This conference is a must for all providers in Connecticut, operations managers, executive directors and supervisors of assisted living service agencies. Demonstrate your organization’s commitment to excellence in Assisted Living; reach people who influence decisions; and raise your organization’s visibility.

A special 20th Anniversary Conference program is planned:
- Featured speakers and presenters who will commemorate CALA’s milestone achievement
- A video tribute to CALA members and the field of aging and services
- Expert industry vendors
- Unparalleled networking
- NEW Chef’s Challenge! Cash prizes awarded

2015 Conference Program

8 – 9 AM
REGISTRATION AND BREAKFAST

9 – 10:30 AM
KEYNOTE

10:30 AM – 12 PM
BREAKOUT SESSIONS

12 – 1 PM
LUNCH

1 – 4:30 PM
VENDORS, NETWORKING, AND AWARDS

Celebratory Reception & Special 20th Anniversary Awards

MARCH 5, 2015 CALA’S 20TH ANNIVERSARY CONFERENCE & TRADE SHOW
Crowne Plaza Hotel & Conference Center • Cromwell, CT
Schedule & Session Information

Leadership. Do these questions sound familiar?

• Concerned the organization is heading in different directions...somebody has to start leading...they just aren’t stepping forward...
• Overwhelmed by competing agendas...someone needs to lead the family through the process successfully...losing potential clients because they get lost in the process...
Can you relate to any of these statements...Looking for answers to these dilemmas?

Susan Powers is a dynamic corporate trainer and creator of public speaker committed to boosting your sales skills, enhancing your leadership qualities and refining your customer service operations. With over 30 years of experience in sales-oriented fields, she has counseled dozens of clients across the northwestern United States on achieving peak performance in the workplace. With Training centers in Farmington and Southbury, CT, she is a Rising Star for Sandler Training - a global leader in perfecting corporate management techniques. As a certified Sandler Trainer and professional coach, Susan has been called upon by government, non-profit and business entities alike to give over a hundred presentations on harnessing the power of positive reinforcement.

Sales is a Marathon

Sales like a marathon can be an endurance event. Matt shares strategies that you can use to stay motivated to cross your finish line. Matt builds on the strategies he shared in his keynote in order for you to experience greater victory in sales. From his breakout you will discover:

• The most important thing when it comes to your victory in sales
• How one’s feelings, thoughts, and words determine the outcome
• How to develop a "Marathon Mentality" to stay motivated to cross the finish line

Matt Jones is a world class professional sales trainer and author. He is committed to inspiring audiences and delivering strategies to help organization thrive in the midst of adversity. His passion is to provide high levels of performance. Matt’s story has been featured in both international magazine and TV shows. He holds an MBA in Communication, MLS in Liberal Studies with an emphasis in Organizational Leadership, and is pursuing his doctorate in Organizational Leadership. Matt is currently the author of five books with more to come in the future.

The Many Faces of Dementia: Is it Alzheimer’s – or does it matter?

Participants will be able:
• to describe the basis of diagnosing different types of Dementia.
• to describe common behaviors associated with each Dementia type.
• to understand the common course of types of Dementia.
• to appreciate residential needs for the common Dementia Syndromes.

Executive Breakout SESSIONS

9:00 – 10:15 AM Registration and continental breakfast

Registration Form

Name: ___________________________
Title: ___________________________
Organization: ___________________________
City: ___________________________
State: ___________________________
Zip: ___________________________
Email: ___________________________
Fax: ___________________________
Phone: ___________________________
Address: ___________________________
Signature: ___________________________

SUPPORTING SPONSOR $200
ASSOCIATE SPONSOR $500
CONTRIBUTING SPONSOR $1,000
PRIME SPONSOR $5,000
FRIEND OF CALA $250
STABILITY $500

Name on card
Credit Card Number
Expiration date
Security Code
Signature

Credit Card (circle one):
Credit Card Number
Expiration date
Security Code
Signature

Check enclosed made payable to: CALA

SCHEDULE & REGISTRATION FEES

Payment is due with registration.

Send registration and payment to: Mary Ann Turner, 7 Meadow Rd, Enfield, CT 06082.
For more information: mtturner@ctassistedliving.com or Fax 860-745-6360.

CONFERENCES & EVENTS

MARCH 5, 2015 • 250 ATTENDEES • 55 VENDORS

Leadership. Do these questions sound familiar?

• Concerned the organization is heading in different directions...somebody has to start leading...they just aren’t stepping forward...
• Overwhelmed by competing agendas...someone needs to lead the family through the process successfully...losing potential clients because they get lost in the process...

Can you relate to any of these statements...Looking for answers to these dilemmas?

Susan Powers is a dynamic corporate trainer and creator of public speaker committed to boosting your sales skills, enhancing your leadership qualities and refining your customer service operations. With over 30 years of experience in sales-oriented fields, she has counseled dozens of clients across the northwestern United States on achieving peak performance in the workplace. With Training centers in Farmington and Southbury, CT, she is a Rising Star for Sandler Training - a global leader in perfecting corporate management techniques. As a certified Sandler Trainer and professional coach, Susan has been called upon by government, non-profit and business entities alike to give over a hundred presentations on harnessing the power of positive reinforcement.

Sales is a Marathon

Sales like a marathon can be an endurance event. Matt shares strategies that you can use to stay motivated to cross your finish line. Matt builds on the strategies he shared in his keynote in order for you to experience greater victory in sales. From his breakout you will discover:

• The most important thing when it comes to your victory in sales
• How one’s feelings, thoughts, and words determine the outcome
• How to develop a "Marathon Mentality" to stay motivated to cross the finish line

Matt Jones is a world class professional sales trainer and author. He is committed to inspiring audiences and delivering strategies to help organization thrive in the midst of adversity. His passion is to provide high levels of performance. Matt’s story has been featured in both international magazine and TV shows. He holds an MBA in Communication, MLS in Liberal Studies with an emphasis in Organizational Leadership, and is pursuing his doctorate in Organizational Leadership. Matt is currently the author of five books with more to come in the future.

The Many Faces of Dementia: Is it Alzheimer’s – or does it matter?

Participants will be able:
• to describe the basis of diagnosing different types of Dementia.
• to describe common behaviors associated with each Dementia type.
• to understand the common course of types of Dementia.
• to appreciate residential needs for the common Dementia Syndromes.

Executive Breakout SESSIONS

9:00 – 10:15 AM Registration and continental breakfast

Registration Form

Name: ___________________________
Title: ___________________________
Organization: ___________________________
City: ___________________________
State: ___________________________
Zip: ___________________________
Email: ___________________________
Fax: ___________________________
Phone: ___________________________
Address: ___________________________
Signature: ___________________________

SUPPORTING SPONSOR $200
ASSOCIATE SPONSOR $500
CONTRIBUTING SPONSOR $1,000
PRIME SPONSOR $5,000
FRIEND OF CALA $250
STABILITY $500

Name on card
Credit Card Number
Expiration date
Security Code
Signature

Credit Card (circle one):
Credit Card Number
Expiration date
Security Code
Signature

Check enclosed made payable to: CALA

SCHEDULE & REGISTRATION FEES

Payment is due with registration.

Send registration and payment to: Mary Ann Turner, 7 Meadow Rd, Enfield, CT 06082.
For more information: mtturner@ctassistedliving.com or Fax 860-745-6360.