



Call for Presentation Proposals

We invite you to submit a presentation proposal for the 2018 Association of Jewish Aging Services (AJAS) Annual Conference to be held in Palm Beach Gardens, Florida February 11-14 at the PGA National Resort and Spa.

Background: AJAS members—C-Suite executives, Development and Philanthropy leadership and staff from Jewish skilled communities, rehab facilities, assisted and independent living (market rate and subsidized) settings throughout the U.S., Canada, Australia, and Israel—gather annually for four days of extensive educational programming and site visits to help enhance their knowledge and expertise in the Jewish aging field.

Proposals are due

October 27, 2017

Acceptance/Rejection
notifications will be sent
mid-late November

The breakout sessions will offer defined areas of focus allowing participants to hear from multiple presenters within each session on important topics relevant to the field of senior care.

Format: Each 75-minute breakout session will include up to three accepted proposals (with one speaker per proposal) on a moderated panel. Each presenter will have an opportunity to share their insights, achievements and ideas on the topic, followed by questions and discussion. This will enhance the breadth of material covered and create a lively format for ideas and conversation. There may be a few sessions where only one proposal is chosen and the presenter can use the entire 75 minutes.

Selections: Please choose your preferred topic (from the list below) for your proposal. You may submit more than one proposal, however, depending on scheduling you may only be able to participate in one. Please review the guidelines for submitting a proposal in the next section.

Topics:

1. Follow the Money: A War Room Concept: On the first day of the conference, (Monday, February 12) the morning and afternoon meetings will not include breakout sessions. Rather the majority of members will remain together to learn and caucus on topics that are consuming our everyday energies and creativity.

Such as:

- SNF Medicare Impending Changes (RCS) and How to Retool Your Community
- The Shifting Post-Acute Landscape
- Managed Care Initiatives for improving care for populations with chronic and complex conditions

The morning session will be educational in design and be composed of presentations from subject matter experts. The afternoon session will be composed of a series of AJAS members sharing their innovations and implemented advances. The goal is to introduce innovations that can be replicated within other AJAS communities.

2. Philanthropy: The conference will have three breakout sessions on development and philanthropy. To submit sessions for these areas, please contact Michelle LaPointe and Joel Ashner directly at MLa-Pointe@villageshalom.org and jashner@memphisjewishhome.org.

Suggested topics may include:

- “Turning Non-Jewish Friends into Funds” – as demographics of our communities change and evolve so should the prospects from whom we ask for support. This session looks to open the discussion about pursuing gifts from the non-Jewish philanthropic community.
- “On The Couch” – made famous at our Philanthropy Regional Meeting this past summer. We are looking for three (3) philanthropists who can share their decision-making thought processes when donating funds to not-for-profit entities.
- “Dishing with the Divas” – A unique opportunity that brings together two (2) development pioneers who will share their approaches and strategies they have used and benefited from as they worked to create both short and long term philanthropic scenarios.

3. Lay Leader Session: We are seeking proposals on issues relevant to our community Lay Leaders. Two specific topics include; **The Top Mistakes Lay Leaders Make in the Execution of Their Responsibilities** and **The Top Five Traits of a Successful Board**. Please send your submissions to joni@ajas.org.

4. Cyber Security: Social Engineering and Risk Prevention as a Component of a Cyber Blueprint

This session should speak to four operational objectives:

- Understanding risk penetration testing and the subsequent findings while attempting to put a preventative program into place.
- Hearing case studies from communities on implemented initiatives to strengthen building security practices.
- Where does HIPPA fall in the realm of cyber security and what are the underlying risks?
- Employee education and awareness: Are they your weakest link in a potential cyber incident?

5. Public Policy and Legislative Forum: If you are interested in co-presenting a topic in the PPLG arena, please reach out directly to AJAS PPLG Chair Richard Schwalberg at rschwalberg@menorahpark.org

AJAS SPEAKS

We are pleased to bring this most popular conference event back in 2018.

AJAS will hold a 75-minute session composed of four, 15-minute talks where the presenters tell a compelling story of success and achievement.

We have established specific criteria for this presentation. Each speaker will be allowed 15-minutes and no more than six PowerPoint slides. The presenter will stand before the audience in a semi-circle setting with a lapel microphone.

This year's theme is:

What Brings Me Home

Your presentation should be something that lives and resonates within you. It could reflect on an event, occurrence, innovation or lifestyle change that impacted you in a personal way. *Bringing You Home* may have a religious connotation as it relates to your Jewish values, upbringing or personal beliefs. Not only should the topic be informative but the presenter should aim to reach the hearts and spirit of the audience. The delivery should be heartfelt and persuasive. Our objective is to create a positive, memorable experience for the audience. If you are chosen to present, you may be asked to give the presentation live or via electronic media to the presentation selection panel in advance.

If this format is of interest to you please contact to Carol Silver Elliott celliott@jewishhomefamily.org directly for additional details and production specifications.

As always, the Association welcomes proposals of relevant subject matter that may not directly correspond into any of the above categories.

We are honored to have received many, many submissions each year. However, due to our program design we only have a limited number of session slots available.

Guidelines for Submitting a Presentation Proposal:

- All proposals are due **Friday, October 27, 2017**
- Your presentation proposal will have three parts:
 1. Cover sheet. Complete the cover sheet form (page 4 of this packet) and attach it with the rest of your proposal.
 2. Title and description. Must include the following sections:
 - Title: Capitalize the first letter of each word and no more than ten words
 - Topic: Choose one topic from the list of five
 - Description: A brief description of the presentation (one paragraph of up to 250 words)
 - Attendee Benefits: How will your presentation benefit the audience? (2 - 3 sentences)
 3. Your brief bio or short-form curriculum vitae. Be sure to list any presenting/speaking experience and also your education (for CEU purposes).
- You may submit a proposal for a breakout session that already includes presentations given by several organizations.
- Please only submit a proposal if you are available to present anytime Monday, February 12 through Tuesday, February 13.
- Travel and hotel accommodations are the presenter's responsibility. In addition, presenters must register to attend the conference unless you are only attending your session. If only attending your session, you must inform the AJAS staff.
- Presenters may not use a conference presentation to market products or services; exhibit space is available for this in the exhibit hall. Companies who wish to present should partner with member facilities that have used their products or services to highlight case studies and give attendees a take-home learning experience.

2018 AJAS ANNUAL CONFERENCE
Sunday, February 11 - Wednesday, February 14



Presentation Proposal Cover Sheet

If you are not able to fill in and save this form, please copy and paste into a Word document as the first page of your proposal

Name: _____

Title: _____

Organization/Company: _____

Street Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email (primary contact): _____

Presentation Proposal Title: _____

Submit your completed proposal via email by Friday, October 27 to:

Joni Lucas-Shapiro, Communications Coordinator, at joni@ajas.org.

AJAS
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