



## 2020 PALA Virtual Fall Conference

*Power of the Past  
Shaping the Future*



### Wednesday, October 28

**8:00am-8:30am** **Opening Welcome** - *Christine Horn, PALA Board of Directors President*  
**Harrisburg Happenings** - *Margie Zelenak, PALA Executive Director*

**8:45am-10:15am** **Retention 911: Reviving, Inspiring, Engaging, Retaining!** –  
*Christopher Ridenhour*

While our websites paint perfect pictures of Teamwork and World Class Customer Care, does everyone really, I mean, **REALLY**, appear as engaged as they do on the home page? Imagine the levels of success your stakeholders would experience if every team member “embraced change”, “owned problems”, and took “personal accountability” for their part in creating an EXTRAORDINARY community. No more “churn and burn!” No more wishing! No more hoping, or finger-crossing to keep folks from rushing to the exits! Are you ready to make this the "**Year of Retention**"? **GREAT NEWS AHEAD!** This session promises to transform the energy traditionally reserved for handwringing, complaining, and worrying into strategies that create inclusive, positive, and cooperative work environments. Come prepared to receive countless ways to kick this “workforce crisis” in the tail! The session promises to take you into the hearts and minds of your colleagues to reveal what inspires and motivates them to truly LIVE your organization’s Mission, Vision and Values. This unique offering will serve as the Train-the-Trainer for anyone interested in becoming a “Certified Staff Whisperer.”

**10:30am-12:00pm** **Lessons Learned and Best Practices from the Covid-19** – *PALA Panel of Experts including; Gail Bergmann, Brookdale Senior Living, Mary Ann Parisse, Philadelphia Protestant Homes, Lisa Sikes, Cardinal Senior Management and Penny Frownfelter, Country Meadows Retirement Communities.*

A panel of PALA experts will discuss best practices and the lessons they learned dealing with COVID-19 in their communities.

**12:30pm-1:30pm** **Reviewing Crisis Communication During COVID-19** - *Jessica McKay, Senior Director of Marketing & Communications, Argentum; Jared Nelson, Vice President, Crisis & Risk Management, Edelman; and Mandi Block, Vice President, Advertising & Communications, Country Meadows Retirement Communities*

This session will highlight effective media relations and stakeholder communications strategies during COVID-19 from both the national industry perspective and provider perspective. Attendees will hear about the efforts, successes, and challenges associated with communicating with external and internal audiences during COVID-19. You’ll take away best practices and strategies for media relations, as well as effective communication strategies for stakeholder audiences from residents to families to employees, from PR/crisis and industry experts. This review will help attendees prepare for the next pandemic or public health crisis.



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- 1:45pm – 3:15pm**     **Transforming Preparedness in the Dynamic Healthcare Environment-** *Scott A. Mickalonis, MS, CEM, CHEC-III, Vice President, Emergency Management, The Hospital and Healthsystem Association of PA*
- The current Covid-19 Pandemic has identified many lessons learned for healthcare. While we still have to respond to the ever-changing threat, it is important that these mid-term action items create change in the ability to effectively respond and recover. The pandemic has moved preparedness planning into the forefront of healthcare in all settings. During this presentation, we will discuss the importance of emergency preparedness and response within healthcare and how to adapt to change quickly. The presentation will focus on assessing risks and vulnerabilities within your organization, with a focus on establishing and updating plans, processes and procedures in an ever-changing environment. The discussion will conclude with a review how preparedness and response has adapted to this latest long-term event, by citing examples of successful efforts and how this is transforming healthcare preparedness at all levels.

## Thursday, October 29

- 8:15am-8:30am**     **Welcome -** *Margie Zelenak, PALA Executive Director*
- 8:30am-10:00am**     **Increasing Your Brain's Performance for Greater Leadership Success –** *Dr. Jerry V. Teplitz*
- Have you ever had a negative day as a leader? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day? How did you feel at the end of it? Energized. Isn't there an increase in your productivity and effectiveness as a leader on that positive day? What would that do to your abilities and successes? You can have that outcome every day! In this highly interactive keynote, Amazon bestselling author and top-rated speaker, Dr. Jerry V. Teplitz will strengthen the abilities you already have and give you the mental agility to add to your abilities with surprising ease and confidence.
- 10:15am-11:45am**     **Advocacy 101 State and Federal -** *Margie Zelenak, PALA Executive Director, and Mike Conallen, Commonwealth Strategic Partners*
- This presentation will provide information on state and federal regulatory and legislative issues pertaining to Personal Care and Assisted Living including effective ways to advocate for your community.
- 12:15pm-1:45pm**     **Updates from the BHSL –** *Michele Strauser, BHSL*
- BHSL staff will provide information on changes and clarification related to regulations and inspections. The session will include an opportunity for attendees to participate in a Q & A.



