

# WALA Watch



AT THE FOREFRONT OF ASSISTED LIVING IN WISCONSIN

MARCH 2004

WALA-Wisconsin Assisted Living Association

VOL. 9, NO. 2



## 2004 WALA SPRING CONFERENCE

Here it comes! The 9th annual WALA Conference is just around the corner. This year, thanks to your support, WALA will kick off its tenth year of serving the industry and we have an extra special agenda to help us celebrate! For the past nine years, WALA has led the industry with national level education, training and leadership — and 2004 is no exception. Our incredible event will attract over 450 owners, operators and decision-makers. *Want to know why?* Just take a look at what WALA has planned this year!

### Just for Providers

The "Provider Roundtables" on Tuesday, March 23, are your forums to share systems and operations on the topics that are important to you! Space is limited and filling up fast, so please contact WALA today to register. Provider Roundtable attendees are not required to register for the entire conference but are encouraged to do so. WALA especially encourages AFHs to take advantage of this opportunity to network with others who share your unique concerns and ambitions. Scholarships for small providers are available, in fact if you are an AFH, just fill out the registration form and write SCHOLARSHIP, PLEASE next to AFH Roundtable portion and send it to WALA with no fee. Sorry, free admission applies only to the AFH session Tuesday afternoon. However, if AFHs need additional scholarship support to attend the rest of the conference, contact Erin at the WALA office at 608/288-0246. We want AFHs to have a place to share their unique concerns!

### Dinner and a Keynote

All the good stuff you can't get anywhere else! Tuesday night, ALFA CEO, Rick Grimes, will give a keynote presentation on "What ALFA Means to the Assisted Living Industry in Wisconsin." This is your chance to chat with Rick and let him know what ALFA means, or could mean, to you. Networking, cocktails and dinner: a perfect opportunity to meet and greet in style!

### Don't Forget the Conference

But how could you?! Our Vision Evolves: Quality Remains will be held on March 24 & 25 at the Olympia Resort & Conference Center in Oconomowoc. National level keynotes, incredible educational sessions for every topic of interest, a CEO Forum for the top decision makers and NAB credits will ensure that this conference caters to every interest. Board BINGO makes its first appearance this year as a special anniversary session that allows you to give the WALA Board of Directors your opinion on key issues and win wonderful prizes in the process. And don't forget the live band on Wednesday evening. You can help WALA celebrate a decade of service while you get your toes a tappin' to your favorites from the '50s, '60s, '70s and '80s. Make sure to bring your dancing shoes!

*Spring Conference continued on page 8*

Please help us say thank you to the Conference sponsors and exhibitors. Their support helps us to keep the cost of the conference as low as possible.

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*Exhibitors continued on page 8*

MARCH  
23, 24 & 25, 2004

Our Vision Evolves  
QUALITY REMAINS



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 Chris Herb

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 Erin Esser

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 Jim Murphy

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**WALA BOARD OF DIRECTORS**

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*By Sue Reese, WALA Board President*

Ten years! Hard to believe that WALA has been providing information, education and service for assisted living providers for ten years! In ten years WALA has been instrumental in shaping the industry as we know it today. As I begin my term as your President, I can't help but reflect on the past Presidents and the contributions they've made to WALA. I have big shoes to fill considering I'm following the footsteps of amazing people like Cindy Senke, Ed Meier, Mike Collins and Delores Moyer. Thankfully Jim Murphy, Erin Esser and Chris Herb will keep me in line and informed!



*Sue Reese*

On March 23, 24 & 25, the WALA Spring Conference will be held in Oconomowoc. I invite all of you to mark your calendars and attend. This conference is about you — providers, vendors, associations and service companies specializing in assisted living. The conference kicks off with a round-table discussion on Tuesday, followed by dinner and a presentation by Rick Grimes, ALFA President. Tuesday is a great opportunity for us to speak candidly and share our thoughts, ideas and frustrations.

Beginning Wednesday, there will be an opening session that will include the entire WALA Board of Directors. You have a dedicated group of men and women (see related article page 8) that donate their time and talents to help make assisted living in Wisconsin better, more efficient and tackle the battles that arise for all providers. This is YOUR Board! We want to hear from you! Throughout the two-day conference and between the 25 education sessions, please take the time to chat with the various Board members and share your concerns and ideas. On Wednesday, they are the ones wearing the Hawaiian leis. And don't forget the celebration Wednesday evening as we dance the night away with "Whoz Playing"!

