



2019 Conference & Exhibition

May 15-16, 2019 • The Brown Hotel

COLLABORATION

A Portrait of Success.

Provider Registration Package

Early Bird Registration Deadline: April 19, 2019

Welcome!

From Jessica Heck, Education Action Team Chairperson & Ted Burfict, Education Action Team Co-Chairperson

KSLA's Education Action Team is proud to host an outstanding 2019 Conference & Exhibition at The Brown Hotel, 325 West Broadway, Louisville, KY! Our theme, "Collaboration: A Portrait of Success," will provide the opportunity for our communities to learn new ideas in many aspects of the senior living industry. This year's conference will offer two General Sessions and eight Education Sessions. There will be an opportunity to earn contact hours (for nurses) and continuing education units (for all others).

We are excited about several events: (1) the two exhibitor receptions on the first day; (2) the keynote luncheon with Jennifer FitzPatrick, MSW, LCSW-C, CSP, the founder of Jenerations Health Education, Inc., which is a full service healthcare education organization. We're excited to hear what Jennifer will share with us about boosting occupancy and staff retention through generational collaboration; (3) CEO roundtable with three senior living industry leaders in the country; and (4) the cocktail reception on the 16th Floor Garden Terrace of the Brown Hotel. These events, combined with our annual awards luncheon and business meeting, will provide unique opportunities for learning and networking.

The exhibits in the Crystal Ballroom and the adjacent annex area will also provide you with direct access to our vendors throughout the first day of the conference. We extend a special thanks to our sponsors, speakers, and exhibitors for their participation!

Please complete and return the registration form by April 19, 2019 to qualify for the early bird discount. After April 19, the registration fees increase. And make your lodging arrangements at The Brown Hotel by April 25, 2019 (see hotel information below).

If you have any questions or suggestions, please don't hesitate to contact the KSLA office at 502.938.5102 or KSLA@KentuckySeniorLiving.org. We look forward to seeing you at KSLA's 2019 Conference & Exhibition on May 15 & 16, 2019 in Louisville!

Who Attends KSLA's Conference?

KSLA's 2019 conference is designed to benefit industry professionals at all levels of operations. From owner/operators to large corporations, from the executive level management team to front-line caregivers, the 2019 conference will provide the opportunity to learn new approaches to daily operations, network with industry professionals and invest in your community.

Introducing Our Keynote Speaker



Jennifer L. FitzPatrick, MSW, LCSW-C, CSP is the founder of Jenerations Health Education, Inc., a full service healthcare education organization.

With over 20+ years experience in healthcare, Jennifer is also a gerontology instructor at Johns Hopkins University's Certificate on Aging program. Her mission is to help healthcare organizations and professionals grow while empowering patients and their caregivers.

Jennifer appears frequently in the media and has been featured on ABC, CBS, NBC, Univision, Sirius XM and in *Fast Company*, *Reader's Digest*, *Forbes*, *U.S. News & World Report*, *The Huffington Post* and many more. A member of the National Speakers Association, she is one of less than 800 Certified Speaking Professionals (CSP) worldwide. Her first book, *Cruising Through Caregiving: Reducing The Stress of Caring*

For Your Loved One helps family caregivers and is also a resource for healthcare professionals who want to set better boundaries with patients.

We're so looking forward to Jennifer's keynote, "Boosting Occupancy & Staff Retention Through Generational Collaboration" and hope that you are too!

Conference Fees & Registration Deadline

Conference fees are payable in advance and include entry to the Conference and participation in all conference events. Participants may invite a guest to accompany them to an Education Session or Lunch for a small fee, listed below. Those guests would not participate in conference activities other than the Education Session and/or lunch for which they're registered.

New
This

Split Registrations: Can't get away for the entire two-day conference? Split your registration with another person! Just indicate this option on your registration form or when registering on-line.

Register by April 19 to qualify for the "Early Bird" registration fees (no increase over last year!).

After April 19, the registration fees increase as noted below. The final registration deadline is April 30.

