

WALA Administrators & Management Intensive

January 21 & 22, 2004

Oak Hill Terrace Training Center

Waukesha, Wisconsin

This program will help you learn, from industry experts, the tools to lead your team effectively, from assisted living basics to specific departmental needs. Brought back for a 5th time due to the incredible response of past attendees, this interactive seminar is one

you can not afford to miss!

Limited enrollment.

Register early!

WALA's Administrators and Management Intensive

WALA was pleased to present the Administrators and Management Intensive to a sold-out group of attendees the last 4 years. In 2004, we have strengthened the agenda and added additional information. Don't miss this opportunity to take part in this popular program. Limited enrollment, so register early.

This is not your typical presentation! This course is unlike any you have ever taken. The fun, interactive debate style format will open your mind to new techniques. WALA's two-day seminar is designed to provide a useful overview of the many-faceted responsibilities of the Assisted Living Administrator. Training modules include: Accounting and Financial Management, Staffing and Professional Development, Management, Marketing, and more.

The Administrators and Management Intensive will provide skills needed to operate a successful assisted living community. This program will help you learn, from industry experts, the tools to lead your team effectively, from the assisted living basics to specific departmental needs.

In the world of Assisted Living, well-trained administrators are vital to the success and well-being of an assisted living community! Designed for the entry-level Administrator as well as the experienced veteran, this course will provide the tools necessary to manage the diverse

needs encountered daily. Developed from the ALFA University Training System, this overview provides leadership skills which will be utilized while working with employees, residents, and within the community.

The team of Kal Wenig, Joel Moyer, Charlene Everett and Mindy Manone will enlighten, delight and challenge you. Their high-energy approach to learning will make sure you stay focused and have practical take-home tactics.

Kal Wenig: Kal is the CEO of Premier Care Centers, d/b/a Meadowmere AL Apartments and Mitchell Manor – totaling 500 residents. Kal has 28 years of experience as a CPA, a BS/BA in Business Administration, and certification as an Assisted Living Administrator (CALA). His experience as a speaker and educator includes developing and presenting seminars and courses at Arthur Andersen, LLP's Center for Professional Development in St. Charles, Illinois.

Joel Moyer: Joel Moyer is the Director of Operations for Harbor Senior Concepts operating Harbor House locations in Wisconsin and Illinois. He sits on the board of WALA and brings over 10 years of assisted living management experience. His high energy management style is based on the FISH Philosophy which he recently presented to industry managers as a way to create success through fun, energy and accountability. Mr. Moyer will help guide you through the course using real world examples, strategies and solutions.

Charlene Everett: With over 30 years of experience as an RN, including ten in long-term care, Charlene has a strong history in care giving. She is a Certified Assisted Living Administrator (CALA), licensed Nursing Home Administrator and Vice President of the Rennes Group. Her experience in teaching includes numerous seminars on a wide range of subjects including Staff Communication, Medications and various in-services.

Mindy Manone: Mindy Manone is the Director of Marketing for Premier Care Centers. With a Bachelor's degree in Marketing and Organizational Communication, Mindy has 10 years combined experience in Sales and Marketing of Residential Apartment Communities, Health Care Communities and corporate training.

Location: Laureate Group, Oak Hill Terrace Training Center, 1805 Kensington Drive, Waukesha.

Directions: I-94 to the Hwy 164 Exit. Go South on Hwy 164 into Waukesha. When Hwy 164 turns, continue straight ahead on the street you are on, which is North Street. Follow North Street to St. Paul Avenue (which is the fifth traffic light after you get off the freeway). Turn right onto St. Paul Avenue at the Mountain Village Apartments. Stay on St. Paul Avenue until you reach Kensington Drive. It is also at a traffic light at the top of a hill, about one mile from your last turn. After you turn onto Kensington Drive, Oak Hill Terrace is the first building on your left. Go to the 4th driveway, down the hill, and bear left. Free parking is available *at the back of the building*.

Please allow sufficient travel time for weather, parking and traffic. We will begin at 8:30am sharp each day!

Accommodations: You are responsible for your own reservations and costs. If you would like accommodations, please contact the Milwaukee Marriott at 262/574-0888. The Milwaukee West Marriott Hotel is located 15 miles West of Milwaukee, just off I-94 at Hwy 164 (Exit #295). The hotel is visible from the exit ramp. Go approximately one half mile North on Hwy 164. The hotel is on your left. For other options, please contact the WALA Office.

