



Wisconsin Assisted Living Association
2875 Fish Hatchery Road
Madison, Wisconsin 53713-3120

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Other Upcoming WALA Events

8th Autumn Classic Golf Event

Sept. 20, 2004 — Oconomowoc

5th Annual Fall Symposium

Sept. 28-Oct. 6, 2004 — each of the 5 BQA Regions

WALA Gala: 10 Years of Memories

Nov. 6, 2004 — Waukesha

10th Annual Spring Conference

March 22-24, 2005 — Wisconsin Dells

Part 2 — Advanced Management Certification

April 26-28, 2005 — Waukesha

Part 1 — Advanced Management Certification

Produced again in November 2005 — Waukesha

Part 2 — Advanced Management Certification

Produced again in April 2006 — Waukesha

For details and additional information,
check online at www.ewala.org or contact WALA.



WALA presents

AMC

Advanced Management Certification

A national certification
program for experienced
assisted living directors.



November 4-5, 2004

Country Inn Hotel

Waukesha, Wisconsin

Advanced Management Certification

It is well recognized that there are multiple skill sets required to be a successful assisted living director/manager/administrator. These talents are usually honed on the job. There comes a time of opportunity for an experienced director to gain focused input from others.

Assisted living directors put in long hours on multiple, complex tasks and projects. These efforts are focused on improving the lives of those in their care and require clinical acumen, business savvy and superior people proficiency.

Now is the time to hone those skills! Now is the time to invest in you!

Work with national-level instructors and a cohort of experienced assisted living directors in a peer supportive setting. Focus on improving the skills and talents that you have not had the time or resources to develop.

Designed for experienced assisted living directors, this course is in two parts:

Part 1 (two days): November 4 & 5, 2004: Country Inn Hotel, Waukesha
A large commitment, including two intense days, an evening's homework and a required overnight stay in the hotel

Part 2 (three days): April 26, 27 & 28, 2005: Country Inn Hotel, Waukesha
Three days of continued high-level instruction and commitment

Advanced Management Certification Is Available From WALA/AIM

Those who complete both parts of the five-day course are eligible to take the exam for certification. This exam tests the knowledge you have gained from the senior-level curriculum, and each participant who passes the exam will be sent a certificate recognizing him/her as a Certified Advanced Management Professional through AIM — the first national certification in the USA at this level. There is no additional charge for the exam or the certification.

The Debut of a National Model in Professional Development

WALA is pleased to present the first national curriculum for advanced assisted living manager certification. This course was developed by AIM: The Society of Senior Living Professionals, with the cooperation of WALA. It will be presented in Wisconsin for the first time anywhere and is the model that will be implemented across the nation. Congratulations on considering being part of this program — by participating, you are helping to develop a national voluntary assisted living certification program.

About AIM: The Society of Senior Living Professionals

This curriculum was developed in collaboration with Assisted Living University (ALU), a division of AIM.

AIM was established in 2004 by several key industry leaders who felt there was a need for an organization that could help Senior Living Professionals nurture their individual careers while thriving and succeeding in a complex business environment.

AIM seeks “To provide and promote leadership, career development, recognition and community for Senior Living Professionals.” Through ongoing communications (such as newsletters and online information); national and regional seminars; book- and video-based materials; online courses and career-centered resources (including a personalized career assessment for each member), AIM helps industry professionals to connect with each other, succeed as business managers and overcome the career isolation so often encountered by those “in the field.”

Why should you invest all this time, effort and tuition?

- Lead the industry by becoming one of the first in the nation to earn national certification at this level.
- Take part in an innovative and comprehensive assisted living curriculum developed by assisted living professionals around the country for the leaders of the industry.
- Bring your high-level issues to the table for discussion with your peers — the leaders in assisted living.
- Spend five days with national-level assisted living instructors.
- Learn from a cohort of experienced assisted living peers — each one demonstrating a commitment to learning and growing through open, interactive participation.
- Explore new strategies for old problems.
- Find new ways to hone your competitive edge.
- Learn from the group's discussion and experience, and brainstorm solutions to your toughest challenges.
- Earn 13 NAB credits for Part 1 and 19 credits for Part 2.
- Wisconsin Bureau of Quality Assurance (BQA) knows that well-trained administrators run better facilities. Such facilities have fewer care problems, fewer human relations issues with their staff and are less apt to receive egregious multiple citations from BQA.
- Be a part of WALA's initiative to show BQA that voluntary, provider-led accreditation is more effective than a nursing home model that would require assisted living administrator certification. Help us ward off required certification for assisted living administrators in Wisconsin.

