

7 Meadow Road, Enfield, CT 06082



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NEW HAVEN, CT



Thursday, March 3, 2016

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.



present CALA/ISLE's
21st Annual Assisted Living
Conference & Trade Show



Thursday, March 3, 2016

Crowne Plaza Hotel & Conference Center, Cromwell

Keynote speaker: Susan Keane Baker

Great Leaders Help Others Act on their Best Intentions

CALA/ISLE's 21st Annual Assisted Living Conference & Trade Show

Refresh and Realize
Your Best Intentions!
CONNECTING MIND, BODY, AND SPIRIT

Conference Schedule

Thursday, March 3, 2016

8:00 – 9:00 Registration and continental breakfast
9:00 – 10:15 Opening session / Keynote:

Great Leaders Help Others Act on their Best Intentions

Morning Sessions 11:15 a.m. – 12:30 p.m.

What Senior Leaders Can Do To Influence "Willingness to Recommend"

Susan Keane Baker

A Wolf in Sheep Clothing-- Avoiding Financial Exploitation of Assisted Living Residents

Harry E. Morgan, MD

COOP/Disaster & Emergency Preparedness, Planning, & Training

CT Department of Public Health, Scott Aronson, Russell Phillips & Associates

Mobility Aids, Private Duty Caregivers, Pets, and Dining Policies: Ensuring your Policies and Practices Comply with Fair Housing Act Requirements

Heather O. Berchem, Esq., Partner, Murtha Cullina LLP

10:15 – 11:15 Exhibitors
11:15 – 12:30 Morning sessions
12:30 – 1:15 Lunch
1:15 – 2:00 Exhibitors
2:00 – 3:15 Afternoon sessions
3:15 – 4:30 Chopped Awards*

Afternoon Sessions 2:00 – 3:15 p.m.

Employer of Choice: The Strategic Way to Attract, Engage and Retain Talent in Your Community

Regan Medzhibzher, Marketing Manager, Morrison Community Living & Sherry Ephraim, Director of Business Development, Morrison Community Living

Maintaining Cognitive Health in Assisted Living Residential Care

Harry E. Morgan MD and Karen Dworski, LCSW, ElderPath, LLC

7 Things Non-IT People Need to Know About Cyber Security

Ari Santiago, President, IT Direct

Digital Marketing: How Integrated Marketing Can Boost Your Occupancy

Jason McCloud, VP, Digital and Integrated Strategy, Sage Age Strategies Solutions

250 ATTENDEES • 55 VENDORS
Registration Form

LIMITED SEATING.
ADVANCED
REGISTRATION
RECOMMENDED!

_____	Additional Attendees from Organization
Name _____	_____
Title _____	Name _____
Organization _____	Email _____
Address _____	Name _____
City _____	Email _____
State _____ Zip _____	Name _____
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Fax _____	Name _____
Email _____	Email _____

Conference Registration Fees

Payment is due with registration. Send registration and payment to: Mary Ann Turner, 7 Meadow Road, Enfield, CT 06082. For more information: mturner@ctassistedliving.com or (fax) 860-745-6360.

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