistance is one of the world's most pressing public health problems. Emerging infections with multi-drug resistant organisms (MRSA, VRE, C. Difficile) have been a concern in healthcare facilities for decades and this concern is increasing as we identify community-acquired MRSA and clostridium difficile. In this presentation, Ms. Simmerly will discuss the epidemiology, management and prevention of these communicable diseases, and will offer practical strategies for adult care facility/assisted living providers to implement in both prevention of the disease, and in infection control once they are present.

Conference Program

Wednesday, May 5, 2010 – continued...

2:00 p.m. – 3:30 p.m.: General Session

Session: The Finish Line – How Can We Use What We Learned? A Quality Assurance “101”

Lisa Newcomb, Executive Director of ESAAL. Lisa joined ESAAL in 1986, first serving as the Director of Member Services, and then as Executive Director in 1998.

Session Description: The Department of Health has hired a consultant to train their staff as they survey Adult Care Facilities to ensure adequate quality assurance programs. In the coming months and years, ESAAL will build on earlier presentations and guidance for ACFs on their quality assurance programs, using a combination of regional training, webinars and newsletter articles. In this wrap-up session, Lisa will draw from some of the conference sessions to help participants begin the design of a regulatory compliant and effective quality assurance program. “101” concepts for implementing QA programs will be applied to some topics addressed during the conference, but will be applicable to all areas of ACF/assisted living operations.

Sponsor and Exhibitor Opportunities

Industry Partners and other vendors can promote their companies by becoming a sponsor or exhibitor at the ESAAL’s Annual Spring Conference and Trade Show

At this well-attended event, you can increase your visibility—a great way to set your company apart from the competition.

For information, please contact
Anita Russo at the Association:
Phone: 518-371-2573
Email: alrusso9@nycap.rr.com

Or

Visit ESAAL’s Web site: www.esaal.org
From the Home Page, select “Click Here for Info and Registration”, located in the Conference Information box, to be linked to the Conference Information page.

***A Special Thank You to the
ESAAL’s 2010 Conference and Education Committee:***

***Beverly Paparo, Gurwin Jewish – Fay J. Lindner Residence, Chairperson
Claire Bukzin-Hakim, Amber Court Assisted Living Communities
Shimon Lefkowitz, Palm Beach Home for Adults
Maryellen McKeon, The Bristals, Ultimate Care of New York
Marlo Signoracci, Somerset Gardens
Kara Vollmer, Pineview Commons Home for Adults***

***The ESAAL Staff appreciates your efforts and
Dedication in Planning this Conference!***

Lisa Newcomb
Executive Director
Anita Russo
Executive Assistant
Carla Erhartic
Membership Services & Development Associate
Andrea Cirabisi
Administrative Associate



31st Annual Conference & Trade Show

Racing for Success & Taking the Lead

Sunday, May 2 – Wednesday, May 5, 2010
Saratoga Hilton, Saratoga Springs, NY



2010 CONFERENCE REGISTRATION INFORMATION

Register online- it's simple and easy! Go to ESAAL's website, www.esaal.org. Once on the home page of our website, select *Click Here for Info and Registration*, located in the Conference Information box, to be linked to the conference information page. "Online Registration Instructions" and "Click here to Register Online Now" links are provided at the top of the page. After registering online, you may pay by credit card or mail in your check.

Please contact the Association at 518-371-2573 with any questions or concerns.

Please use this paper Conference Registration form ONLY for faxing to 518-371-3774 or mailing to ESAAL at 646 Plank Rd., Ste. 207, Clifton Park, NY 12065. Confirmation will be sent with paid registration forms only. Registration forms received without payment will be invoiced.

This year ALL food costs are included in the full or one-day Conference Fee. To purchase meal tickets for a spouse or guest, please contact the Association at 518-371-2573. If you require kosher meals, select the option plan for a full or one-day registrant. For Kosher registrants bringing a spouse or guest, select the option plan for him/her. All attendees will receive an adult home/enriched housing program administrator Continuing Education Credit (CEU) certificate; which is included in your ESAAL Conference fee. If you require credits to maintain your Nursing Home Administrator license, select the NAB credits option and enter your license number.

Early Bird Discount: ESAAL is offering an Early Bird discount of 10% until March 31, 2010. Choose the Early Bird Fee if registering before the deadline. Payment must be in the mail and *postmarked* by March 31. (Please note the early bird discount does not apply to kosher service, NAB credits or meal tickets.)