During my term as your President, I look forward to working with old friends and to making new friends as we all work together to provide quality care for our residents. Whether your home is a 4-bed AFH, a 20-bed CBRF or a 60-bed RCAC — by uniting together and learning from each other, we will continue to change the face of assisted living. We will continue to create quality environments for the people we serve.



**VISION STATEMENT OF WALA**

**WALA is uniquely qualified:**

- to be the premier association in assisted living;
- to establish standards of quality care;
- to provide valuable member services to diverse assisted living providers.

**Membership in this organization is indispensable.**



# MURPHY'S MUSINGS

By Jim Murphy, WALA Executive Director

• **WALA ASSISTED LIVING RESOURCE DIRECTORY** — WALA is developing a directory of those who provide services for assisted living providers in Wisconsin, an Assisted Living Resource Directory. From architects to consultants, meds management review to training, this resource will be available for any provider who needs access to professionals to help improve their operations or development. This printed directory will be based on the 59 Associate Members of WALA who provide such services. If you are a WALA Associate Member, you should have received a letter from WALA asking you to update the description of your services for inclusion in the inaugural issue of this directory. If you have not, please contact Chris at the WALA office.



Jim Murphy

Copies of this valuable directory will be available free of charge at the WALA conference. Eventually, the directory will be sent to every provider in Wisconsin. It is our hope that this directory will help providers readily access those with the tools you need to improve your operations. If you are providing a service to assisted living providers, contact the WALA office by March 5 so you can be included in this inaugural issue.

**INSURANCE — NEXT STEPS** — Thanks again to all of you who returned the Insurance Survey we did for BQA. Results from at least 532 assisted living facilities representing 3,322 beds or apartments are available on our website at [www.ewala.org](http://www.ewala.org) or through the WALA office. About two months ago WALA formed an ad-hoc Insurance Committee to research these timely issues. WALA and two WALA providers were invited to attend a meeting with the Office of the Commissioner on Insurance (OCI) on February 26 as part of a larger workgroup to explore possible remedies to the insurance crises. I will have more for you about this meeting at the conference in March.

**PROPERTY TAX EXEMPTION** — As detailed in the January *WALA Watch*, a recent Supreme Court ruling says that some non-profits may no longer be qualified for a property tax exemption. That discussion has heated up and there are movements afoot to try and appeal the ruling and/or introduce legislation that will allow the exemption. For more information, review the January newsletter story or contact Colleen O'Connor Patzer of Michael Best & Friedrich at 414/225-8261.

**GAO STUDY OF ASSISTED LIVING** — Citing assisted living as one of the nation's "fastest growing adult service industries," three U.S. senators called for a new government study of model consumer protection requirements for assisted living residents. The study, to be conducted by the General Accounting Office (GAO) — the investigative arm of the U.S. Congress, is expected to be published in mid-2004. Specifically, the senators asked in a letter to GAO for a review of states' "best practices" in three areas: licensing assistance services to providers, disclosure of full and accurate consumer information and procedures for addressing consumer complaints and grievances. They also asked GAO to examine how states balance flexibility with the welfare of residents in both rural and urban settings.

## WALA IS YOUR ALFA! —

Join us to hear Rick Grimes, ALFA's President/CEO on what ALFA is doing for you. Rick is speaking at the optional dinner on Tuesday, March 23 and I think you will like what you hear. We are also lucky enough to have him say a few words at the opening session at 8:30 a.m. on Wednesday, March 24. He will even be a part of the Board Bingo! (See cover story).



**ALFA CHICAGO CONFERENCE** — Great education also at the ALFA's 2004 National Conference & EXPO Chicago, May 5 – 7. Register Now! Easy online registration at <http://www.alfa.org> or call 800/258-7030 for more information.

## Letters to the Editor

The following letters to WALA continue the discussion from the last two issues of *WALA Watch* about the alleged purchase of lunches by Executive Director Jim Murphy.

**Letter #1** — I was more than a little disappointed that my request for a retraction/correction concerning Mr. Murphy allegedly buying lunch for associated was not on the first page of the last newsletter and was not given more coverage.

Murphy's lunch habits are well known to WALA members, but in the interest of public safety (pocketbook), I do think a more thorough discussion was in order.