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**2:00pm-3:30pm**

### **Speeding to Effective Time Mastery: Working Smarter Not Harder**

*Dr. Jerry V. Teplitz*

How do you effectively deal with the constant deadlines, conflicting priorities, meetings, as well as the other time challenges that you are faced with on a daily basis? With this program, you will gain an understanding and ability to be a better time manager. You will discover your present time management strengths as well as the areas needing improvement. As a result, you will leave with a strategy and action plan to develop and implement more effective time management skills in your life.

## **Friday, October 30**

**8:00am-8:30am**

### **PALA Keystone Awards: Honoring the Best in Our Business –**

*Margie Zelenak, PALA Executive Director and Keystone Awards Committee*

The PALA Keystone Awards recognize our members for their outstanding contributions to Pennsylvania's Personal Care Homes and Assisted Living Residences. These awards honor dedication to the residents, family members and the communities they serve. The Keystone Awards showcase the best of our members as an example of the achievements we can accomplish together.

**8:45am-10:15am**

### **Understanding Compassion Fatigue - *Linda Shumaker, R.N.-BC, M.A., Optimize Aging, LLL***

In the midst of an unprecedented global pandemic, professional and family “caregivers” are facing an increasing number of stressors. Driven by vast uncertainty, there is a desire to help but an ongoing struggle to protect oneself and one’s family, as well as one’s clients. This overwhelming “angst” can produce physical and emotional responses that, at times, seem inescapable. This webinar will address the differences between “compassion fatigue,” secondary or “vicarious” trauma and burnout. We will define the components of “compassion fatigue” and the striking differences between compassion and empathy. Most importantly, we will discuss why some of us suffer from compassion fatigue more “personally” and how we can learn to “protect” ourselves. Finally, we will present “tools” that allow us to stay healthy, not only physically, but emotionally as well. We will discuss what we can do to protect ourselves while engaging with our clients and how management can support staff and enable us all to keep our friends, families, and clients safe as well.



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**10:30am-12:00pm**    **Marketing During a Pandemic** – *Paul Hansen, Director of Marketing, Legend Senior Living*

If you would have told any of us in March that in-house marketing events would stop, tours would stop and occupancy would dip, none of us would have believed it! 44% of all Marketing Directors, VPMs and CMOs across all industries reported mid-year budget cuts, reducing events, media buys, direct mail and freelancers. And here we are thinking about 2021. While leads are rebounding and move-ins moving, we have a divisive presidential election around the corner, many families still waiting-and-seeing and a pandemic that won't go away. How do we invest and plan for 2021? This webinar will offer marketing initiatives to think about as you plan your budgets. Be sure to be ready to use your zoom chat. Paul plans for a robust QA and comments, not just a lecture!

**12:30pm-2:00pm**    **All Stressed Up and Nowhere to Blow: Overcoming Negativity in the Workplace** - *Christopher Ridenhour*

Finally, the antidote to pettiness, unnecessary unresolved conflicts, and destructive attitudes. No more uncooperative, unengaged, and uncommunicative behaviors. Unchecked workplace stress causes high turnover, low engagement, stress episodes, dysfunctional teams and suspect customer care. What real-life strategies exist to reacquaint yourself with that young, enthusiastic, optimistic, and energetic professional you used to be? Better yet, how can we reverse the “burn out” that characterizes negative actions and attitudes in our departments? During this “Attitude Day Spa” we will identify the key factors that cause workplace trauma, and most effective methods to minimize the damage. This session not only offers ways to cope, but also opportunities to practice the influence skills necessary for transforming the destructive attitudes and behaviors occurring around you.