



## 2019 Conference & Exhibition

May 15-16, 2019 • The Brown Hotel



## 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](mailto: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  
Year!

**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.

New  
This  
Year!

1. Visit our website, [www.KentuckySeniorLiving.org](http://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](mailto:KSLA@KentuckySeniorLiving.org) or fax to 502.805.0589.

## 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  
Now!

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](http://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.	<b>Conference Registration</b> Crystal Ballroom
9-10:15 a.m.	<b>Education Sessions</b> <ul style="list-style-type: none"><li>◆ <b>#1A - Having Difficult Conversations to Effect Change in Performance &amp; Behavior</b> Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands &amp; Former Chief Human Resources Officer at ResCare, Inc.</li><li>◆ <b>#1B - Falls Prevention</b> Presented by: Dr. Eric M. DeYoung, ND, OT/L, HHP; National Director, Senior Care Division, PT Motion Group</li></ul>
10:15-10:30 a.m.	<b>Spotlight Speakers</b> Crystal Ballroom
10:30-Noon	<b>Exhibitor Reception</b> <b>Crystal Ballroom</b> <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.	<b>Keynote Luncheon with Jennifer L. FitzPatrick, MSW, LCSW-C, CSP Founder of Jenerations Health Education Inc.</b> 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.	<b>General Session: CEO Roundtable</b> Crystal Ballroom
2:45-3 p.m.	<b>Spotlight Speakers</b> Crystal Ballroom
3-4 p.m.	<b>Exhibitor Reception</b> 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.	<b>Education Sessions</b> <ul style="list-style-type: none"><li>◆ <b>#2A - Sales &amp; Marketing to Increase Occupancy through "Experiences" &amp; Social Media</b> Presented by: Glenna Godsey, Community Relations Director, The Grand Senior Living &amp; Barry Brinegar, Digital Marketing Consultant, RevLocal</li><li>◆ <b>#2B - Recruiting/Managing Volunteers as Part of the Workforce</b> Presented by: Jim Britt, Executive Director, Charter Bowling Green</li></ul>
5:15-7:15 p.m.	<b>Cocktail Reception with Heavy Hors D'Oeuvres</b> 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

<b>9-10:15 a.m.</b>	<b>Education Sessions</b> <ul style="list-style-type: none"><li>◆ <b>#3A - Emergency Preparedness</b> Presented by: Jim Bottom, Emergency Services Supervisor, Jefferson County Emergency Management Agency</li><li>◆ <b>#3B - Social Media in Senior Living: Guidelines for Residents and Staff</b> Presented by: Barry Brinegar, Digital Marketing Consultant, RevLocal</li></ul>
<b>10:15-10:30 a.m.</b>	<b>Break</b>
<b>10:30-11:30 a.m.</b>	<b>Annual Business Session</b> Crystal Ballroom <i>Delegates from each community will elect KSLA directors &amp; officers</i>
<b>11:30-1 p.m.</b>	<b>2019 Awards Luncheon</b> Crystal Ballroom <i>Always a highlight of the conference! The best of the industry will be recognized during this luncheon.</i>
<b>1-2:15 p.m.</b>	<b>Education Sessions</b> <ul style="list-style-type: none"><li>◆ <b>#4A - Workforce Development - Recruiting &amp; Retaining Qualified Employees &amp; Ongoing Training</b> Presented by: Richard Ivey, former Chief People Officer, KFC at Yum! Brands &amp; Former Chief Human Resources Officer at ResCare, Inc.</li><li>◆ <b>#4B - Functional Needs Assessment</b> Presented by: Susan Matherly, Systems Manager, McDowell Place of Danville &amp; Michael Berg, Executive Director, Magnolia Springs Lexington</li></ul>
<b>2:15-2:30 p.m.</b>	<b>Break</b>
<b>2:30-4:30</b>	<b>General Session: DAIL &amp; OIG</b> Crystal Ballroom <b>Breakout</b> - Personal Care/OIG <b>Breakout</b> - Assisted Living/DAIL <i>Get your regulatory and statutorial 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](http://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	<input type="checkbox"/> Regular Registration	<input type="checkbox"/> "Split" Registration..... \$ _____
\$195 for Second Registrant	<input type="checkbox"/> Regular Registration	<input type="checkbox"/> "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	<input type="checkbox"/> Regular Registration	<input type="checkbox"/> "Split" Registration..... \$ _____
\$345 for Second Registrant	<input type="checkbox"/> Regular Registration	<input type="checkbox"/> "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 _____ = ..... \$ _____
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Education Session <u>Only</u> (\$30 per guest, per Education Session)	\$30 X _____ = ..... \$ _____
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**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  
133 Evergreen Road, Suite 212, Louisville, KY 40243  
502.938.5102 • (fax) 502.805.0589  
KSLA@KentuckySeniorLiving.org • www.KentuckySeniorLiving.org