



**AJAS**

The central address for Jewish eldercare

Association of  
Jewish Aging Services

**2020 AJAS Conference**  
**April 26 – 29, 2020**  
**Denver, CO**

## Dear Friends,

We are excited to invite you to our special 60th anniversary AJAS conference!

We will celebrate this significant occasion April 26 - April 29 at the Grand Hyatt Denver in Denver, CO. The conference planning committee has worked hard to have an engaging, relevant and exciting anniversary program filled with an exceptional keynote, breakouts and an extended session for lay leaders.

As we gather in the Mile-High City, AJAS is proud to continue the vital and strong support of its business partners and exhibitors at the conference. The exhibit hall will take place on Monday, April 27 and business partners will have a strong presence at all our events. This year, exhibit hall hours will be 12:00 pm – 2:30 pm and will include lunch.

For the first time at an AJAS conference, there are two local member communities. On Tuesday, be sure to join us for a tour of Kavod Senior Life or Shalom Park. Tuesday night will be our capstone anniversary event, a memorable performance from Peter Yarrow and Noel Paul Stookey of the legendary folk group Peter, Paul & Mary. Stick around Wednesday morning for a special MasterClass discussing how to Sustain a Jewish Mission in a Margin Driven Environment.

Please join us in Colorado for education, networking — and most of all some fun! Plan to be a part of the 2020 Annual Conference in Denver to celebrate 60 years of AJAS. We look forward to seeing you there!

All the best,

Mary Ellen and Mark



Mary Ellen Bloodgood  
Menorah Park of Central New York



Mark Weiner  
Jewish Home of Eastern Pennsylvania

## Dr. Jack Wertheimer

### Monday Morning, April 27



Dr. Jack Wertheimer is the Joseph and Martha Mendelson Professor of American Jewish History at The Jewish Theological Seminary. His area of specialization is modern Jewish history, with a focus on trends in the religious, educational, and organizational sectors of American Jewish life since World War II.

Dr. Wertheimer is the author or editor of more than a dozen volumes, including *Unwelcome Strangers: East European Jews in Imperial Germany* (Oxford University Press, 1987); *The American Synagogue: A Sanctuary Transformed* (Cambridge University Press, 1987); *The Uses of Tradition: Jewish Continuity in the Modern Era* (JTS/Harvard, 1992); and *The Modern Jewish Experience: A Reader's Guide* (NYU Press). He also wrote *A People Divided: Judaism in Contemporary America* (Basic Books, 1993), which won a National Jewish Book Award for best study on contemporary Jewish life. *A People Divided* was reissued by the

University Press of New England in September 1997.

Dr. Wertheimer edited a two-volume history of JTS titled *Tradition Renewed* (JTS Press, 1997). This richly illustrated history contains freshly commissioned essays by 40 scholars from the United States, Canada, and Israel. Dr. Wertheimer also coordinated a major sociological study of Conservative synagogues, under a grant from the Pew Charitable Trusts. A volume of essays on the project, titled *Jews in the Center: Conservative Synagogues and Their Members*, was published in the summer of 2000 (Rutgers University Press). A two-volume edited collection of essays, titled *Jewish Religious Leadership: Image and Reality* (JTS Press), appeared in late 2004 and was based on two conferences Dr. Wertheimer organized at JTS.

In 2007, two additional volumes edited by Dr. Wertheimer were released by Brandeis University Press. *Family Matters: Jewish Education in an Age of Choice* is about the interplay between families and Jewish education, and *Imagining the American Jewish Community* consists of essays on the ways in which Jews have conceived of Jewish communal life in the United States.

His report *Giving Jewish: How Big Givers Have Transformed American Jewish Philanthropy* appeared in March 2018. And in August of that year, his book *The New American Judaism: How Jews Practice Their Religion Today* was published by Princeton University Press. It was awarded a National Jewish Book Award for the best book in American Jewish Studies.

From 1997 to 2007, Dr. Wertheimer served as provost—the chief academic officer—of JTS. He also served as the founding director of JTS's Joseph and Miriam Ratner Center for the Study of Conservative Judaism from 1987 to 2008.

