



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 Operating Officer, Masonicare

JOANNE KUNCAS, RN, MS
JAK Consulting

ROBERT NOONAN, ESQ.
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Founder & CEO, Evolve Senior Living



CALA
Connecticut Assisted Living Association
100 Halls Road, PO Box 483
Old Lyme, CT 06371



March 19 - 20, 2018
Water's Edge Resort & Spa, Westbrook, CT



EXECUTIVE DIRECTOR Certification Course

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

Absolutely!

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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

MONDAY, MARCH 19

Physical Environment Management
Mark Garilli

Resident Care Management
Risk Management
Regulatory Compliance
Government Relations
Jo Anne Kuncas, RN
Heather Berchem, Esq.

Dinner & Reception
(overnight accommodations included)

TUESDAY, MARCH 20

Business/Financial Management
Benjamin Pearce

Organizational Management
Mark Garilli

Human Resource Management
Robert Noonan, Esq.

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



Registration Form

REGISTER TODAY!
Registration is limited to 20 participants.

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 \$1500 x _____ = _____
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