Dr. Mark Sager

**Letter #2** — One time, when my friends and I were eating lunch at the mall during a break from the WALA conference, Jim Murphy approached and offered to buy us lunch. Well we were so impressed that we shared our lunch with him. Afterward, some people who obviously don't know Jim Murphy like we know him suggested that he probably knew that we had already paid for our lunches prior to his generous offer. Wow, some people can be so insensitive. Thank you Jim Murphy for your generosity!

Sincerely,  
Kelly Dalton  
Home Suite Home



## SALUTE ASSISTED LIVING'S HEROES

### *Do you know a hero?*

Each year, ALFA Hero Awards recognize the administrator, staff member, caregiver, and volunteer who personify the spirit of ALFA's 10-point philosophy of care. We invite you to nominate your colleagues for this prestigious honor — the seventh annual ALFA Hero Awards.

The immeasurable impact that our award-winners have on the lives of our assisted living, independent living and continuing care retirement community residents is evident to all who meet them. The ALFA Human Resources Executive Council annually is honored to select the outstanding winners of the ALFA Hero Awards, who are recognized annually at the ALFA National Conference & EXPO, the assisted living industry's most highly attended event.

For more information on ALFA, the ALFA 2004 Hero Awards nomination form, the 2004 National Conference & EXPO and ALFA's 10-point philosophy of care, visit [www.alfa.org](http://www.alfa.org) or call 800/258-7030.

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## LEGISLATIVE REPORT Update on various legislative matters

**WALA PAC** — WALA has a three-legged stool approach to advancing the legislative agenda of the assisted living industry. One of these legs is our political action committee (PAC). The WALA PAC is a critical part of our strategy to represent YOU, and we need your help to provide those contributions to help carry your agenda forward. At the WALA conference you will have an opportunity to make a private donation (no corporate donations allowed by state law) to the WALA PAC and earn a chance to win a magnum of champagne! We do need your help, and we only ask once a year for your contributions — at any level you can afford. I hope to see EVERYONE with a colored dot on their nametag which means they have donated to the WALA PAC. Dig deep — and we thank you in advance.

**RCAC OMBUDSMAN BILL** — A hearing was held on February 19 on AB 644 (RCAC Ombudsman) authorizing access by the long-term care ombudsman or his or her representative to a client or resident in a residential care apartment complex, imposing an annual assessment on occupied apartments of residential care apartment complexes, expanding rights of residents of facilities to include residents of residential care apartment complexes, requiring posting of a notice, requiring the exercise of rule-making authority and making an appropriation.

**CARBON MONOXIDE DETECTORS** — Sen. Bob Wirsch has introduced a bill to require mandatory carbon monoxide detectors in certain public buildings. This bill would require the installation of carbon monoxide detectors in any public building that is used for sleeping or lodging purposes. This term would probably include all aspects of assisted living but does not include a hospital or nursing home. Given the lateness of this bill's introduction, it is not anticipated to pass this session.

**MEDICAID BUDGET AT RISK** — The State Legislative Fiscal Bureau issued a report that said that the state's Medicaid (MA) budget will have a large shortfall. It could be as much as \$400 million. That means that if nothing is done, MA will run out of money in April, 2005. MA is the health insurance program for most people with disabilities, many elderly and poor people. It is the safety net they rely on to live in the community. MA pays for health care, medicine, therapies and long-term care.

The shortfall has developed because of an increased number of people using the program, as well a cutback in federal dollars. This budget problem could become a healthcare crisis if nothing is done. This legislative session ends Thursday, March 11, 2004. Please contact your legislators and let them know how you feel on this issue!

## HIPAA TO AFFECT ORGANIZATIONS IN VARIOUS WAYS

### *Think new HIPAA privacy regulations don't affect you?*

Think again. If your company has health benefit plans, then your plan likely will be subject to HIPAA regulations — even if your business is not related to health care.

Health benefit plans covered under HIPAA are subject to government investigations and sanctions for HIPAA violations, including up to \$250,000 in fines and ten years in prison. Plans with annual revenue (collected premiums) of \$5 million or less must comply with HIPAA Privacy Standards by April 14, 2004.

