

# EXPLORE CREATE INNOVATE!

The CALA 2008 Fall Conference and Trade Show brought with it attendance topping 500 and another sold out tradeshow. *Explore! Create! Innovate!* lived up to its name by delivering engaging educational sessions on a variety of innovative topics. If you were unable to join us, here's what you missed!

## Innovations, Technology & the Future of Senior Housing, featuring Andrew Carle

Andrew Carle, Assistant Professor and founding Director of the Program in Assisted Living/Senior Housing Administration at George Mason University in Fairfax, Virginia, provided an overview of a worldwide aging population and the need for new models of housing to meet the needs of today's current, and tomorrow's "Boomer" seniors. Included was a fascinating exploration of innovative "Nana" technologies currently in use or in their experimental status, to address projected labor and resource challenges, as well as "niche" communities for different cultures, interests, and special needs.



Attendees had the opportunity to earn up to 17 CEU's at this Fall's Conference.

**"FABULOUS SPEAKER AND INFORMATION. REALLY MAKES YOU THINK."**

## The Magic of Advancing Care through Technology, featuring Chris Blackmore

Chris Blackmore, a presenter at Disney's Approach to Quality Service and professional magician, wowed the audience with his magic, while sharing his HEAR, THINK and LEARN method for providing world class service and exceed customer expectations. Just as the technology that drives the innovation of Disney's theme parks is seamless, so should be the integration of technology into person-centered resident care.



Chris Blackmore reads minds during his magical presentation.



A brave volunteer waits to see if Chris will manage to pull off this magic trick.

**"ENTERTAINING AND EDUCATING!"**

**"TREMENDOUS PROGRAM. VERY INFORMATIVE, VERY HELPFUL."**

## The Game of Assisted Living – A Simulation

Doug Fullaway, President and COO of Vigilant, provided a truly interactive experience for participants by providing them the opportunity to work in small teams to evaluate and improve outcomes at a hypothetical underperforming Assisted Living community. Teams input their responses to key questions and a Monte Carlo simulation projected outcomes in key operational and performance areas, leading to an engaging follow up discussion.



Heather Harrison, Vice President of Public Policy for CALA and Bernard Wheeler-Medley, COO for Westmont Living, take a moment between sessions to catch up.

## Benchmarking, Attracting & Retaining Top Talent

Rick Karnofski, Senior Vice President of Human Resources at Aegis Living, and Jennifer Shirkani, CEO of Penumbra Group, combined their expertise and shared practical tips and strategies for recruiting and retaining talented prospects into Assisted Living. In addition to exploring case studies, interviewing and selection best practices were explored and implementation strategies were shared with those in attendance.



Attendees work together during one of this fall's interactive educational sessions.

**"A REAL COMMON SENSE APPROACH. ENJOYABLE."**

## Ask the Attorneys



Speaker Joel Goldman during Ask the Attorneys.

The always popular Ask the Attorneys returned to the CALA conference with speakers Doug Armstrong, Senior Vice President and Special Counsel, Atria Senior Living Group and Joel Goldman, partner, Hanson Bridgett, LLP fielded questions from a packed audience.

Topics ranged from power of attorney specifics to elder abuse reporting. Always a hit during the conference this session affords attendees the opportunity to have their legal and regulatory questions answered by two of the profession's most experienced attorneys.



Doug Armstrong listens to a question during Ask the Attorneys.

## Yacht Dinner Cruise in Newport Beach

Attendees boarded the Ambassador Yacht on Tuesday night for a two hour cruise. The night was filled with great food, good company and a fantastic view of Balboa Island seen from the panoramic observation deck. Participants also enjoyed some piano entertainment by the sponsor of the event, Hansen Bridgett's James Napoli.

## Trade Show

The popular wine tasting event was well attended on Monday evening. Attendees enjoyed wine with CALA associate members and exhibitors as they made their way around the trade show learning about what new technologies are available. With over 60 exhibitors at the show, Tuesday lunch gave attendees another great opportunity to visit with exhibitors.



Brant Watson of Heffernan Insurance Brokers talks with a conference attendee during the tradeshow.



Left, attendees get more information on the services and products available at the tradeshow. Right, CALA's Group Purchasing Program, available through UHF Purchasing Services, is a staple at the CALA tradeshow.

---

## A Big Thank You to the 2008 Fall Conference & Trade Show Event Sponsors, for helping us make this event such a success!

### HCF Insurance

Keynote Speaker  
Luncheon Speaker  
Tote Bags

### Hanson Bridgett, LLP

Yacht Dinner Cruise

### Alaska National Insurance Company

Exhibit Hall Wine Tasting

### HPSI Purchasing Services

Onsite Conference Program

### Heffernan Insurance Brokers

Tuesday Continental Breakfast

### UHF Purchasing Services

Tuesday Dessert Break

### Hill Partnership Inc., Architects

Going Green Today Concurrent Session

---