"Early Bird" Fee if Registered by April 19

KSLA Member Fee (1st participant): \$295

KSLA Member Fee (2nd participant): \$195

Each additional participant from your company: \$125

KSLA Non-Member Fee (1st participant): \$470

KSLA Non-Member Fee (2nd participant): \$345

Each additional participant from your company: \$200

"Guest" Education Session Only Fee: \$30 per Session

"Guest" Lunch Only Fee: \$50 per Lunch

Final Registration Period: April 20 - April 30

KSLA Member Fee (1st participant): \$325

KSLA Member Fee (2nd participant): \$225

Each additional participant from your company: \$125

KSLA Non-Member Fee (1st participant): \$500

KSLA Non-Member Fee (2nd participant): \$375

Each additional participant from your company: \$200

"Guest" Education Session Only Fee: \$30 per Session

"Guest" Lunch Only Fee: \$50 per Lunch

Sponsorships

KSLA offers several sponsorship opportunities to all conference exhibitors and providers. There are several levels of sponsorship for your consideration. Each Sponsor will be recognized in the conference binder, on signage throughout the hotel, and will be offered the opportunity to speak briefly (3-5 minutes) at the beginning of the event they're sponsoring. The Conference schedule is included in this packet.

Premier Sponsor - \$3,000

Premier Sponsors will be offered the opportunity to speak briefly at the beginning of the Annual Business Session on Thursday, May 16.

Luncheon Sponsor - \$1,500

Luncheon sponsors will be offered the opportunity to speak briefly at the beginning of the luncheon they are sponsoring. There are two luncheons scheduled for the Conference:

- ◆ Keynote Luncheon on Wednesday, May 15
- ◆ Awards Luncheon on Thursday, May 16

General Session Sponsor - \$1,000

General Session Sponsors will be offered the opportunity to speak briefly at the beginning of the General Session they are sponsoring. There are two General Sessions scheduled for this Conference:

- ◆ CEO Roundtable on Wednesday, May 15
- ◆ DAIL & OIG Roundtable on Thursday, May 16

Cocktail Reception Sponsors - \$1,000

Cocktail Reception Sponsors will be offered the opportunity to speak briefly at the beginning of the Cocktail Reception on Wednesday, May 15

Education Session Sponsor - \$500

Education Session Sponsors will be offered the opportunity to speak briefly at the beginning of the Education Session they are sponsoring.

If you'd like to sponsor one of these events, please contact Bob White, KSLA Executive Director, at 502.938.5102 or KSLA@KentuckySeniorLiving.org as soon as possible to insure that you are given proper recognition in the Conference binder and on Conference signage. Thank you for your consideration!

How to Register

There are two ways to register for the 2019 KSLA Conference & Exhibition.

1. Visit our website, www.KentuckySeniorLiving.org and go to the “Events” page. Complete and submit the on-line Conference registration form. **New this year: On-Line Credit Card Payments for registration and other Conference-related fees!** KSLA will send you a receipt.

Or

2. Complete and send the last two pages of this brochure, with your payment, to KSLA at Kentucky Senior Living Association (KSLA), 133 Evergreen Road, Suite 212, Louisville, KY 40243. Or if you’re paying by credit card, you may e-mail your registration and payment forms to KSLA@KentuckySeniorLiving.org or fax to 502.805.0589.

New
This

Hotel Accommodations

KSLA has reserved a block of rooms at The Brown Hotel, 335 West Broadway, Louisville, Kentucky 40202. The Brown is a Louisville treasure, with unmatched service, old-world elegance, modern comfort, and southern charm.

Book

KSLA has reserved a block of rooms at a preferred rate of \$142/night at The Brown Hotel. **Make your reservation by April 25, 2019 to qualify for this preferred rate, and use code 051419kysla.**

After April 25, the rate will increase to normal rates, which range from \$195-\$306/night.

To reserve your room, visit www.KentuckySeniorLiving.org and go to the Events page. Select the 2019 Conference & Exhibition and use the link that appears on that page to reserve your room. Or, you may call The Brown Hotel at 502.209.7346.

How to Dress

Business casual attire is encouraged. For the comfort of everyone attending the conference, participants are strongly encouraged to bring a light jacket or sweater.

Door Prizes & Grand Prizes ...

- ◆ **Bring your business cards! Exhibitors will collect business cards from Conference participants and draw door prizes.** Door prizes will be distributed at the end of the General Session on Thursday, May 16.
- ◆ **KSLA will award a grand prize to one Conference participant at the end of the Conference.** In order to qualify for this grand prize, Conference participants are required to visit each exhibitor, learn a little about their products and services, and request that the exhibitor initial the “Exhibitor Form” that will be included in the Conference binder.

Cancellation Policy, Liability and Agreement

- ◆ If a notice of cancellation is received in writing by May 8, 2019, a 50% refund of your registration fees will be provided.
- ◆ No refunds will be made for cancellations received after May 8, 2019.
- ◆ Registration and payment of fees signifies an understanding of, and agreement to, abide by all rules and requirements outlined above.