AGENDA

WEDNESDAY, JANUARY 21, 2004

<u>Time</u>	<u>Title</u>
8:00 - 8:30	Registration and Refreshments
8:30 SHARP	Welcome
8:40 - 9:00	Course Objectives
	Module One: Assisted Living Basics
9:00 – 9:30	Key Principles and Residents' Rights
9:30 – 10:30	Regulations and Resident Monitoring
	Module Two: Accounting and Financial Management
10:30 – 11:00	Building Blocks of Accounting
11:00 – 11:15	BREAK
11:15 – 11:30	The General Ledger and The Revenue Cycle
11:30 – 12:30	Legal and Regulatory Constraints and Challenges
12:30 – 1:30	LUNCH
	Module Three: Staffing and Professional Development
1:30 – 2:30	The Administrator's Role in HR: Creating an Effective Recruitment Plan
2:30 – 3:00	Training for Knowledge, Skill and Retention
3:00 – 3:15	BREAK
	Module Four: Marketing
3:15 – 4:00	Managing Your Marketing Team
	Module Five: Physical Plant
4:00 – 4:30	Maintaining Your Physical Plant
4:30 – 4:45	Housekeeping and Laundry
4:45 – 5:00	Dining and Food Services

THURSDAY, JANUARY 22, 2004

<u>Time</u>	<u>Title</u>
8:00 - 8:30	Registration and Refreshments
8:30 SHARP	Welcome and Course Objectives
	Module Six: The Residents
8:45 – 10:15	Needs Assessment and Service Plan
10:15 – 10:30	BREAK
10:30 – 11:00	Shared Risk
11:00 – 11:30	Community Resources (Includes home health, therapy, hospice)
11:30 – 12:15	Volunteers
12:15 – 1:15	LUNCH
1:15 – 2:00	Therapeutic Programming (Includes psycho-social needs)
2:00 – 3:00	Creating an Alzheimer's Program
3:00 – 3:15	BREAK
3:15 – 3:45	Quality Assurance for Residents and Your Residence
	Module Seven: You and Your Staff
3:45 – 4:15	Preventing Burnout by Energizing and Rewarding Staff
4:15 – 4:45	Managing the Stress of Being an Administrator
4:45 – 5:00	Take Home Points and Next Steps

Administrators Certification is Available From WALA/ALU
Once you have completed this two-day intensive, you have the opportunity to earn ALFA's Administrator Certification. ALFA offers a national certification program to industry professionals. This self-study, self-paced course uses ALFA University's 3-volume "Management Library for Administrator's and Executive Directors". Applicants who successfully complete the open-book exam at 85% or higher receive ALFA's certificate. Through this certification program, up to 47 CEU hours are available through the NAB (National Board of Examiners of Long Term Care Administrators). Application for CEU's must be ordered separately from ALFA at a cost of \$100 plus a processing fee. CEU's for WALA's Administrators and Management Intensive have been applied for.

The Management program can be purchased directly from ALFA for a cost of: \$375 for company purchased programs or \$295 for individually purchased programs or for providers with less than 38 beds. *Prices already include the \$20 shipping/handling fee.*

As a special offer, those who attend the Administrators and Management Intensive with WALA will receive a 10% discount off the purchase price of the Management Library for Administrator's and Executive Directors program.

Comments from DHFS on this course

"December 29, 1999

Dear Jim Murphy,

It was a pleasure to open your mailing which announced the Administrators and Management Intensive training seminar WALA is sponsoring on the 18th and 19th of January 2000. Please accept our congratulations for taking the initiative to offer state-of-the-art administrative training to the assisted living industry. Management integrity is key to providing quality services. This seminar is an excellent opportunity to share best practices among managers as well, a concept the Division of Supportive Living highly supports. . . We wish you every success with this seminar!

Sinikka McCabe, Administrator
Division of Supportive Living

Susan Schroeder, Director
Bureau of Quality Assurance"

Can You Afford to Miss This Intensive?

Sign Up NOW - Early bird Registration Deadline is January 9, 2004

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Cancellation policy:

Please notify us of any cancellations by January 9, 2004, as no full refunds will be made after that date. Substitutions are permitted. However, if a cancellation is made after January 9, a voucher for future WALA educational events will be issued minus a \$50 administration fee. Substitutions, if needed, are permitted and encouraged.

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OTHER 2004 WALA SEMINARS

Contact WALA or check on line at www.ewala.org

Buying & Selling Assisted Living Facilities February 18 - Waukesha

RCAC, CBRF & AFH Provider Roundtables March 23 - Oconomowoc

WALA Spring Conference March 24 & 25 - Oconomowoc

Sales and Marketing 2 – Day Intensive with Mari Jo Grace & Rae Schweer- April – Location
TBA

ADMINISTRATORS AND MANAGERS COURSE

January 21 & 22, 2004 – Oak Hill Terrace Training Center, Waukesha

Registration Form

Please submit with payment to:
 WALA - Wisconsin Assisted Living Association
 2875 Fish Hatchery Road
 Madison, WI 53713
Fax: 608/288-0734

Name: _____

Position: _____

Parent Company: _____

Facility: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____ Fax Number: _____

	Before January 9, 2004	After January 9
WALA Member (to Dec 04)	\$ 250	\$ 275
Non-member/Regulator & Government	\$ 300	\$ 325

- 10% discount for two or more attendees from same company if registered at same time.
- Additional 10% discount for small providers with less than 20 total corporate beds.

Payment Method:

\$_____ Due

? Check enclosed to WALA

? Visa ? MasterCard

Please print neatly and double check numbers:

Account Number: _____ Expiration Date: _____

Cardholder's Signature: _____