



Communicator

ASSISTED LIVING ASSOCIATION OF ALABAMA

Fall Conference Slated for Mobile in September



Inside this Issue

This September ALAA will return to the RSA Renaissance Hotel in Mobile for our Fall Conference.

The agenda is included in this issue of Communicator.

The theme for this year's conference is "Communications".

We kick-off at 8:00 am on Wednesday September 28 with our key-note speaker Terry Wilhite and will cover quality assurance, Art-in-Action with its unique communication using art; we will see

the best of the best from our "It Works for Me", and for the first time in several years we will have Dr. Richard Powers presenting.

Dr. Regina Harrell will enlighten us on how to communicate with doctors, Michael Arther will update us on the aftermath of April's tornadoes - as we have learned - communication failed on all fronts during this tragic event.

And, Kelley Mitchell, RN will present the ADPH report.

You still have time to register for this vital ALAA conference!

So don't waste another minute! Send in your registration or email it to CBush@alaaweb.org.

Last fall we had a record number of registrants. Let's beat our record this September!

Izzn't It Great!

Isabella Grace Findley made her debut visiting the ALAA offices in July...including attending a recent Education Committee meeting.

Although many interesting items were on the agenda, Isabella exhibited a certain disinterest by sleeping through the entire affair.



Thankfully Amy is scheduled to return to work in mid-August.

Ms. Isabella will likely be checking CEU verifications at the Fall Conference, so make friends with her early.

A Decade is Just 10 Years...

Just My Opinion
Frank Holden

In the last week of August 2001 there was a public hearing to finalize the new ALF/SCALF rules. That was my first official meeting as the new President of ALAA.

Two weeks later I was in Chicago attending a conference of state regulators and providers hosted by ALFA. (That was the week of September 11, 2001.)

A lot has changed in a decade. A lot has not changed in a decade!

The week after meeting Rick Harris in Chicago, I exchanged some correspondence with him over the protocol for determining dementia among the ALF resident population.

We are still exchanging ideas on the same issue ten years later, even though Rick Harris is gone.

The Board of Directors of ALAA will release a draft document to Members at the Fall Conference. This document defines the specific reforms ALAA believes are necessary to correct some imbalances in the current regulations.

The proposal will address:

1. Due process in surveys and scoring with a provision for dispute resolution;
2. Judging levels of function in the ALF resident population and admission;
3. Appropriate levels of skilled care in ALF and SCALF;
4. Administrator training and on-the-job internship; and,
5. Coordination of Life Safety issues to be more consistent with other states.

While there has been marked improvement in ADPH performance...surveys are currently on a three-year cycle. (We are still working to get a survey every two years.)

Providers are scoring markedly higher scores overall but, there remain areas of concern that can be addressed by reforming the regulations or changing the protocol for judging compliance.

We hope to deliver the proposal for reform to the ADPH in October.

In other news, there has been no movement from SHPDA nor any clarification from the SHCC as to the new State Health Plan. So, for the time being SCALF CONs remain as they were.

Several applications are pending and at least two contested cases are under review by a administrative law judge.

The Pharmacy bill passed in the legislative regular session and the Board of Pharmacy now has the task of writing a rule to permit repackaging into unit dose delivery systems for Assisted Living residents.

*The more things change,
the more they stay the same.*

Vendor Partner Changes

So, last year we changed our long-standing relationship with our Group Purchasing Organization, Tidwater by switching to Navigator.

We announced earlier this year that Navigator planned to acquire Tidewater GPO. That process is underway now.

Then we made a decision to switch telephone/ data carriers from our old service company to a new company called "Windstream".

In fact, we are negotiating some very attractive discount programs for members for Windstream to provide telephone and internet services for assisted living communities.

Then last week we heard that Windstream has offered to acquire our old service company!

It is sort of like finding your own reflection in a hall of mirrors.

But the very good news is that beginning in September we will be able to offer ALAA members an exceptionally good value in telephone voice and data services.

Since this is an operational cost at all of our facilities - one usually passed on to the resident - it will be exciting to see a profit center attached to this service.

We will be rolling out our program next month. It will demonstrate savings, earnings potential, and produce a revenue stream for ALAA.

