



Team-Up for Success!

2008 Spring Conference Highlights!



"Quality speakers!"

"Content of sessions was excellent!"

"Informative and practical!"

This year's Spring Conference brought record attendance and a sold out Trade Show, along with great entertainment and excellent educational sessions. Here are the highlights!

Zap the Gap – Solving the Multigenerational Puzzle, featuring Meagan Johnson, CSP



Meagan Johnson informs and entertains during her session, Zap the Gap.

Certified Speaking Professional and self proclaimed Gen X-er Meagan Johnson kept the audience engaged, while delivering a humorous, yet very relevant message about how to understand and appreciate the differences between the varied generations represented in the work place. Using her "generational decoder", Meagan identified generational signposts and how they impact the thought process

and behaviors of each generation. One attendee told us she was, "absolutely phenomenal!" It seemed everyone left the session with a better understanding of how to effectively communicate, engage and appreciate younger staff.



Attendees participate in making generational lists during Johnson's session.

"Much food for thought!"

AL-IQ Award Winner, Aegis Living

CALA's 2008 Assisted Living-Innovations in Quality Award was presented to Aegis Living for their outstanding Staff Recruitment & Retention Program, entitled Attracting and Retaining Superheroes. Rick Karnofski, Senior Vice President of Human Resources received the award and later delivered an inspiring educational session including highlights of their plan. The program is based on the belief that the ability to employ and retain the finest staff is the single most important driver in an organization's performance. Congratulations Aegis Living!



CALA President, Sally Michael, presents Rick Karnofski of Aegis living with the 2008 AL-IQ award.

Politics & Good Public Policy – The Challenge for Assisted Living, featuring Gary Dietrich



Gary Dietrich addresses attendees during the Luncheon session.

Political analyst, radio and talk show host and Co-founder of Citizen Voice, Gary Dietrich provided an insightful nonpartisan perspective on the current political climate, policy issues and their impact on Assisted Living. A native Californian with roots in northern California and years of direct experience in the political process, Gary's expertise

was well received. Attendees left the session with a healthy reminder of what to expect and what to watch for as things unfold politically in the months to follow.



Gary takes the time to answer questions after his session.

"Interesting and uplifting message!"

"Very informative. Excellent choice, timely subject!"

Rock-N-Roll Reception

Tuesday evening attendees enjoyed the sounds of "Blind Justice", featuring James Napoli partner at Hanson Bridgett as lead vocalist. While helping themselves to tasty appetizers, those in attendance placed bids on outstanding silent auction items donated by various CALA member organizations. Prizes included concert tickets and airfare to see Cher in Las Vegas, a half day legal consultation, a Sonoma get-a-way, Giants tickets, a traveling executive kit, a Palo Alto get-a-way, Traci Bild's Marketing Director in a Box, A's tickets and a \$500 Nordstrom gift certificate! A good time was had by all!

Trade Show Wine Tasting & Luncheon

With fifty of the most innovative and cutting edge Assisted Living vendors and suppliers, this conference's trade show shaped up to be one of the best! Attendees enjoyed wine and appetizers Monday evening, after the sessions, and had the opportunity to follow up on Tuesday with lunch and any questions they had about the products and services offered by this year's exhibitors.



Thanks to the exhibitors and attendees that continue to make the CALA trade show such a great success!



Discussions with Community Care Licensing



CALA Vice President of Public Policy, Heather Harrison, moderates Tuesday's Discussions with Community Care Licensing.

"Great questions. Clear answers."

The ever popular panel discussion with Community Care Licensing brought much clarification on key issues such as bedridden clearance, properly handling the return of a resident from the hospital with a prohibited condition, and criminal background clearances, among others. With CCLD representatives Ben Partington, Tom Stahl and Maureen O'Hern sharing their expertise and Heather Harrison at the helm as moderator, attendees were given the opportunity to pose their questions and concerns and receive critical clarification to support their daily operations.

"Always nice to have this kind of interaction with DSS."

~~~~~ At a Glance ~~~~~ More Images of the 2008 Spring Conference



1. Attendees catch up between sessions. 2. Denise Davis speaks to attendees about public relations for Assisted Living. 3. Attendees show off their evacuation skills during a surprise fire drill. 4. Attendees catch up between sessions. 5. Susan Stangroom of Atria helps promote the new Assisted Living Leadership course available online. 6. Nancy Schier Anzelmo introduces speakers during an intensive session. 7. Attendees work in groups during one of the educational sessions. Joel Goldman, Mary Edmondson and Diane O'Malley field questions during the ever popular Ask the Attorneys session.