Member Conference Registration: Choose Full or One-Day

Member's full conference registration is \$575.00 or \$517.50 with early bird 10% discount through March 31. **You must have one person registered at full price.** Additional registrant(s) price is \$545.00 or \$490.50 with the early bird 10% discount. Member one-day registration is \$355.00 or is \$319.50 with early bird 10% discount.

FIRST Member Full Conference Registration ONLY

Early Bird \$517.50 **\$575.00** x ___ qty = \$ _____

Second, Third or More Member Full Conference Registration

Early Bird \$490.50 **\$545.00** x ___ qty = \$ _____

Member One-Day Conference Registration

Early Bird \$319.50 **\$355.00** x ___ qty = \$ _____

Choose your Day

Monday

Tuesday

Non-Member Conference Registration: Choose Full or One-Day

Non-Member full conference registration is \$745.00 or \$670.50 with early bird 10% discount through March 31. Non-Member one-day registration rate is \$455.00 or \$409.50 with early bird 10% discount.

Non-Member Full Conference Registration

Early Bird \$670.50 **\$745.00** x ___ qty = \$ _____

Non-Member One Day Registration

Early Bird \$409.50 **\$455.00** x ___ qty = \$ _____

Choose your Day

Monday

Tuesday

Kosher Service for Registrants and Guests

For Member and Non-member registrants, the Kosher Service is \$125.00 for the full Conference and \$40.00 for the one-day Conference. For Kosher Guests, the cost includes kosher meals and service; rate is \$440.00 for full conference service and \$140.00 for one-day service.

Kosher Service Full Conference

\$125.00 x ___ qty = \$ _____

Kosher Service for One-Day Registration

\$40.00 x ___ qty = \$ _____

Choose your day

Monday

Tuesday

Kosher Guest for Full Conference

\$440.00 x ___ qty = \$ _____

Kosher Guest for One-Day Registration

\$140.00 x ___ qty = \$ _____

Choose your day

Monday

Tuesday

Registration for NAB Nursing Home Administrator Credits

All attendees will receive adult home/enriched housing administrator Continuing Education Credits (CEUs) that are included in your ESAAL conference fee. If you require National Association of Boards' NAB Nursing Home Administrator Credits to maintain your Nursing Home Administrator License, there is an additional cost for these credits. If you do not have a Nursing Home License or do not want the credits, you do not need to register for these credits.

NAB Credits **\$75.00** x ___ qty = \$_____

Enter your Nursing Home Administrator License Number:

Total Registration Fee from sections above:

Payment by credit card (see page 11)

Payment by check payable to ESAAL

Cancellation/Refund Policy:

Cancellations received in writing by 5 p.m. on Friday, April 9, 2010 will receive a refund less a \$50.00 administrative fee. Cancellation requests received after April 9, 2010 are *non-refundable* (regardless of the registration date). Substitutions are encouraged.

Hotel Cancellation Policy: If you cancel your conference registration, remember to contact the hotel directly to cancel your overnight accommodations.

For questions and/or to arrange special accommodations please contact the Association Office at 518-371-2573.

| | | | |
|---------------------|--|---------------------|--|
| Registrant 1 | | Registrant 2 | |
| Full Name | | Full Name | |
| Title | | Title | |
| Company Name | | Company Name | |
| Address | | Address | |
| City, State, Zip | | City, State, Zip | |
| Direct Phone | | Direct Phone | |
| Email | | Email | |
| | | | |
| Registrant 3 | | Registrant 4 | |
| Full Name | | Full Name | |
| Title | | Title | |
| Company Name | | Company Name | |
| Address | | Address | |
| City, State, Zip | | City, State, Zip | |
| Direct Phone | | Direct Phone | |
| Email | | Email | |



Empire State Association of Assisted Living

646 Plank Road, Suite 207, Clifton Park, New York 12065

Phone: 518-371-2573 Fax: 518-371-3774

Conference Credit Card Payment Authorization Form

Facility/Company Name: _____

Contact Person: _____

Phone No.: _____ Fax No: _____

Credit Card Information:

Please note: ESAAL only accepts the following credit cards.

Credit Card: (Please Check) Visa MasterCard Discover American Express

Payment for: Exhibitor Booth Sponsorship Registration Kosher Service/ Meal Tickets

Amount: \$ _____

Required information for processing credit card:

Credit Card No: _____

Expiration Date: _____ CVV2 Code: _____
(The 3 or 4 digit code is located either on the front or back of the card.)

