



# Creating Assisted Living Communities— One Resident at a Time!

## Preliminary Conference Program-At-A-Glance

### TUESDAY, SEPTEMBER 22, 2009

8:00 a.m. – 8:45 a.m.	<b>Conference Registration and Networking</b> (Continental Breakfast)
8:45 a.m. – 10:30 a.m.	<b>Opening General Session</b> <b>Brian Brio</b> , America's Breakthrough Coach! <i>Creating Assisted Living Communities—One Resident at a Time! It's Time for Joy!</i>
10:30 a.m. – 12:30 p.m.	<b>Trade Show - Grand Opening</b>
12:30 p.m. – 1:45 p.m.	<b>Partnership Luncheon</b> <i>Creating Assisted Living Communities—One Resident at a Time!</i>
2:00 p.m. – 3:00 p.m.	<b>Education Sessions</b> <ol style="list-style-type: none"><li>1. Round Table Discussion for: Executive Directors, General Managers and Administrators <i>(Operations)</i></li><li>2. Round Table Discussion for: Marketing Directors, Community Relations Managers and Resident Services Directors <i>(Marketing)</i></li><li>3. Round Table Discussion for: Resident Care Directors, Health Care Coordinators Reminiscence Coordinators and Wellness Coordinators <i>(Health Care)</i></li></ol>
3:00 p.m. – 5:00 p.m.	<b>Trade Show</b>
5:00 p.m. – 6:30 p.m.	<b>Reception and Prize Drawings</b>

### WEDNESDAY, SEPTEMBER 23, 2009

8:30 a.m. – 9:00 a.m.	<b>Networking</b> (Continental Breakfast)
9:00 a.m. – 10:30 a.m.	<b>General Session</b> <b>Jayesh (Jay) Sheth, MD</b> <i>Creating Assisted Living Communities—One Resident at a Time!</i> <i>What Does the Future Hold for Assisted Living?</i>
10:45 a.m. – 11:45 a.m.	<b>Education Sessions</b> <ol style="list-style-type: none"><li>1. A Closer Look at Georgia's SAFE-NET <i>(Operations)</i></li><li>2. Retaining Residents Longer in Assisted Living <i>(Clinical)</i></li><li>3. Expectations of the Baby Boomers <i>(Marketing/Customer Service)</i></li></ol>
11:45 a.m. – 1:00 p.m.	<b>Hero Awards Luncheon and Presentations</b>
1:15 p.m. – 2:15 p.m.	<b>Education Sessions</b> <ol style="list-style-type: none"><li>1. Tips for Handling Adverse Regulatory Actions <i>(Legal)</i></li><li>2. Defining Excellent Alzheimer's Care <i>(Special Populations)</i></li><li>3. Using VA Benefits for Assisted Living <i>(Management &amp; Marketing)</i></li></ol>
2:30 p.m. – 3:30 p.m.	<b>Closing General Session – A Regulatory Update</b> <b>Victoria (Vickie) Flynn</b> , Director of the Personal Care Home Program Healthcare Facility Regulation Division Department of Community Health <i>(Invited)</i>
3:30 p.m.	<b>Conference Adjourns!</b>

# Creating Assisted Living Communities— One Resident at a Time!



Georgia~ALFA

*Advancing Assisted Living in Georgia*

**Conference & Trade Show**

**September 22-23, 2009**

**Cobb Galleria Centre**

# GEORGIA-ALFA CONFERENCE & TRADE SHOW

September 22-23, 2009



## Annual Georgia-ALFA Conference & Trade Show • September 22 & 23, 2009

### ATTENDEE REGISTRATION

Please complete this form and mail it with your check for the total amount due payable to: Georgia-ALFA, 115 Grayson Industrial Parkway, Suite 6, Grayson, GA 30017, by no later than Tuesday, September 8, 2009. We'll accept a faxed registration if we receive a payment for the total amount due in the Georgia-ALFA office within 10 business days from the date of the fax. We cannot grant refunds for cancellations received

after Monday, September 14, 2009. Please contact Genia Ryan, Georgia-ALFA President/CEO, at 678.990.0081 (voice) or 678.990.0082 (fax) if you have questions. For hotel reservations, please contact the Sheraton Suites Galleria Atlanta directly at 770.955.3900. Our special Georgia-ALFA room rate of \$129 per night, single or double occupancy, is effective until Tuesday, September 8th.

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Community Name: \_\_\_\_\_

Corporation Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

- Georgia-ALFA Provider Member       Georgia-ALFA Industry Partner Member       Non-member

#### Payment Method\*

- Check       Visa       Mastercard       American Express       Discover

*\*If you are paying by credit card, we'll call you for the card information.*

### Please register the following people for the Annual Georgia-ALFA Conference & Trade Show:

#### Pre-registration fees

\$295 for the first member, \$175 for the second attendee, \$99 for the third attendee, and \$495 for non-members. Additional registrants must be from the same Provider community or Industry Partner company.