All in all a good deal.

"It Works For Me!"

The first ever conference of care givers and Administrators to review and honor best ideas for resident care, activities, and other best practices was a success!

More than 100 registered and attended the event in Birmingham hosted by Danberry at Inverness. This included six vendors supporting the event by exhibiting.

A special thank you to US Foodservice for providing the food and to Danberry for preparing and serving the delightful luncheon.

Five entries were selected to receive cash awards. All participants received certificates. Judging was done by a blind panel. None of the judges were associated with ALAA or any licensed assisted living community.

Congratulations to the winners:

1st Place: **Catherine Place** - "Activity Dollars"

2nd Place: **Regency Retirement Village** – Huntsville - "Celebrate Anything"

3rd Place: **Regency Retirement Village** – Huntsville - "Tuesday Tours"

4th Place: **Five Star Senior Living** - "Second Wind Dreams"

5th Place: **Williamsburg Manor** - "Zumba Gold"

Plans are underway to develop an "It Works for Me" workshop to share best ideas in a number of topic areas. The workshops will be CEU approved.

Watch for announcements coming soon.



The Terrace of Jasper participated in a community-pride event when they accepted one of the fiberglass mules distributed around the county.

Nearly 20 fiberglass mules are on display at various locations as part of the Walker County Arts Alliance's "50-Mule Team Public Art Project."

Hat's off to the staff and residents at The Terrace Senior Living Community in Jasper for a great community project.

The Terrace is an 84-bed community with both ALF and SCALF licenses.

The mule clearly has a split personality!



“Can You Hear Me Now?”



Wednesday September 28, 2011

7:00 am - 8:00 am	Breakfast Snacks and Registration	Registration Desk
8:00 am - 9:00 am	Welcome	Jan Yarbrough, ALAA Chair
8:30 am - 9:30 am	“The Power of Common Ground: Communicating Effectively in a Changing World”	Terry Wilhite
9:30 am - 10:30 am	“Assuring Quality-Large and Small”	Joyce Quinnelly, Robinson- Adams, Moderator and Panel
10:30 am - 11:00 am	BREAK visit Vendors/Resident Entertainment	
11:00 am - 12:30 pm	“Arts in Action”	Miller Piggott, Alzheimer’s of Central Alabama and Ali DeCamillis, VCA
12:30 pm - 1:30 pm	LUNCH/Resident Entertainment	
1:30 pm - 2:30 pm	“Functional Assessments”	Richard Powers, MD
2:30 pm - 3:30 pm	“It Works For Me”	Joyce Quinnelly, Moderator
3:30 pm - 4:30 pm	“Out-servicing the Competition”	Lori Priselac
5:30 pm - 7:00 pm	Reception (and ever so brief business meeting to elect/reconfirm ALAA board for 2012).	

We will hand out the ALF Regulation questionnaire at this meeting, so Be sure to stop by on your way to dinner!

Thursday September 29, 2011

7:30 am - 8:30 am	Breakfast Snacks	
8:30 am - 9:30 am	“The Power of Common Ground: Using Social Media to Build Successful Relationships”	Terry Wilhite
9:30 am - 10:30 am	“Dr. Talk”	Regina Harrell, MD University of Alabama
10:30 am - 11:00 am	BREAK visit Vendors/Resident Entertainment	
11:00 am - 12:00 pm	“Effective Employee Communication”	Suzanne Tolbert
12:00 pm - 1:00 pm	LUNCH/Resident Entertainment	
1:30 pm - 2:30 pm	“That Was a Disaster!”	Michael Arther
2:00 pm - 3:30 pm	“Communicating with ADPH”	Kelley Mitchell, RN Bureau of Provider Standards Supervisor, ALF Division
3:30 pm	Adjournment	

Assisted Living Association of Alabama 2011 Fall Conference Registration

September 28-29, 2011 / Renaissance RiverView Plaza, Mobile

FEEES: Postmarked by July 29, 2010

(Includes all scheduled conference breakfasts, breaks, and luncheons. All fees are per person.)

Member Rate: \$249.00 Non-Member Rate: \$300.00

FEEES: Postmarked after July 29, 2010 (but before September 6)

(Includes all scheduled conference breakfasts, breaks, and luncheons. All fees are per person.)