Register Now! [Click Here](#)

## Sunday, April 26

8:00 am	Golf Tournament
1:00 pm - 5:30 pm	Exhibitor Move-in
12:00 pm - 6:00 pm	Registration Open
3:00 pm - 4:30 pm	AJAS Board of Directors Meeting
4:45 pm	Champange Toast and Welcome to the Conference
5:00 pm - 5:30 pm	Session for Exhibitors with Don Shulman
5:00 pm - 5:45 pm	Machers and Macarons
6:00 pm - 7:00 pm	Opening Cocktail Reception
7:30 pm - 9:00 pm	Dinner with Don (**advance reservation required**)

## Monday, April 27

7:00 am - 5:30 pm	Registration Open
7:30 am - 8:30 am	Breakfast
8:00 am - 8:45 am	Opening Plenary Session: Opening Remarks and Awards
8:45 am - 9:45 am	Keynote: Professor Jack Wertheimer
10:00 am - 11:15 am	Plenary Session
12:00 pm - 2:30 pm	Exhibitor Showcase & Lunch
3:00 pm - 5:45 pm	Community Lay Leaders Session
3:00 pm - 3:45 pm	Breakout Sessions
4:00 pm - 4:45 pm	Breakout Sessions
5:00 pm - 5:45 pm	Breakout Sessions
9:00 pm - 11:00 pm	Reception in Chair's Suite

## Tuesday, April 28

7:00 am - 1:00 pm	Registration Open
7:30 am - 8:30 am	Breakfast
8:00 am - 9:15 am	AJAS Annual Business Meeting; Elections and Awards
9:30 am - 10:15 am	Breakout Sessions
10:30 am - 11:45 am	Plenary Session
12:00 pm - 1:00 pm	Lunch and Jewish Programming Awards
1:15 pm	Load Buses and Travel to Communities
2:00 pm - 4:00 pm	Tours of Kavod Senior Life or Shalom Park
4:15 pm	Buses Start Back to Hotel
6:00 pm - 7:15 pm	Performance by Peter & Paul
7:30 pm - 8:00 pm	Reception

## Wednesday, April 29

7:45 am - 8:45 am	Buffet Breakfast
8:30 am - 10:45 am	<b>MASTERClass</b>
10:45 am - 11:00 am	Closing Remarks

*\*Times are subject to change\**

## Golf Tournament

The 2020 AJAS Annual Conference Golf Tournament will be taking place at Fossil Trace Golf Club. Fossil Trace Golf Club is nestled adjacent to the foothills of the Rocky Mountain Front Range. As you navigate the course and its rolling topography, large, undulating fairways and greens are matched with treacherous greenside and fairway bunkers. These features create a modern test of golf in a truly inspirational location. Triceratops footprints, as well as other prehistoric creatures' fossils can be viewed adjacent to the golf course's 12th green. There is an additional fee for the tournament, which you will see when registering for the conference; singles are welcome.

## Machers and Macarons

This popular session will return in 2020! Last year we had Godiva, but your sweet tooth will still be happy with macarons. Have a glass of champagne and listen to members speak about their areas of expertise.

## Exhibitors' Showcase

The showcase will take place 12:00 pm - 2:30 pm on Monday and is a 'can't miss' part of the conference. The event is a great opportunity to meet with our exhibitors and business partners who work hard to support your communities and elders every day.

## Community Lay Leaders Program: Building Best-In-Class Board Rooms

The session will undertake the dynamics of how best-in-class Boards are defined in the transformative healthcare era and move from "parochial" to leading edge! Concepts of sound governance, the ability to align strategy to board construct as well as the correlation of board performance to community direction. There also will be discussion of board member recruitment and their preparation to be productive and impactful lay leaders within the organizations.

## Two Community Site Visits

For the first time, participants can choose to attend one of two local member community site visits. Kavod Senior Life provides senior living and assisted living apartment homes for adults 62 years of age and older and people with qualifying mobility impairment disabilities. Shalom Park provides skilled care and is also home to the J. Leonard Levy Family Wellness Center, which offers inpatient and outpatient therapy. Enjoy a tour and learn more about what Kavod Senior Life and Shalom Park have to offer. All are welcome.

## 2020 **MASTERClass:** Sustaining a Jewish Mission in a Margin Driven Environment

Being able to maintain a Jewish mission and focus is critical, not only to those Jewish residents we serve, but to everyone we care for. Serving with a Jewish heart is the core of our caring mission and the root of our culture and history. To preserve and expand our legacy of serving "Jewishly," this master class session will take a deep dive into opportunities that will allow us to preserve our faith, spirituality and level of observancy for our Jewish residents and all we serve.

Continuing Education Credits will be available through the National Association of Long Term Care Administrator Board (NAB) for NHA, RCAL, and HCBS licenses. CFRE credits will also be available.

## An Evening of Song and Reflection

On Tuesday, April 28, join us for an evening of Song and Reflection with Peter Yarrow and Noel Paul Stookey of Peter, Paul and Mary. This will be the capstone of our 60th anniversary celebration that you won't want to miss!

