

ADVANCING OUR COLLECTIVE VISION

SPRING CONFERENCE '09 HIGHLIGHTS

Earlier this month, hundreds of Assisted Living providers converged upon Sacramento for three days of learning, networking and sharing. Here are the highlights! See many more pictures at www.flickr.com/photos/caassistedliving.

"This was the best training I have attended."

"There was a buzz in the air and smiles on a lot of faces."

Advancing the Collective Vision of Assisted Living

Keynote speaker Larry Johnson helped the audience see Assisted Living through the eyes of consumers. His message of exceeding expectations reminded attendees that everything we do impacts the image of Assisted Living.



Intensive Sessions

Creating a Brain Healthy Environment

With their combined expertise and proven track record, Dr. Kevin O'Neil and Carol Cummings, RN, teamed up with Dan Michel, CEO of Dakim, to provide a fascinating overview of brain function and healthy brain lifestyle strategies, followed by an exploration of computer-based brain fitness programs.



CALA Excellence in Service Awards



At the general session on Monday, the first ever CALA Excellence in Service Awards were presented to three worthy recipients. Attendees were inspired by each recipient's demonstrated dedication to residents and contributions to the field of Assisted Living, and expressed their support with resounding standing ovations for each recipient:



1. Martha Garcia - Outstanding Caregiver, Palm Gardens, Woodland
2. Jeremy Kent - Outstanding Team Member, Oakmont Gardens, Santa Rosa
3. Susan Edwards - Outstanding Executive Director, AlmaVia, San Rafael

A New Day in Sales & Marketing

In this engaging session, the dynamic trio of Traci Bild, Mark Mostow and Steve Wright shared a realistic overview of the Assisted Living market. Based on their expertise and experience, they then provided attendees numerous sales and marketing strategies and tools that could be put to immediate use.

"We really enjoyed the dinner options on Tuesday night. Great way to network."

Discussions with Community Care Licensing



CCLD leadership provided clarification on two major policy issues during the conference – CCLD announced that facility-wide waivers for hospice total care will be allowed and that a diagnosis of dementia does not automatically trigger a move to a memory care unit, if the needs of the resident can be met in the general assisted living environment. As requested by CALA, CCLD is preparing written guidance on these topics.

"Thanks for another opportunity to gain CEUs, network and take back information to the community."

Discussions with Community Care Licensing

Ben Partington enjoyed a special send-off from CALA in anticipation of his September retirement.



"The information was amazing! Well organized, great speakers."

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.

With topics ranging from personal rights of dementia residents, to criminal background checks for residents, to CPR policies in an Assisted Living community, this session once again addressed the questions attendees needed answered.

"Great seminars and topics with immediate application to today's challenging issues."

Trade Show

The trade show was a big success with 55 exhibitors showcasing their products and services. Attendees joined friends, colleagues and exhibitors for the popular wine tasting reception on Monday evening and had the opportunity to follow up on Tuesday with lunch.

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



"The going green concept for materials was wonderful. Great idea."

PAC Raffle

Thank you to everyone who donated to the CALA PAC and participated in the conferences *Week in France Raffle!* Thanks to you, we raised more than \$8,000! And congratulations to Danit Cave who won a trip to France!



A Special Thank You to Michel Augsburger and Hanson Bridgett for donating these amazing prizes!

A Big Thank You to the 2009 Spring Conference & Trade Show Event Sponsors for helping us make this event such a success!

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UHF Purchasing Services
Dessert Break

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Dessert Break

Sysco Food Services
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