**Register NOW for both Part 1 and Part 2,
and receive a 10% DISCOUNT.**

Sign Up NOW —

Attendance at each Part is limited to 40!

WALA members are eligible for special early registration until October 1.

National-Level Program Instructors

Mari Jo Grace is a Certified Property Manager and Executive Vice President of Grace Management, Inc., a Minneapolis-based property management company. Grace Management develops, markets and operates retirement, assisted living, multifamily and commercial properties nationwide; consults and assists developers and performs third-party reviews of existing communities. Mari Jo is a nationally known high-energy presenter.

Cynthia L. Senke is the Vice President of The Towne Group, a Milwaukee-based national real estate development corporation. Ms. Senke and her team are currently focused on the seniors housing market; developing and operating independent living and award-winning assisted living communities. She is the immediate Past President of the Wisconsin Assisted Living Association, serves on the Executive Committee for the ALFA Council of States and also serves on the Government Relations Committee for ALFA.

Ric Henry is an Owner, Managing Partner and President of LTC Alliance, LLC, a risk management firm serving the healthcare industry. He has many years of national and international experience in assisted living including coordinating new long-term care facility start-ups and developing skilled nursing policy and procedure systems. Ric is a Certified Risk Manager through the American Society of Healthcare Risk Managers (ASHRM) and has provided training on risk assessment and management, quality assurance and liability issues in over 20 states and overseas.

Mary Runge is President of Horizon Hospice, Chicago, an urban center for end-of-life care. Horizon delivers interdisciplinary, home-based hospice and palliative care to about 100 patients daily and conducts comprehensive end-of-life care educational programs for healthcare professionals in training. Mary served the Visiting Nurse Association (VNA) of Wisconsin as Multi-Regional Director for Hospice Services, spent 14 years of service as President of Hospice and the VNA in Appleton, Wisconsin, and has been an active leader of the Hospice and Palliative Care Organization of Wisconsin as well as the National Hospice and Palliative Care Organization.

Note: More information on our instructors is available at www.ewala.org
Instructors for Part 2 may vary.

A G E N D A

For full agenda and registration materials, visit www.ewala.org

Part 1: November 4 & 5, 2004

Module 1: Resident Care and Services

Concentrates on the many facets of resident care including the ideal admissions checklist, providing care in special situations, guidelines for high-acuity care, nuances of advance care planning and end-of-life care, identifying risks in medication management and developing transfer and discharge policies.

Module 2: Risk Management for a Litigious Environment

Provides extensive tips and techniques to avoid lawsuits and promote safety in your residence. A national risk management expert will show you what you can do to avoid litigation, the role that families play, the risks and rewards of negotiated risk agreements and how risk management affects your operations through insurance, worker's comp claims and loss prevention.

Module 3: Handling Complaints and Grievances

Understanding the importance of a good method for handling complaints and grievances including a four-step method you can use, why complaints aren't always a bad thing, the pros and cons of apologizing and how to raise fees without the backlash.

Module 4: Staffing

Identifies strategies for finding and keeping the best employees, including how to determine what turnover is costing you, advanced interviewing techniques, choosing the right benefits package and how benefits and salary affect your retention rates.

Part 2: April 26, 27 & 28, 2005

Module 5: Leadership

Provides tips and techniques on building your team, how you can help your staff develop, defining and providing quality management, evaluating and improving your career growth, accomplishing more on a tight schedule and how to bring your residence through changes.

Module 6: Managing Staff

Identifies strategies for managing staff in different departments or with different functions. This session will focus on what you need to look for, how to hire, what their responsibilities are and what you can do to help them accomplish their goals.

Module 7: Advanced Marketing Strategies

Understanding advanced marketing techniques including recognizing your niche, focusing on disclosure, strategies to recognize what you really need and special situations that require special marketing attention.

Module 8: Other Operations

Provides special techniques for controlling costs while improving dining and nutrition, turning around a troubled residence, advanced regulatory skills and Fair Housing and ADA.