## Plenary Session: Medical Cannabis: A New Clinical Paradigm in Long Term Care

Long considered far-fetched, medical uses of cannabis have become more mainstream in recent years. This plenary session will focus on the experiences of three AJAS member facilities in introducing and utilizing medical cannabis as part of a treatment plan in long-term care. The three facilities, representing different sizes and geographic locations, will discuss the clinical, legal and board related issues connected with the utilization of medical cannabis. The Jewish Home of Central New York, Hebrew Senior Life and the Hebrew Home at Riverdale reflect different states in which the legality of cannabis differs.

Members attending this plenary session will hear about the history and clinical utilization of medical cannabis. Discussion about the long-lasting use of cannabis, dating back thousands of years as well as the result of a three-year pilot project at a member facility will be reviewed. Discussions will be presented regarding the processes by which each facility introduced the topic to its boards of directors, clinical teams, hospital partners, families and residents. Attendees will receive written materials outlining the clinical aspects of medical cannabis as well as policies and procedures regarding implementation of medical cannabis in a clinical setting.

## Plenary Session: Right Care, Right Place, Right Time: Effectively Integrating Senior Care and Housing

Affordable senior housing is an efficient platform for effectively integrating health care and living. Learn how a demonstration and research initiative is reducing unnecessary trips to the hospital and improving quality of life for seniors living in affordable housing.

The goal of Right Care, Right Place, Right Time (R3) is to prove the value of supportive senior housing and change how the health care system views and funds this important model to positively impact the lives of vulnerable seniors across the country.

The session will share information and engage in a dialogue with participants about the R3 initiative. R3 provides wellness services to vulnerable seniors in affordable housing with a focus on improving outcomes and reducing healthcare costs.

The team is implementing interventions, measuring outcomes and creating linkages between housing providers and healthcare payers. The initiative seeks to foster improvements in communication between housing staff, community providers, hospitals and payers that will benefit residents' physical and mental health, fitness, wellness and health education and overall quality of life.

CATEGORY	EARLY RATE (by March 19, 2020)	STANDARD RATE (begins March 20, 2020)
AJAS Member (1st Participant)	\$835	\$910
AJAS Member (2nd Participant)	\$774	\$857
AJAS Member (3rd Participant & Beyond)	\$726	\$805
Community Lay Leader	\$463	\$579
Non-member; Corporate/Business Representative	\$2,600	\$2,600
Retired AJAS Executives	\$400	\$400
Student	\$450	\$450
Daily Rate (Members Only)	\$429	\$529
Guest (Must be registered with full participant)	\$320	\$320
AJAS Exhibitor	\$2,600	\$2,600
AJAS Sponsor	(Consult the sponsor benefits or contact the AJAS office.)	

To register, please visit our website [www.ajas.org](http://www.ajas.org) or [CLICK HERE](#).

If you have trouble registering please contact the AJAS office at [info@ajas.org](mailto:info@ajas.org) or 1-202-543-7500. Be sure to register by **March 19, 2020** to take advantage of the early registration rates.

Registration fee includes admission to all educational sessions, the exhibitors' showcase, receptions, breakfasts and lunches. Strict Kosher dietary laws will be observed. Unregistered guests will not be admitted to any conference session, dining function or the exhibit hall. All cancellations must be submitted in writing prior to **March 20, 2020**, for a refund or deferral (less processing fees). After **March 20, 2020**, payments cannot be refunded. However, registrations may be transferred to another member of your organization or deferred to the following year.

### Bring Your Community Lay Leaders!

As we expand efforts for board involvement and education, it is imperative for AJAS members' lay leaders to attend our conference. The value, fraternity and insight they will encounter will be invaluable. As the world of healthcare delivery changes and evolves, the ability of lay leaders to understand these changes will allow communities to be better positioned for challenging years ahead. Especially this year as we are set to present an extended session on Monday specifically designed for lay leaders.

### First-Time Attendees

If you are a first-time attendee, we are excited to have you join our conference and want to make sure you feel welcome. Please select "first AJAS Conference" on the online registration form.

### Hotel Information

The conference will take place at the Grand Hyatt Denver, 1750 Welton Street, Denver, Colorado 80202. AJAS has secured a group rate of \$249.00 per night (plus taxes) for a standard room for the dates of the conference as well as several days surrounding the conference. The hotel rate includes guest room Internet and the resort fee. This rate will be available until March 30, 2020, subject to availability.

To make reservations please click here to visit our group's website, [click here](#).

You can also contact the hotel at 1-303-295-1234 to make reservations. Please indicate you are with the Association of Jewish Aging Services to receive the conference rate.