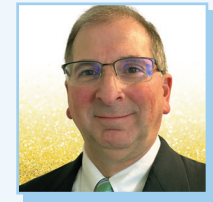


**CALA/ISLE 30th Annual
Conference & Trade Show**
Thursday, March 20, 2025
 The Aqua Turf Club, Plantsville, CT
 Register online: CTAssistedLiving.com



Lisa Clark, President, McLean
 Lisa Clark is the President of McLean. She holds a Bachelor of Science degree from Quinnipiac College in Occupational Therapy and has a Long Term Care certificate from the University of Conn. Lisa joined McLean in January 2000, and after serving as Administrative Director of Home Care and Hospice, Vice President of the Nursing Home, she became President in 2022.



Steve Woodward, VP Operations, Brookdale Senior Living
 Steve has been working in the senior living industry for 25 years. He got his start with Sunrise Senior Living as an Executive Director in 1999, operating 3 different communities in Connecticut during his 9 years with Sunrise. In 2008, he took a regional operations position with Sunwest Management. In 2010, he served as a Regional Director of Operations, and came to Brookdale Senior Living when Emeritus and Brookdale merged in 2014. Steve now serves as Vice President of Operations and currently oversees 83 communities from New Hampshire to Ohio.



Tom Grape, Founder/CEO, Benchmark Senior Living
 Tom founded Benchmark in 1997 and grew the Waltham, MA based company into a leading provider of senior living in the nation, with 67 communities in eight states. Tom has led Benchmark and its more than 6,500 associates to reach \$3 billion in assets under management and revenues of over \$665 million. Among his many service achievements, he was a founding board member of the Connecticut Assisted Living Association (CALA), and received the Lifetime Achievement Award from the Massachusetts Assisted Living Association.



Jon Paul Venoit, President and CEO, Masonicare
 JP began his career at Masonicare at the age of 16, working in dining services. Thirty years later, he stands at the head of the largest not-for-profit senior care company in the state. Leading an organization through an industry in flux, turned upside down by a global pandemic, to one of the organization's most successful years in operation, Venoit has been recognized and celebrated as a distinguished leader. Recently, JP was recognized as the CEO of the year for a large organization by The Hartford Business Journal.

Keynote Speakers: Tom Grape, Jon Paul Venoit, Lisa Clark, Steve Woodward
Keynote Session Title: "30 Years of Caring: Glancing Back, Looking Forward"

Session Description: As we celebrate CALA's 30th Anniversary, please join us for a look back at our industry and invigorating prognostications as to where we are going in the future from seasoned senior living leaders. CALA provider members have much to celebrate over these past 30 years and, given where we have been, where we are, and where we are going, this session looks to be one of nostalgia, reflection and one of carving a bright future for our residents and the individuals who care for them.



**CALA/ISLE 30th Annual
Assisted Living Conference &
Trade Show**
Thursday, March 20, 2025
The Aqua Turf Club, Plantsville, CT
300 ATTENDEES • 82 VENDORS



Panel Speakers: Tom Grape, Jon Paul Venoit, Lisa Clark and Steve Woodward

Thursday, March 20, 2025
 The Aqua Turf Club, Plantsville, CT

**Glancing Back,
Looking Forward**



**CALA/ISLE 30th Annual
Assisted Living Conference
& Trade Show**

CALA/ISLE 30th Annual Assisted Living Conference & Trade Show

Thursday, March 20, 2025 | The Aqua Turf Club, Plantsville, CT

Registration - 8:00-9:00 am

WELCOMING REMARKS & KEYNOTE SESSION – 9:00-10:15 am

Morning Breakout Sessions

11:15 - 12:30 pm

- 1. Managing Difficult Family Members and Customers**
Terry Jackson, Executive Director, Brookdale Chatfield
Bonnie Pollard-Johnson, Director, Quality Assurance, Benchmark Senior Living
- 2. Power Up Your Workforce: Energize and Elevate Your Mindset to Attract New Team Members and Retain Current Employees**
Annie Hoefflerle, Executive Director, Masonicare at Chester Village
- 3. Managing Preferences and Dietary Needs: It's Not All Meat and Potatoes**
Brianna Brathwaite, CEO, Eat For Success, LLC
Jeremy Tavares, Chief Experience Officer, Nexdine Hospitality

Afternoon Breakout Sessions

2:00 - 3:15 pm

- 1. Where We've Been and Where We Are Going: A Regulatory and Clinical Perspective**
Heather O. Berchem, Esq., Partner, Murtha Cullina
Annette Cochefski, RN, Executive Director, Village at South Farms
Sonja Newland, RN, Wellness Director, Bridges by Epoch of Trumbull
- 2. Transforming Telecom Expense to Resident Investment: How Secure, Streamlined Connectivity Empowers Staff, Protects Data, Cuts Costs, Protects the Community and Fuels Resident-Focused Programs**
James Smith, President, Universal Connectivity
Justin Franklin, Network Operations Specialist, Universal Connectivity
Heather Munigle, Head of Marketing, Universal Connectivity

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For more information, contact Laurie Heintz, Conference Manager at lheintz@CTAssistedLiving.com or 860-543-0556.

Thank you to our sponsors for supporting CALA's 30th Annual Conference & Trade Show

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CALA's Annual Conference and Trade Show is the best opportunity of the year to learn about what is happening in the senior living industry! This event is a must for regional managers, executive directors, nursing directors, marketing managers, operations directors, dining service directors and all the support teams that operate senior living communities in Connecticut. Sign up today!

Save Time – Register & Pay on our website: CTAssistedLiving.com

Registration Form

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____

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Additional attendees from organization

Name _____

Email _____

Name _____

Email _____

Name _____

Email _____

Name _____

Email _____

Conference Registration Fees

Payment is due with registration by February 10, 2025

| | Paid Before 2/10/25 | Paid After 2/10/25 |
|-------------|---------------------|-----------------------|
| CALA member | \$185 | \$225 x _____ = _____ |
| Non-member | \$370 | \$425 x _____ = _____ |
| Government | \$130 | \$160x _____ = _____ |

TOTAL due to CALA \$ _____

Credit Card (circle one):



Name on card _____

Credit card number _____

Expiration date _____ / _____ / _____

Security code _____

Signature _____

Complete form and email to: lheintz@ctassistedliving.com

Check enclosed made payable to CALA

Send registration and payment to:
CALA, 100 Halls Road, P.O. Box 483, Old Lyme, CT 06371

For more information, contact:
Laurie Heintz, Conference Manager
lheintz@ctassistedliving.com or 860-543-0556.