To help organizations prepare, Assisted Living University is offering the "HIPAA Tool Kit," which includes an introduction to HIPAA, health plan self-assessment tool, implementation plan, customizable policies and procedures, customizable forms, website resources, quick reference to privacy regulations and a training video. Visit [www.alfauniversity.org](http://www.alfauniversity.org) online or call 800/258-7030 for cost and details. Be sure to tell them "WALA sent me!"



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**Robert J. Lightfoot II, RN, JD**

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**PROVIDER  
SUMMIT  
UNITES  
ORGANIZATIONS**

*Bob Lightfoot,  
Murphy Desmond, Madison*

On January 30, 2004, representatives from various assisted living provider organizations came together for a "Provider Summit" meeting at the WALA office in Madison. Representatives were present from RSA, CAPOW, RCAW, WALA and RFW.

The organization representatives identified goals that all had in common, such as workforce issues, funding issues, regulatory oversight, the MA deficit, long term care reform and insurance issues.

The group engaged in a vigorous discussion and brainstorming session about these shared goals. The discussion focused on education and public relations efforts geared toward promoting success stories and education, rather than the negative publicity continuing to find its way into the media. Out of the main group, an ad hoc subcommittee met with legislative aides of key Wisconsin legislators February 6, the purpose being to generate interest in sponsoring a Resolution to promote and recognize direct care workers in the assisted living industry.

Organization representatives then discussed a preliminary action plan that touched on the various issues raised. It is likely that organization representatives will be forming three subgroups (regulatory, legislative and public relation/education) to further address the issues facing long term care in Wisconsin. The next meeting is set for Friday, April 23, 2004 from 10:00 a.m. until 2:00 p.m. at the WALA offices.

## **ALFA CONFERENCE SPEAKERS SHARE SOLUTIONS FOR SUCCESS IN ASSISTED LIVING**

The speakers at the ALFA 2004 National Conference & EXPO represent the single most impressive collection of expertise and experience in assisted living anywhere. CEOs and other top executives, researchers and scholarly experts, consultants and service providers all are gathering at the Hyatt Regency Chicago on May 5-7, in essence distilling the best in industry leadership.

You are invited to participate as they share practical, workable solutions to the issues you face.

*How can you navigate the shifting landscape of opportunities in the industry?*

*How can you continue providing high-quality care while maintaining a sound bottom line for your business?*

*How can you develop the leadership skills necessary to move your company and your career ahead?*

Attendees will find answers to these questions and solutions for success.

The world of assisted living is entering a period of unprecedented expansion, change and opportunity. With experts forecasting widespread economic growth in the next few years and record numbers of seniors seeking care over the coming decades, our industry has never embraced more tremendous possibilities — or faced more important challenges.

Take home answers to your most pressing questions and solutions for immediate improvement. Complete conference information is now available at ALFA Online ([www.alfa.org](http://www.alfa.org)). Register today!

## **ALZHEIMER'S ASSOCIATION DEMENTIA SPECIALIST TRAINING**

March 3 and 10, the Alzheimer's Association will present "Dementia Specialist: Best Practices for Direct Care Staff" at HospiceCare in Madison. This event is a must for assisted living providers who care for residents with dementia. The information you and your staff will gain from this critically important seminar is, as you would expect, cutting edge. The registration deadline was February 27 so call the Alzheimer's Association at 800/428-9280 immediately for registration!

Led by Mary Salzieder, the two Dementia Specialist workshops will not be your typical training — you won't be sitting and listening to a lecture for two days! Those of you who know Mary's high energy, interactive and contagiously enthusiastic teaching style know you can expect a fun learning experience. The course is sure to provide practical skills that you can take back to your work.

Learning through case studies, your own examples of difficult situations, role-playing and problem solving, you will make the information personal and experiential — which will help you remember all that you learn in two days!

The goal is to provide you with:

- An opportunity to experience the world from the view of someone with Alzheimer's disease.
- Real life practical skills and ways to use these skills
- Problem solving-techniques to prevent challenging behaviors
- Tips and tools to increase success and make your job easier

Skills learned at the Dementia Specialist training will help you to increase staff retention and improve the marketing of your facility! Staff who are well trained in caring for demented residents are more satisfied with their work and less likely to burn out. Investing in specialized training tells your staff that you value them and believe in their abilities. A facility staffed by "dementia specialists" is a great marketing tool; families and professionals who come to your facility will soon recognize the difference in atmosphere and care and your facility will be recognized as a best choice for dementia care.

