

2007 Summer Conference & Trade Show

..... Educational Sessions



"I appreciate the coming together of powerful industry leaders to share what is affecting their business and uniting to protect the integrity of assisted living."



"Great job... another fabulous conference!"

For three days, conference attendees moved between classes - learning new skills, refreshing old skills, and preparing to take lessons home to be more effective leaders of the assisted living profession. From lectures, to Q&A sessions, to small interactive workgroups, this summer's conference had it all. John Alston's inspiring leadership skills started the conference off, followed by three days of information on a variety of subjects such as marketing, regulations, and dementia care. By Wednesday attendees were refreshed, inspired, and ready to take their new skills home.



"Moved right along - I never got tired or bored. Good topics, entertaining speakers, time went quickly."



"The subjects covered were very important for providers and well covered."



"I thought the concurrent sessions were some of the best... I had a difficult time choosing just which one to attend."



..... Exhibit Hall



Twice during the conference attendees had a great opportunity to learn about the latest in assisted living products and services. Monday night, attendees enjoyed a glass of wine, some appetizers and some great information. Tuesday lunch was served in the exhibit hall where attendees were able to follow up with exhibitors and enjoy a meal on the go!



..... Networking



"Most useful is the social time with colleagues and CALA staff - building relationships that generate consistent philosophies perpetuating the success of our profession."

One of the most valuable aspects of the CALA conference is the opportunity to network with colleagues. Attendees always appreciate each other's input when it comes to problem solving, creative programs and new ideas. The conference allows attendees time to catch up with old friends and to make new ones!

