



Why you should attend:

- Get ahead of the curve
- Set the standard
- Implement best practices
- Networking opportunities and peer support



EXECUTIVE DIRECTOR Certification Course

FACULTY

HEATHER O. BERCHEM, ESQ.
Murtha, Cullina LLP

MARK GARILLI
Chief Executive Officer, Tower One/Tower East

JOANNE KUNCAS, RN, SALSA
Cedar Mountain Commons

ROBERT NOONAN, ESQ.
Robert Noonan & Associates

BENJAMIN W. PEARCE



MARCH 22 - 23, 2017

Water's Edge Resort & Spa, Westbrook, CT



EXECUTIVE DIRECTOR Certification Course

"I've been an Executive Director for 15 years. Should I attend?"

Absolutely!

MARCH 22 - 23, 2017

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What will the course cover?

RESIDENT CARE MANAGEMENT

The creation and execution of services consistent with residents' needs and preferences. Skills in:

- Creating and implementing policies and procedures regarding resident care management
- Conflict resolution
- Recognizing changes in residents' physical, emotional, and psychosocial states
- Informing residents of and protecting their rights
- Grievance procedures for resident and responsible party
- Motivating residents to participate in recreational activities
- Developing and applying resident support programs (volunteers, activities, etc)

HUMAN RESOURCES MANAGEMENT

The planning, implementation, and assessment of the effectiveness of recruitment, performance appraisal, training, and retention policies and procedures to develop competent staff who display positive values and attitudes. Skills in:

- Developing policies and procedures regarding human resources
- Predicting comprehensive effect of personnel policies on the organization
- Auditing personnel policies and communicating results to appropriate individuals



- Conducting employment and exit interviews
- Enhancing employee self-esteem through recognition
- Performance-based measurement
- Personnel recruiting
- Basic employee counseling
- Negotiating wages, salaries, and benefits
- Matching qualifications of candidates to job requirements
- Evaluating procedures to recruit, train, and retain employees
- Injury prevention programs
- Reporting injuries and follow-up
- Auditing employee health and safety programs and communicating results to appropriate persons

ORGANIZATIONAL MANAGEMENT

The development and implementation of principles and practices of management in the overall operations of a residential care/assisted living community. Improve your understanding of older consumers and your aging work force. Skills in:

- Oral and written communication with residents, responsible parties, staff, governing/ownership bodies, the community/public, and regulatory agencies
- Applying planning techniques to accomplish the organization's mission, goals, and objectives



- Public/media relations
- Government relations
- Assessing resident satisfaction
- Consider how gerontology trend data impacts your residents and staff

PHYSICAL ENVIRONMENT MANAGEMENT

The development and maintenance of a health and safe physical environment that is consistent with residential care/assisted living management philosophy and programming. Skills in:

- Creating emergency and safety plans that reflect identified and resident limitations
- Supervising staff and leading residents during emergency situations
- Preparing, executing, and evaluating vendor contracts
- Selecting products and materials that are appropriate, safe, and aesthetically pleasing in order to create a home-like environment for the residents

BUSINESS/FINANCIAL MANAGEMENT

The development and implementation of procedures and systems that enable the administrator to operate a financially viable facility. Skills in:

- Data collecting, quantifying, and analysis



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Program Schedule

WEDNESDAY, MARCH 22ND

Business/Financial Management
Benjamin W. Pearce

Organizational Management
Mark Garilli

Dinner & Reception
(overnight accommodations included)

THURSDAY, MARCH 23RD

Resident Care Management
Federal & State Regulations
JoAnne Kuncas
Heather O. Berchem

Physical Environment Management
Mark Garilli

Human Resource Management
Robert Noonan

For the latest on CALA/ISLE events, scan the code at right.



Registration Form

PLEASE PRINT OR TYPE

REGISTRATION FEE

CALA members: \$750 per person includes: two-day retreat with dinner and overnight accommodations on the first night. Breakfast and lunch on both days.
Non-CALA members: \$1500 per person.

Name _____

Address _____

City / State / Zip _____

Email / Phone / Fax _____

Title / Organization / Years of Experience _____

What do I hope to get out of this course?

CALA member \$750 x _____ = _____
Non-member \$1500x _____ = _____
TOTAL due to CALA \$ _____

Credit Card (circle one):    

Name on card _____

Credit Card Number _____

Expiration date ____/____/____

Security Code _____ Signature _____

Check enclosed made payable to: CALA.

Payment is due with registration. Mail or fax to:

CALA, 100 Halls Road, P.O. Box 483, Old Lyme, CT 06371
Telephone 860.434.5760 / fax 860.434.5790