Name as listed on Card (Please Print): _____

Street Address of Authorized Cardholder: _____

City, State, & Zip Code: _____

I hereby authorize ESAAL to charge my credit card the amount indicated on this form for the purpose stated. Without a signature your credit card will not be processed.

Cardholder's Signature: _____

Please return your completed form via fax or mail to:

The Empire State Association of Assisted Living
646 Plank Road, Suite 207, Clifton Park, NY 12065
Fax: 518-371-3774



31st Annual Conference & Trade Show

Hotel and Travel Information

About the Saratoga Hilton Hotel Reservation Form

Reservation Form:

- This year there is only one Hotel Reservation form, to be used for Kosher and Non-Kosher guests. For those staying at the hotel, the room rate includes only your overnight accommodations plus tax and parking. Unlike past years, food costs are **NOT** included in the room rate. Instead, **ALL** food costs are included in the Conference Registration fee for all registrants. For those who require Kosher meals, an additional service fee will apply to your meals. To sign up for Kosher meals, refer to the Conference Registration form on page 9.
- ESAAL does **NOT** process room reservations. Use the hotel Reservation form on page 13 and fax to the hotel at 518-584-7430. Or call the hotel directly at 888-866-3596 and refer to **Group code: PPEX**.

Reservation Guarantee:

- All reservations must be guaranteed using a credit card or advance deposit. Guests will be penalized for early departure. All reservations must be guaranteed for the entire stay. Unless the reservation is changed prior to check-in, guests have an early departure will be charged the full room rate for their entire scheduled stay.
- Please indicate the appropriate credit card information on the Reservation form on page 13. Visa, Master Card, American Express and Discover are all acceptable. Or send a check or money order in the amount of one night's stay.

Cancellation Policy

- Cancellation less than forty-eight (48) hours prior to the scheduled arrival date will result in forfeiture of your deposit or if a credit card was used, a charge equal to one night's stay will be applied to the credit card.
- Please do not contact ESAAL to cancel your hotel reservation.

Tax Exempt Information

- If your Exempt Organization is paying for your stay, please use the procedures that are indicated on the Hotel Reservation form on page 13.

About the Saratoga Hilton Hotel

About the Hotel

- The Saratoga Hilton's guest rooms offer individual climate control, big picture windows with Roman shades, remote cable TV, multi-line telephone, high-speed wireless Internet access, alarm clock, coffeemaker/tea service, iron and ironing board, hair dryer. To learn more about additional guest services or for room upgrades, contact the hotel at 518-693-1017 or 1018

About Transportation to the Saratoga Hilton Hotel

Albany International Airport

- The Albany International Airport is about 30 miles from the Saratoga Hilton. The Transportation vendor, selected by ESAAL, is All Occasion Limo. They will coordinate arrivals and departures to help you share the cost of transportation. Please go to All Occasion's website, www.allocclimo.com/reservations.htm, to access the reservation page. Or call them at 518-479-LIMO (5466). They will do their best to accommodate all requests.

Saratoga Springs Amtrak Station

- The Saratoga Springs Amtrak station, located at 26 Station Lane in the city, is about a 5 minute ride to the hotel. To arrange taxi service prior to your arrival, contact the Saratoga Taxi Service directly at 518-584-2700.

About Driving Directions to the Saratoga Hilton Hotel

From the Adirondack Northway I-87

- The hotel, located at the north end of Saratoga Springs, is about 10 minutes or less from the Adirondack Northway. If traveling North on I-87, take Exit 15 and turn left off exit. If traveling South on I-87, turn right off Exit 15. At the 5th traffic light, turn left onto Rock Street. At stop sign, turn right onto Maple Avenue. The Saratoga Hilton parking lot is on your right.

Hotel Reservation Form

Empire State Association of Assisted Living (ESAAL)

Sunday, May 2 – Wednesday, May 5, 2010

Room Block Cutoff Date:

Thursday, April 1, 2010

Please reserve your room before this date to secure the group rate.

Reservation Guarantee:

All reservations must be guaranteed using a credit card or advance deposit.

Guests will be penalized for early departure. All reservations must be guaranteed for the entire stay. Unless the reservation is changed prior to check-in, guests having an early departure will be charged the full room rate for their entire scheduled stay.