Conference Schedule

Wednesday, May 15, 2019

8-9 a.m.	Conference Registration Crystal Ballroom
9-10:15 a.m.	Education Sessions ◆ #1A - Having Difficult Conversations to Effect Change in Performance & Behavior Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands & Former Chief Human Resources Officer at ResCare, Inc. ◆ #1B - Falls Prevention Presented by: Dr. Eric M. DeYoung, ND, OT/L, HHP; National Director, Senior Care Division, PT Motion Group
10:15-10:30 a.m.	Spotlight Speakers Crystal Ballroom
10:30-Noon	Exhibitor Reception Crystal Ballroom <i>Participants, bring your calling cards. Exhibitors will give away door prizes. Also, ask our exhibitors to initial your "Conference Exhibitors" page in your conference binder to be entered into a grand prize drawing. Door prizes and Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.</i>
12-1:30 p.m.	Keynote Luncheon with Jennifer L. FitzPatrick, MSW, LCSW-C, CSP Founder of Jenerations Health Education Inc. Crystal Ballroom <i>The senior living landscape is changing. Our workforce, residents and their adult children are more age diverse than ever before. Much like gender, socioeconomics and race, our generational affiliation strongly influences how we think, communicate, lead, market and recruit. In order for people from all generations to collaborate more effectively, everyone has to tweak their approach. This keynote presentation will help you consider how embracing generational diversity can positively impact your senior living occupancy as well as staff retention.</i>
1:30-2:45 p.m.	General Session: CEO Roundtable Crystal Ballroom
2:45-3 p.m.	Spotlight Speakers Crystal Ballroom
3-4 p.m.	Exhibitor Reception Crystal Ballroom & Adjacent Areas <i>Participants, bring your calling cards. Exhibitors will give away door prizes. Also, ask our exhibitors to initial your "Conference Exhibitors" page in your conference binder to be entered into a grand prize drawing. Door prizes and Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.</i>
4-5:15 p.m.	Education Sessions ◆ #2A - Sales & Marketing to Increase Occupancy through "Experiences" & Social Media Presented by: Glenna Godsey, Community Relations Director, The Grand Senior Living & Barry Brinegar, Digital Marketing Consultant, RevLocal ◆ #2B - Recruiting/Managing Volunteers as Part of the Workforce Presented by: Jim Britt, Executive Director, Charter Bowling Green
5:15-7:15 p.m.	Cocktail Reception with Heavy Hors D'Oeuvres The Brown Hotel Garden Terrace - 16th Floor <i>Join us to network and socialize with KSLA Members and Exhibitors</i>

Conference Schedule

Thursday, May 16, 2019

9-10:15 a.m.	Education Sessions ◆ #3A - Emergency Preparedness Presented by: Jim Bottom, Emergency Services Supervisor, Jefferson County Emergency Management Agency ◆ #3B - Social Media in Senior Living: Guidelines for Residents and Staff Presented by: Barry Brinegar, Digital Marketing Consultant, RevLocal
10:15-10:30 a.m.	Break
10:30-11:30 a.m.	Annual Business Session Crystal Ballroom <i>Delegates from each community will elect KSLA directors & officers</i>
11:30-1 p.m.	2019 Awards Luncheon Crystal Ballroom <i>Always a highlight of the conference! The best of the industry will be recognized during this luncheon.</i>
1-2:15 p.m.	Education Sessions ◆ #4A - Workforce Development - Recruiting & Retaining Qualified Employees & Ongoing Training Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands & Former Chief Human Resources Officer at ResCare, Inc. ◆ #4B - Functional Needs Assessment Presented by: Susan Matherly, Systems Manager, McDowell Place of Danville & Michael Berg, Executive Director, Magnolia Springs Lexington
2:15-2:30 p.m.	Break
2:30-4:30	General Session: DAIL & OIG Crystal Ballroom Breakout - Personal Care/OIG Breakout - Assisted Living/DAIL <i>Get your regulatory and statutory questions answered!</i>

Education Sessions

*Please select one education session for each time slot,
and note these selections on your registration.*

Wednesday, May 15

9-10:15 a.m.

- ☐ **#1A - Having Difficult Conversations to Effect Change in Performance & Behavior**
Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands & Former Chief Human Resources Officer at ResCare, Inc.
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)
- ☐ **#1B - Falls Prevention**
Presented by: Dr. Eric M. DeYoung, ND, OT/L, HHP, National Director, Senior Care Division, PT Motion Group
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)

4-5:15 p.m.