Registrations can still be made, so call the Alzheimer's Association at 800/428-9280 if you are interested in participating!

## **NEW 24/7 HELPLINE SERVICE**

The Alzheimer's Association understands that caregiving does not stop at 5:00 p.m. — which is why the South Central Wisconsin Chapter now offers a 24-hour helpline.

When you need to talk with a Helpline professional, any time of the day, call 800/428-9280.

**HELPLINE**  
**800/428-9280**



# WALA NETWORKING NIGHT PRESENTED BY DIRECT SUPPLY

On Wednesday, May 19, join WALA as we continue to celebrate our 10th Anniversary! Thanks to the generous assistance of Direct Supply Healthcare Equipment, this will be the one event this year that you won't want to miss!

Meet us at Direct Supply's new Eldercare Continuum Showroom in Milwaukee to join in the celebration. It will be a relaxing and fun filled evening with the chance to chat with old friends, network in style and find out about the national trends that affect all of us in Wisconsin.

There will be wine tasting, an open bar, hors d'oeuvres, WALA Anniversary cake, tours of the brand new Direct Supply facility and a keynote by national speaker Bob Hillis, who will speak about our industry and the nation. There is no cost to attend, but you must register by calling or e-mailing the WALA Office. Upon registration, an invitation and directions will be sent to you.

## 10TH ANNIVERSARY HOOPLA!

Watch for more announcements regarding WALA 10th Anniversary celebrations to be held throughout 2004. At the closing of each of our regional Fall Symposiums attendees will have an opportunity to celebrate our anniversary with cocktails, networking, anniversary cake and fun in honor of our 10th!

And...keep your eyes and ears open for more information about the WALA GALA later this fall! We are tracking down past, present and future members of the WALA Board of Directors so that they can celebrate with you at this fantastic event. Curious about the details of this mysterious occasion? You'll have to wait. But don't miss updates in the issues to come!



## SEEKING EMPLOYMENT

I recently completed the six-week CNA course at Western Wisconsin Technical College in LaCrosse. I returned to my hometown of Oconomowoc and am currently looking for a position as a certified nursing assistant in a hospital, nursing home, hospice or home care facility.

I love working with and taking care of the elderly. I enjoy talking with them and listening to them. I am a very compassionate, kind and loving person who would enjoy being able to put my new found skills into practice.

I am looking for a position in the following communities: Oconomowoc, Watertown, Hartland, Hartford, Dousman, Delafield, Pewaukee, Waukesha and Jefferson areas.

Please contact the WALA office at 608/288-0246 for a full resume and contact information.

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Exhibitors continued from page 1

And take a look at the list of **Exhibitors** this year! We're already sold out and are turning others away!

**Air Care Corps**

Distributor of Moisture and Odor Control Products

**Alzheimer's Association**

Alzheimer's Services

**Angelus Retirement Communities**

Assisted Living & Management

**Aquarium Maintenance Service**

Aquarium Maintenance

**Assisted Living Information Systems, LLC.**

Computerized Software

**Assisted Living Pharmacy Service**

Assisted Living Pharmacy

**Avalon Technologies, LLC**

Total Communication Systems for the Senior Marketplace

**CMA an IDEACOM Partner**

Nurse Call, Emergency Call & Pendants

**Design Perspectives, LLC**

Interior Design

**Direct Supply Healthcare Equipment**

Healthcare Equipment

**dpc, LLC**

Pillow Manufacturer

**Duraframe/Duracase by Kwalu**

Furniture

**FISH**

FISH Philosophy

**Grace Management**

Specialized Management & Marketing

**Great Lakes Commercial Sales**

Maytag Commercial/Coin-Op Laundry Equipment

**HealthReach Rehabilitation Service Inc.**

Physical, Occupational, Speech Therapy

**HomeFree, Inc.**

Wireless Resident Wander Monitoring and Nurse Call Solutions

**Informing Ecological Design, LLC**

Information Design Services

**Invacare Continuing Care Group**

Manufacturer of Long-Term Care Equipment

**JCK Consultants, LLC**

Consulting, Marketing, Training

**Keller, Inc.**

Design/Build General Contractor

**Kindred Healthcare - Wisconsin District**

Skilled Nursing Facilities

**Mallatt Homecare Pharmacy**

Pharmacy and Training

**McQuay-Remington**

Air Conditioning (PTAC; PTHP)

**Miller Architects & Builders**

Architectural, Construction and Consulting Services



# BOARD BINGO

Introducing YOUR WALA Board of Directors. Play "Board Bingo" on Wednesday, March 24 at the conference and win a chance at homemade apple pies and the grand prize of a TV/VCR/DVD combo. Just look for each board member (they will each be wearing an Hawaiian lei so they are easy to find), have them cross their name off on your bingo card and then they will ask YOU a question so WALA can assess the needs of the assisted living industry. This is very important and the board is looking forward to chatting with YOU. This is your opportunity to tell us what you think, what you need, and what you want WALA to become.