Member Rate: \$289.00 Non-Member Rate: \$359.00

Government Rate: \$90.00

***** On-Site: Member Rate: \$375.00 - Non-Member rate: \$415.00** NO EXCEPTIONS!!**
(ANYTHING postmarked / delivered 3 days prior to seminar date)

PAYMENT:

Check Enclosed (Payable to ALAA) Please fax a receipt to: _____

Please charge my Visa MasterCard / Total Charge: \$ _____

Name on Card: _____ Card Number: _____

Expiration Date: _____ Signature: _____

(Cancellations will not be given after September 6)

ALAA Member Non-Member

Facility/Organization Name: _____

Registrant Name & Title: _____

Address: _____

City/State: _____, _____ Zip Code: _____

Telephone: _____ Email Address: _____

(A registration form should be filled out for each person attending.)

All changes/substitutions must be made in writing and faxed to (334) 262-4603.

Ways to Register:

- 1) Mail to ALAA
5921 Carmichael Road
Montgomery, AL 36117
- 2) Fax completed form to
(334) 262-4603

Hotel Information:

Call the Renaissance at (251) 438-4000 to make hotel reservations under the Assisted Living Association rate of \$139.00. Group Rate Deadline of \$139 per night is August 27, 2010.

2011 ALAA Fall Conference

A Symposium for Professionals in Senior Services
September 28-29, 2011

Renaissance Riverview Plaza
Mobile, Alabama



Reach Decision-Makers in the Senior Care Market!

- ◆ Set-up Tuesday, September 27 after 2:00pm
- ◆ Several Exhibitor and Sponsorship Options
- ◆ Pre-conference mail out
(Description of your companies services)



Call Renaissance Riverview Plaza to
make hotel reservations under Assisted
Living Association group rate of \$139
per night
(251) 438-4000

Group Rate Deadline of \$139 per night
is August 27, 2011.

Platinum Sponsor

Full Page Advertisement in Agenda
Pre-Conference Mailing
Exhibition Booth
Two Conference Registrations
Member—\$2500
Non-Member—\$3000

Gold Sponsor

Half Page Advertisement in Agenda
Pre-Conference Mailing
Exhibition Booth
Two Conference Registrations
Member—\$1500
Non-Member—\$2000

Exhibitor

Pre-Conference Mailing
Exhibit Booth
Listing in Agenda
Two Conference Registration
Member—\$900
Non-Member—\$1100

**You must have your Pre-Conference Mailing info in to ALAA by August 23, 2011.
Advertisements can be no large than 8 1/2 x 11. Please send 350 copies.**

2011 ALAA Fall Conference

September 28-29, 2011

Renaissance Riverview Plaza, Mobile, AL

Please complete the following information:

SPONSOR/VENDOR REGISTRATION:

MEMBER PRICING:

Exhibit Only \$900 Gold Sponsor \$1500 Platinum Sponsor \$2500

*NON-MEMBER PRICING:

Exhibit Only \$1100 Gold Sponsor \$2000 Platinum Sponsor \$3000

Company Name: _____

Representative (1): _____ Title: _____

Representative (2): _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

We will need an electrical outlet: Yes No / We will provide a door prize: Yes No

I understand that the sponsorship registrations are on a PRE-PAID basis. I understand that the registration deadline is Friday, September 2, 2011.

Signature: _____ Title: _____

Total Payment: \$ _____

Check Enclosed (payable to ALAA) Check Request Enclosed
(If payment is not received by September 2, your company will be asked for a credit card number.)

Please charge my ___ Visa ___ Master Card Total Charge: \$ _____

Name on card: _____ Number: _____

Expiration Date: _____ Authorized Signature: _____

Please return form with registration fee to:

ALAA, 5921 Carmichael Road, Montgomery, AL, 36117

Or fax your registration to (334) 262-4603 with a credit card number.

You will receive a confirmation letter from ALAA prior to the Conference. If you have any questions, please call Amy at 800-826-9410.

Gold & Platinum Sponsors, please email your company logo AND Ad to afindley@alaaweb.org when you register.