- ☐ **#2A - Sales & Marketing to Increase Occupancy through “Experiences” & Social Media**
Presented by: Glenna Godsey, Community Relations Director, The Grand Senior Living & Barry Brinegar, Digital Marketing Consultant, RevLocal
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)
- ☐ **#2B - Recruiting/Managing Volunteers as Part of the Workforce**
Presented by: Jim Britt, Executive Director, Charter Bowling Green
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)

Thursday, May 16

9-10:15 a.m.

- ☐ **#3A - Emergency Preparedness**
Presented by: Jim Bottom, Emergency Services Supervisor, Jefferson County Emergency Management Agency
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)
- ☐ **#3B - Social Media in Senior Living: Guidelines for Residents & Staff**
Presented by: Barry Brinegar, Digital Marketing Consultant, RevLocal
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)

1-2:15 p.m.

- ☐ **#4A - Workforce Development - Recruiting & Retaining Qualified Employees & Ongoing Training**
Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands & Former Chief Human Resources Officer at ResCare, Inc.
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)
- ☐ **#4B - Functional Needs Assessment (AL Only)**
Presented by: Susan Matherly, Systems Manager, McDowell Place of Danville & Michael Berg, Executive Director, Magnolia Springs Lexington
(Nurses Earn 1.5 Contact Hours, All Others Earn 1.25 CEUs)

Participant Registration Form

Early Bird Deadline April 19, 2019

You may register on-line at www.KentuckySeniorLiving.org or you may complete and return this registration form, with payment (next page), by April 19, 2019 to confirm your participation.

KSLA Member - These fees provide access to all conference events. *Please note if two people are "splitting" a registration (one person attends the first day only, the other person attends the second day only)*

\$295 for First Registrant	☐ Regular Registration	☐ "Split" Registration..... \$ _____
\$195 for Second Registrant	☐ Regular Registration	☐ "Split" Registration..... \$ _____
\$125 for Each Additional Registrant from your Company	\$125 X _____ = \$ _____	

KSLA Non-Member - These fees provide access to all conference events

\$470 for First Registrant	☐ Regular Registration	☐ "Split" Registration..... \$ _____
\$345 for Second Registrant	☐ Regular Registration	☐ "Split" Registration..... \$ _____
\$200 for Each Additional Registrant from your Company	\$200 X _____ = \$ _____	

Guest Fees - These fees provide guest access to lunches or education sessions only

Lunch <u>Only</u> (\$50 per guest, per day)	\$50 X _____ = \$ _____
Education Session <u>Only</u> (\$30 per guest, per Education Session)	\$30 X _____ = \$ _____
Total Fees	\$ _____

Business Name: _____

Telephone Number: _____ **E-mail Address:** _____

Please print each registrant's name, title and the assigned number for each Education Session the registrant will attend. Those numbers are found on the "Education Sessions" (pg. 7) section of the registration packet. If the registrant is splitting the registration with another individual, please list the information for both on the name/title line below.

First Registrant Name and Title: _____

First Registrant Education Session Selections # _____ # _____ # _____ # _____

Second Registrant Name and Title: _____

Second Registrant Education Session Selections # _____ # _____ # _____ # _____

Third Registrant Name and Title: _____

Third Registrant Education Session Selections # _____ # _____ # _____ # _____

Fourth Registrant Name and Title: _____

Fourth Registrant Education Session Selections # _____ # _____ # _____ # _____

Guest #1 Name & Title: _____

Guest #1 Will Attend: ☐ Lunch on May 15 ☐ Lunch on May 16 ☐ Education Session # _____

Guest #2 Name & Title: _____

Guest #2 Will Attend: ☐ Lunch on May 15 ☐ Lunch on May 16 ☐ Education Session # _____

(If adding more registrants, please attach on a separate sheet)

Please Return Completed Registration Form and Fees (next page) by April 19, 2019



Participant Payment Form

Early Bird Deadline April 19, 2019

Company Name: _____

Contact: _____ Phone: _____

Address: _____

City, State, Zip: _____

Fax: _____ E-mail: _____

Credit Card Information *(please provide if different from above)*

Company Name on Credit Card: _____

Contact Name on Credit Card: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Total Due to KSLA *(from previous page)*: _____

Select Payment Method:

☐ Visa ☐ Master Card ☐ AmX ☐ Discover ☐ Check

Credit Card Number: _____

Expiration Date: _____ 3 Digit Code on Back of Card: _____

Please Return Completed Registration Form and Fees by April 19, 2019

Kentucky Senior Living Association

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KSLA@KentuckySeniorLiving.org • www.KentuckySeniorLiving.org