## Guess who just sold his business?

Spell it relief. Or, spell it newfound freedoms to enjoy life. If it's time to sell your assisted living business, Collins Realty Group brings more than a decade of experience in senior housing to every client we serve. Count on us for integrity and industry insights when it comes to selling or buying assisted living facilities.



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**Joel Moyer**  
Harbor  
Senior Concepts  
Madison

**Del Vanstone**  
Michalene's  
Pewaukee

**Marianne Raymonds**  
Alterra  
Wauwatosa

# BOARD BINGO

**Spring Conference** *continued from page 1*

Wednesday only, don't miss the industry tradeshow going on all day, with an incredible variety of exhibitors from Wisconsin and beyond. Make some new contacts and learn about the new technology that can make life easier for you. WALA has again sold out our exhibit space for this event — you do not want to miss it.

So come to learn, come to network, come to celebrate as WALA turns ten and continues into the next decade!

### Want to Know More?

Read all about the keynotes, sessions, exhibitors, and more in our full Conference Agenda! Call the WALA office if you did not receive an Agenda, or for information on Sponsorship Opportunities. Program information and registration will also be available on the website at [www.ewala.org](http://www.ewala.org) where — for the first time — it is possible to register online!

**Registrations are pouring in and limited attendance sessions are filling up quickly. Don't miss out on the educational and networking event of the year! Register today!**

- Mortenson Matzelle & Meldrum**  
Insurance Agency
- NASCO**  
Catalog of Activity Supplies & Resources
- Omnicare Pharmacy**  
Pharmacy
- PALs Software**  
Software Development for Assisted Living Providers
- Pathway Health Services**  
Consulting Firm
- PDC Midwest**  
Architecture, Engineering, Interior Design, Construction, Market Study
- Pfizer**  
Pfizer Inc Discovers, Develops, Manufactures, and Markets Leading Prescription Medicines
- Pinnacle Pharmacy**  
Pharmacy
- Plunkett Raysich Architects**  
Architectural Firm
- Prescriptions Plus at Good Value Pharmacy**  
Pharmacy
- Senior Technologies**  
Wanderer Protection, Wireless Nurse Call, Fall Prevention, Magnetic Locks, Field Support, Keyless Entry Swing Door Automators
- SHARE SE Wisconsin**  
Non-Profit Food Distribution
- Shared Health Services/Amerinet**  
Group Purchasing Organization
- Solutions for Better Aging**  
Personal Care Supplies for Residents and Families
- Stoughton Hospital**  
Geriatric Psychiatry Inpatient Program
- Sunrise Medical**  
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- US Department of Labor - Wage and Hour Division**  
Enforcement of Labor/Wage Issues
- Vigil Health Solutions Inc.**  
Dementia Monitoring & Nurse Call Systems
- Vitas Health Care Corporation of WI**  
Hospice
- Westra Construction, Inc.**  
General Contractor
- WRAP**  
Activity Professional Organization





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[www.horizonseniorservices.com](http://www.horizonseniorservices.com)

## DIALOGUE WITH BQA

*The following information from the Bureau of Quality Assurance (BQA) is garnered from a wide variety of meetings, discussion and handouts from BQA, DHFS and other sources, and has been compiled by WALA Executive Director Jim Murphy. Editorial comments are his.*

**SUE SCHROEDER RESIGNS** — Sue Schroeder, the Director of the Bureau of Quality Assurance, called WALA in February to let us know that she has decided to resign from BQA. She feels she has faced some strong challenges, has done major reorganization but misses the direct care level. She currently has no formal plans. I believe that her leadership in restructuring of the Assisted Living section so it oversees ONLY the AL world has been a major improvement for care in AL.

