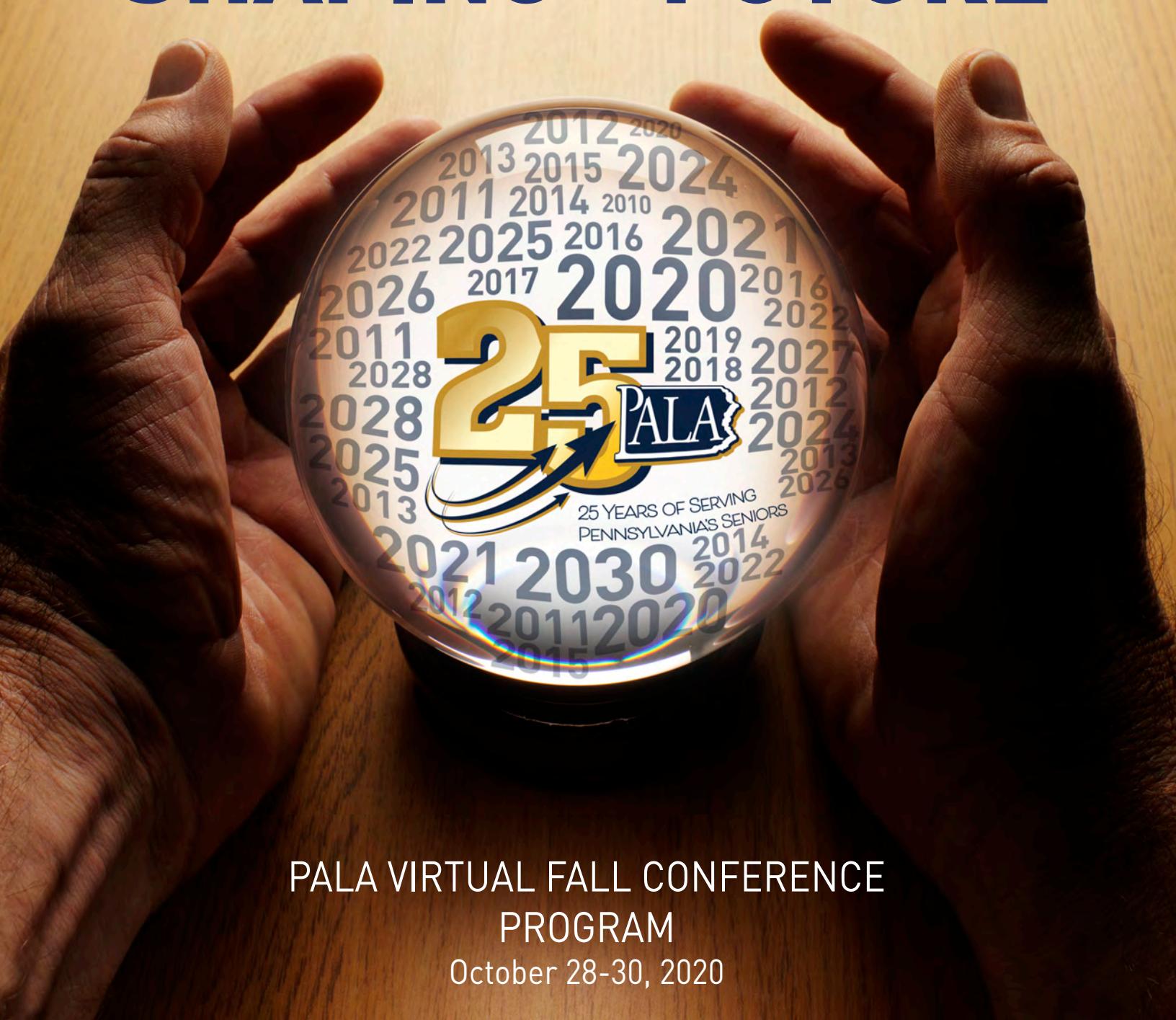


PENNSYLVANIA ASSISTED LIVING ASSOCIATION

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PALA VIRTUAL FALL CONFERENCE
PROGRAM

October 28-30, 2020

Earn up to 17.0 CEUs for Personal Care, Assisted Living and Nursing Home Administrators

