



Call for Presentation Proposals

We invite you to submit a presentation proposal for the 2019 Association of Jewish Aging Services Annual Conference in La Jolla, California, March 31—April 3 at the Hilton La Jolla Torrey Pines.

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, and Israel—gather annually for extensive educational programming to enhance knowledge and expertise in the Jewish aging field.

Format: Each 45-minute breakout session may include up to two accepted proposals (with one speaker per proposal) on a moderated panel. Each presenter will have an opportunity to share insights, achievements and ideas followed by questions and a lively discussion. There may be sessions where only one proposal is chosen and the presenter can use the entire 45 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.

Proposals are due

October 26, 2018

Acceptance/Rejection notifications will be sent mid-late November

Topics

1. Single Site Community Diversification

This session will focus on initiatives single-site communities engage in to expand their scope of services. As reimbursement issues continue to impact our field, looking beyond traditional models of care and service offerings may create a better balance between mission and margin. Topics may include:

- Community partnerships
- Changes in building or campus infrastructures
- Internal strategic initiatives to prepare for the future

2. Philanthropy and Development

The conference will have four breakout sessions on development and philanthropy. Topics include:

- “You’re only as good as your plan”
- Best practices in grant writing
- Finding new sources of funding
- Approaching the non-Jewish community for philanthropic support
- Board engagement in philanthropy
- Other topics of interest

3. Lay Leader Session

This year we will have an entire afternoon dedicated to lay leader education. We are seeking proposals on issues relevant to our community Lay Leaders. Topics may include:

- Board Engagement in Philanthropy
- Best Practices in Governance
- Education in Board Roles and Examining the Future Success of Your Community

4. Initiatives and Innovations in the Treatment of Parkinson's Disease

Elder care communities and services are seeing an increased focus on the specific care and treatment techniques for residents with Parkinson's Disease. Please forward program and care innovations you have engaged to combat the effects of this neurodegenerative disease state. Topics may include:

- Creative Therapy for Parkinson's Disease
- Addressing Caregiver Issues
- Benefits of Staying Active and the Development of Creative Programs and Research Initiatives and data in the Treatment and Care for the Parkinson's Resident

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

6. Workforce Dynamics and Employee Retention

Competition for a quality workforce through successful recruitment and retention are critical factors for delivering outstanding care and service. To compete effectively, communities need to understand the scale of these changes and explore the implications of these trends. Workers need to chart future careers by knowing the likely opportunities and risks presented by changing markets and employment choices.

7. Best Practices in Adult Day Care Models

We invite proposals on creative adult day care services; either a social or medical model program. Many centers are also opening with a disease specific agenda. These types of services can prevent or delay admission into a skilled nursing unit and are gaining in popularity and competitiveness.

8. Affordable Housing

Demand for affordable housing is greater than ever. Proposals on creative financing and re-financing, acquisition and best practice case studies are encouraged.

9. Strategies to Enhance Marketing /Sales Cycle in New Fill-ups and Existing Vacancies

We welcome proposals on the topic of innovations and techniques to quickly assess residential capacity in new and existing communities and buildings. As competition grows, the ability to communicate your brand and reputation become critical success factors. Social media and changing customer demographics need to be contemplated in a successful sales and marketing strategy.

All proposals are due Friday, October 26, 2018

Your presentation proposal will have three parts:

Cover sheet

Complete the cover sheet form (page 4 of this packet) and attach it with the rest of your proposal.

Title and description

Your submission must include the following sections:

- *Title: Capitalize the first letter of each word and no more than 10 words.*
- *Topic: Choose one topic from the list of nine*
- *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)*

Brief bio or short-form curriculum vitae

Be sure to list any presenting/speaking experience and also your education for CEU purposes.

Important Information

Please submit a proposal if you are available to present anytime Monday, April 1 through Wednesday, April 3.

All PowerPoints and/or slides must be submitted to the AJAS office by March 11, 2018.

You must be willing to have your presentation slides posted on the AJAS website as the conference begins.

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.

Companies who wish to present are encouraged to partner with member communities using their products or services to highlight case studies.

AJAS welcomes proposals on relevant subject matters that may not directly correspond with this year's categories.

We are honored to receive many submissions each year. However, our program design only allows a limited number of available session slots.

2019 AJAS ANNUAL CONFERENCE
Sunday, March 31 - Wednesday, April 3



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 26 to:

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

AJAS
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