#### On-site Registration

On-site registration is \$350 for members, \$550 for non-members. *(Additional member discounts do not apply to on-site registration.)*

**Please print or type. To reserve your space early, please fax this form to 678.990.0082.**

Name	Title	Fee

**Total Amount Due:** \_\_\_\_\_

**Special needs:** Georgia-ALFA will make all reasonable efforts to accommodate persons with special needs at the conference. Please call us no later than Friday, September 7th at 678.990.0081 to discuss your special needs.

# Creating Assisted Living Communities—One Resident at a Time!

## ASSISTED LIVING 2009

It's time for the much anticipated annual Georgia-ALFA Conference & Trade Show, which will be at the Cobb Galleria Centre in Atlanta September 22 & 23, 2009. *Creating Assisted Living Communities – One Resident at a Time* promises to be our best conference yet.

This year's special events and educational seminars are expected to draw over 300 owners, developers, and assisted living professionals from across Georgia and throughout the Southeast. Whether you're a newcomer or a seasoned veteran of the assisted living industry, you'll benefit from the chance to interact with knowledgeable experts and industry leaders.

Georgia-ALFA, the state affiliate of the Assisted Living Federation of America (ALFA), is the trade association for the senior living industry in Georgia.

Make the decision now to join us for the 2009 Georgia-ALFA Conference & Trade Show. The deadline for sponsorship recognition and advertising is September 4th. Attendee registration deadline is Tuesday, September 8th. On-site registration will be available at an increased rate.

If you have any questions, please contact Genia Ryan, President/CEO, at 678.990.0081 (office), 678.990.0082 (fax), or [genia@georgiaalfa.org](mailto:genia@georgiaalfa.org) (e-mail).

## ATTENDEE INFORMATION .....

### Location and Schedule

We're pleased to offer Georgia-ALFA members one of the finest conference facilities in the world! The Cobb Galleria Centre is located at 2 Galleria Parkway, Atlanta, Georgia 30339.

As an attendee, you'll receive one full conference registration, which includes two continental breakfasts, two luncheons, breaks, trade show reception and admittance to all educational sessions, plus the trade show on Tuesday, September 22nd.

Georgia-ALFA's 2009 Conference & Trade Show will begin on Tuesday, September 22nd at 8:45 a.m. Attendee check-in is from 8:00 a.m. to 8:45 a.m. This year's professional seminars and workshops will provide attendees with lots of educational opportunities. The conference will adjourn on Wednesday, September 23rd at 3:30 p.m.

We've included a complete preliminary schedule of educational sessions for your review. Educational sessions focus on areas that are critical to the successful operation of an assisted living community, including management, marketing, operations, special populations, human resources, plus legal, regulatory, business and technology issues. Popular round-table discussions will be returning. Exciting general sessions feature dynamic speakers who will enlighten attendees on critical assisted living and

business issues. Also, at our annual Hero Awards Luncheon, we honor outstanding performance by caregivers, executive directors, staff, and volunteers.

### What to Wear

We encourage business casual for the entire conference. Come prepared to work, learn, and have fun. We promise an outstanding professional experience.

### Registration Information

All attendee reservations must be accompanied by payment in full. We'll accept a faxed registration if we receive a check for the total amount due in the Georgia-ALFA office within 10 business days from the date of the fax. Additionally, attendees who have forwarded payment in full by September 8th will be listed in the Conference Program. This is an excellent opportunity to gain exposure for your community. An attendee reservation form is included. The pre-registration fee is \$295 for members, \$175 for second attendee, and special this year \$99 for the third attendee from the same community or company. The non-member rate is \$495. (*Additional registrants must be from the same Provider community or Industry Partner company.*) On-site registration is \$350 for members, \$550 for non-members. (*Additional member discounts do not apply to on-site registration.*)

### Hotel Information

Georgia-ALFA has a limited block of rooms reserved for Monday through Thursday, September 21-24, 2009, at the **Sheraton Suites Galleria**. A shuttle service will be provided between the hotel and Cobb Galleria Centre. The Georgia-ALFA room rate is \$129 per night, single or double occupancy. To take advantage of this reduced room rate, please call the Sheraton Suites Galleria directly at 770.955.3900 and ask for the Georgia-ALFA Room Block. **The room reservation deadline for this special rate is Tuesday, September 8, 2009.**

### Sponsorship Opportunities & Conference Program Advertising

Advertising in the Conference Program and sponsoring conference events are excellent ways to gain exposure for your community or company. To take advantage of these opportunities, please contact Genia Ryan, Georgia-ALFA President/CEO, at 678.990.0081 or [genia@georgiaalfa.org](mailto:genia@georgiaalfa.org) for more information. Sponsorship opportunities range from \$1,500 to \$5,000 plus. You can sponsor an entire event or put a group together to split the costs. If you don't have an established group, we can help you put one together!