2020 FALL PROGRAM



Wednesday, October 28

8:00am-8:30am	Opening Welcome – Christine Horn, Board of Directors President, PALA Harrisburg Happenings – Margie Zelenak, Executive Director, PALA
8:45am-10:15am	Keynote Session Retention 911: Reviving, Inspiring, Engaging, Retaining! – Christopher Ridenhour Thank you to our sponsor KeldairHR! <p>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.”</p>
10:30am-12:00pm	Lessons Learned and Best Practices from COVID-19 – Gail Bergmann, District Director Clinical Services, Brookdale Senior Living; Mary Ann Parisse, Vice President Residential Living & Personal Care, The Philadelphia Protestant Homes; Lisa Sikes, Chief Operating Officer, Cardinal Senior Management; and Penny Frownfelter, Clinical Services Specialist, Country Meadows Retirement Communities. Thank you to our sponsor OraSure Technologies! PALA Executive Director, Margie Zelenak, will moderate a panel of industry experts to 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 Thank you to our sponsor 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.
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 Thank you to our sponsor Belfor Property Restoration! 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, Executive Director, PALA
8:30am-10:00am	Keynote Session Increasing Your Brain’s Performance for Greater Leadership Success – Dr. Jerry V. Teplitz Thank you to our sponsor Brookdale Senior Living! 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.

2020 FALL PROGRAM



10:15am-11:45am **Advocacy 101: State and Federal – Margie Zelenak, PALA Executive Director; Mike Conallen, Commonwealth Strategic Partners; and Maggie Elehwany, Senior Vice President, Public Affairs, Argentum**
Thank you to our sponsor Tapestry Senior Living!

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-1:45 **Updates from the BHSL – Michele Strauser, Director of Training and Professional Development, PA Department of Human Services, OTL, 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.

2:00pm-3:30pm **Keynote Session**
Speeding to Effective Time Mastery: Working Smarter Not Harder – Dr. Jerry V. Teplitz
Thank you to our sponsor Priority Life Care!

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, Executive Director, PALA and the Keystone Awards Committee**
Thank you to our sponsor Diamond Pharmacy Services!

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**
Thank you to our sponsor Merrill Gardens Senior Living!

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.

10:30am-12:00pm **Marketing During a Pandemic – Paul Hansen, Director of Marketing, Legend Senior Living**
Thank you to our sponsor UnitedHealthcare!

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 **Keynote Session**
All Stressed Up and Nowhere to Blow: Overcoming Negativity in the Workplace – Christopher Ridenhour
Thank you to our sponsor Atria Senior Living!

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.

KEYNOTE SPEAKERS



Dr. Jerry V. Teplitz

Jerry's dynamic, educational and entertaining keynotes and seminars on Brain Performance Optimization have a long-term impact on performance enhancement and productivity. Dr. Teplitz

is an attorney and has a PhD in Holistic Health Sciences. He is an expert in Brain Performance and Neuroplasticity. He is author of 9 books and has given over 1800 presentations to more than 1 million people. Participants report becoming more positive, effective, focused, energized, and more productive.

Dr. Teplitz has earned the Certified Speaking Professional designation from the National Speakers Association. The Canadian Society of Association Executives has designated him an Association Excellence Speaker and the Professional Convention Management has designated him a "Best-in-Class" Speaker. He presents and consults on Management and Leadership Training, Sales Development, Brain Integration and Stress Management.



Christopher Ridenhour,

Director of Workplace Culture for a Pennsylvania-based long-term Care and Social Services organization, develops and delivers high-impact staff education focused on World Class Hospitality, Elevated

Employee Engagement, New Supervisor Training, Aspects of Inspired Leadership, Total Team Commitment, among other critical employee competencies.

For the last 15 years, he's traveled across North America and Canada keynoting and training for National Aging Associations including LeadingAge, Argentum, American College of Healthcare Administrators, American Healthcare Association, Pioneer Network, National Center for Assisted Living, and the Ontario Association for Non-Profit Homes and Services for Seniors. Extraordinary participant evaluations have resulted in earning the distinction of becoming LeadingAge's highest-rated speaker/trainer. As recognition for the years of service to hundreds of communities across Pennsylvania and the country, in 2015, Christopher was awarded Facilitator of the Year.

LOOKING AHEAD TO 2021!

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Eden Resort
Lancaster

PALA Fall Conference
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2020 KEYSTONE AWARDS

PENNSYLVANIA ASSISTED LIVING ASSOCIATION



ADMINISTRATOR

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Cindy Beahm, LPN

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Independence Court of Quakertown

Enhanced Personal Care
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Quakertown, PA 18951
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- Atria Residents
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