Please indicate the appropriate credit card information below. Visa, Master Card, American Express & Discover are all acceptable. Or send a check or money order in the amount of one night's stay.

Cancellation Policy:

Cancellation less than forty-eight (48) hours prior to the scheduled arrival date will result in forfeiture of your deposit or if a credit card was used, a charge equal to one night's stay will be applied to the credit card.

Tax Exempt Information:

If your **Exempt Organization** is paying for your stay, the following procedures apply:

If payment is by the Organization's Check, a completed **ST-119.1** and the Organization's Check must be sent with this form.

If payment is by the Organization's Credit Card, a completed **ST-119.1** and a copy of the Organization's Credit Card must be available upon check-out to guarantee tax exempt status.

If you are paying by personal check, credit card or cash, and you are a government employee of the United States, New York State, or a Political Subdivision of New York State:

A fully completed **ST-129** Exemption Certificate must be received with this form, and must be signed by the individual staying in the room.

If more than one person or exempt organization is paying for this reservation, a separate exemption certificate and the appropriate documentation is required for each individual.

Complete this form and return by fax or mail to the address listed at the bottom of this page. Reservations can also be made by calling 888-866-3596 or online at www.thesaratogahotel.com and requesting the following **Group Code: PPEX**

ROOM RATES: (rates below do not include meals)

| <u># Rooms</u> | <u>Room Type</u> | <u>Room Rate</u> |
|----------------|------------------|--------------------------------|
| _____ | Hotel Room | \$184.00 single / \$204 Double |

The charge for the third or more persons is \$35.00 per person per night. Children under eighteen (18) years of age may stay free in their parent's room using existing bedding.

Room rates are subject to combined taxes of 13% unless tax-exempt status has been approved – see tax-exempt information. Such tax is subject to change without notice. **Self Parking** is available for hotel guests at \$5.00 per vehicle per night.

Reservation Information:

Arrival: _____ Departure: _____ # Nights _____ # People _____

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Hilton HHonors# _____

List Roommates _____
(please only submit one form per room)

Guarantee: Credit Card Deposit Check Attached

Card #: _____ Exp Date: _____

Name on Card: _____

Signature: _____

Other Requests:

The following are requests only and are on a first come first served basis

_____ King _____ 2 Double Beds _____ Handicap Accessible

For availability of room upgrades, contact the hotel directly at 518-693-1017 or 518-693-1018

Return this form to:

The Saratoga Hilton Reservations Department, 534 Broadway, Saratoga Springs, NY 12866
Reservations Fax Number: 518-584-7430 • Questions or General Information: 518-693-1017 or 1018

ESAAL does not process room reservations or cancellations



646 Plank Road, Suite 207
Clifton Park, NY 12065
Phone: 518-371-2573
www.esaal.org

Conference Registration Information and Forms

Register today to attend ESAAL's Annual Spring Conference!

31st Annual Conference & Trade Show

Racing for Success & Taking the Lead

Sunday, May 2 – Wednesday, May 5, 2010
Saratoga Hilton, Saratoga Springs, NY

Daily Motivational Speakers

Hot Topics

*Developing an Effective Individualized Service Plan • Grant Writing • From Marketing to Closing Sales
Updates from NYSDOH Senior Staff • Role of the Nurse in Assisted Living • Architectural Standards
DOH Survey Planning & How to Write Plan of Correction • Food Service Guidelines • Leadership Training
Identifying Elder Abuse • Fall Prevention • Risk Management • Dealing with Communicable Disease in ACF Setting*

Social Events!

Sunday Evening

Welcome Reception

In your free time following the reception, enjoy Saratoga's many restaurants within walking distance!

Monday Evening

"Day at the Track"

Trade Show Reception & Station Dinner
Opportunities to win prizes at
ESAAL's Video Racing Games!

Tuesday Evening

Annual Reception and Banquet

Enjoy a relaxing evening of dinner and dancing with your colleagues. Music by the New York Players!

Conference Benefits!

- Earn up to 26.5 continuing education credits to fulfill ACF requirements. (NAB Credit Approval Pending.)
 - Opportunity to network with your peers.
 - Conference binder and disk full of information from all educational sessions
 - Saratoga Springs, NY is located in the scenic foothills of the Adirondack Mountains. Visit the city's website at www.discoversaratoga.com.
 - Saratoga Hilton, our host hotel, is conveniently located on the main street of the city and provides a safe and pedestrian –friendly access to many shops and restaurants.
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