Module 9: Budgeting and Operations

Concentrates on the balancing act between owner and resident needs, ratios and calculations you should watch, five basic things you must know, six types of basic budgets, developing your operating budget — especially personnel, 10 common budgeting mistakes, how to get big-ticket items, revenue: what drives it and where you can find more, tracking and controlling expenses, cost creep, five advanced things you should know and vendor contracts.



Prerequisites

This curriculum is not for the entry-level administrator. It is important that each attendee bring a wide range of experience, talent and skills to the discussion table. In order to maintain the high level of instruction, attendees must meet certain qualifications. Therefore, by registering you confirm that:

- You have successfully completed the initial WALA/AIM Administrators and Management Intensive held in other states and each January in Wisconsin, or have completed the ALU self-study course; OR
- You have at least three (3) years' experience as an assisted living owner, administrator, director or manager; OR
- You are a licensed nursing home administrator seeking to expand your skills and marketability; OR

Contact the WALA office before you register if you cannot meet these minimum requirements but have other qualifications that should be considered.

In addition, due to the intense agenda of this curriculum, you will be required to stay overnight at the hotel on Thursday, November 4. An integral part of this program is a mandatory small-group assignment that must be completed after dinner and before the beginning of the next day's class. Accommodation information is below.

Registration Deadline

WALA members are eligible for special early registration until October 1. Nonmember applications will be processed after October 1, space permitting. WALA will confirm nonmember registrations after October 1.

WALA Membership Pays

Become a WALA member and save \$100. For information on becoming a WALA member, please visit our website at www.ewala.org or call the office at 608/288-0246.

Program Dates and Times

- Part One: November 4 & 5, 2004
- Part Two: April 26, 27 & 28, 2005

Registration and breakfast begins at 7:30 a.m. each day. Sessions will start at 8:30 a.m. sharp each morning and end at 5:00 p.m. One homework assignment is required on Thursday, November 4, 2004, to be completed after dinner and before the session starts on Friday, November 5.

Program Location

Country Inn Hotel, 2810 Golf Road, Waukesha, WI 53187
For directions, visit www.ewala.org

WALA has negotiated single/double rooms at the Country Inn Hotel at the reduced rate of \$92 until October 8. You are responsible for your own reservations and costs. Contact the Country Inn Hotel at 800/247-6640 and ask for Group Reservations, ID code: WALAC.

Advanced Management Certification Registration Form

Country Inn Hotel, Waukesha

Please submit with payment to:

WALA — Wisconsin Assisted Living Association
2875 Fish Hatchery Road, Madison, WI 53713
Phone: 608/288-0246 Fax: 608/288-0734

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email: _____

Check all that apply:

Yes, I am a WALA member. Please give me preferential registration until October 1.

Before October 15, 2004

After October 15

Part 1: November 4 & 5, 2004

- WALA Member (current in 2004) \$349 \$399
- Nonmember, Regulator or Government . . . \$449 \$499

By checking this box and completing this form, I hereby affirm that I am qualified to attend this course according to one or more of the prerequisites on the facing page.

YES! I would like to earn NAB credits for this program for no additional charge.
NAB License #: _____ State: _____

Part 2: April 26, 27 & 28, 2005

- WALA Member (current in 2004) \$499 \$499
- Nonmember, Regulator or Government . . . \$599 \$599

I am registering now for **both Part 1 and Part 2.**

I have subtracted 10% from my total payment. -10% \$ _____

(Payment plans available — contact WALA) Total Due \$ _____

Payment Method: Check enclosed to WALA Visa MasterCard

Card Number: _____ Expiration Date: _____

Signature: _____

Fees: Registration fees are per person and include all handouts and course books, a networking roster of attendees, continental breakfast, lunch and breaks on all days.

Cancellation Policy: Please notify us of any cancellations by October 15, 2004, as no full refunds will be made after that date. If a cancellation is made after October 15, a voucher for future WALA educational events will be issued minus a \$50 administration fee. Substitutions, if needed, are permitted and encouraged, but a substitute must meet the stated prerequisites.

Special Note: If you register now for Part 2, and for any reason cannot attend the sessions in April 2005, you can attend future Advanced Management Certification sessions with no increase in fees. If you must cancel, a voucher for future WALA educational events will be issued minus a \$50 administration fee.