We have invited her to join us at the WALA conference on Thursday, March 25 when Kevin Coughlin of BQA will speak and to also say a few words if she wishes. She will consider our invitation. Her current plans are to leave in July 2004. She hopes that with this much notice that she will have some time on the job with her replacement.

Good luck, Sue. We have disagreed about things over the last five years, but you have always been fair and had the interests of the "consumer" in your heart. We wish you the best.

**BQA NEW SURVEY PROCESS** — BQA indeed has implemented the new assisted living survey process in January with an emphasis on technical assistance and moving to abbreviated surveys. A number of providers have undergone abbreviated surveys and report positive experiences. We also heard from a provider who was not given an exit interview. Another provider had an exit interview that seemed to indicate that all was well, threw a staff party to celebrate a clean survey and then was shocked to find a series of violations later mailed to them. What have you experienced? Be sure and let WALA know.

In addition, BQA has implemented the Reduced Forfeiture Option for SOD forfeitures. To quote from BQA: "If you choose not to contest the Forfeiture, Statement of Deficiency # \_\_\_ **AND** any orders contained in this NOTICE and ORDER, then the Department will reduce the total forfeiture by 35%."

If you choose to accept the **entire set of orders** and SODs, you could save 35%. This is optional and you are not required to accept this. The proposal is an interesting concept with lots of pros and cons - let WALA know your point of view. BQA's intent seems to be to provide you with an optional method to save some money if you agree to accept the citations, as well as reduce costs and workload for BQA. Let WALA know how you feel. BQA Chief Kevin Coughlin will speak at the WALA conference in March and provide more details.

**WALA CONFERENCE ROUNDTABLES** — We strongly encourage all providers to attend the optional Roundtables on Tuesday, March 23 at the WALA Conference. AFHs will meet only with AFHs, CBRFs only with CBRFs and RCACs only with RCACs. We have had similar regulatory category networking groups like this in the past and they are always well received. WALA encourages you to attend to work on issues that impact you, best practices and pro-active ways to provide better care. As you saw in the cover story on the WALA Conference, we especially want to encourage the AFHs to attend, so we will even waive the \$10 registration fee. Just fill out the registration form and write SCHOLARSHIP, PLEASE next to AFH Roundtable portion and send it to WALA. Sorry, free admission applies only to the AFH session Tuesday afternoon. However, if AFHs need additional scholarship support to attend the rest of the conference, contact Erin at the WALA office at 608/288-0246. Pass the word to your area's AFHs — they need a place to share their unique concerns.

**OTHER MEDS ISSUES** — At the WALA Conference in March, two meds sessions will provide details on labeling requirements of large meds samples given to residents. It has been speculated that the new Medicaid Reform Act may preclude such samples, but that is still uncertain. There will also be a discussion on the issue of Canadian drugs, both for those who self-administer and those who do not. The final answers to that issue are still uncertain.

**DELAYED EGRESS SURVEY** — Does your dementia specific facility have delayed egress exits? WALA has been asked to do a survey of those who have this option in order to provide an exit while also providing security to avoid elopement. Please let WALA know if you have delayed egress.



# Q&A

## REVIEW ON MEDICATION USE IN CBRFS

By Scott Whitmore Pinnacle Pharmacy, LLC

**Note:** There is a session at the WALA Spring Conference on Meds and CBRFs. The following are the types of questions that may be addressed. The session is Thursday, March 25 at 10:00 a.m..

The rules governing the use of medications in CBRFs have evolved since first being published in 1996, and so has the understanding of how these rules are to be applied. CBRF residents, owners, caregivers, regulators, pharmacies and other health care providers have made tremendous strides over the last half dozen years complying with HFS 83.33, the section of the rules dealing primarily with the medication use process in CBRFs. HFS 83.33, however, is not the only set of regulations providing a framework for drug therapy use in the CBRF. CBRF caregivers, prescribers and pharmacy providers must also comply with other state and federal regulations. The following provides insight into some commonly encountered medication related questions on maintaining compliance with HFS 83 and other state and federal regulations:

**Q:** Does a CBRF resident need a prescriber's order when a resident uses agents available over-the-counter (OTC) like acetaminophen, vitamins or herbals?

**A:** Yes, a written order is required for any prescribed medication taken by or administered to a CBRF resident and that medication shall be labeled by a pharmacist. When prescription and non-prescription medication/medicinal agents are controlled and administered by the facility, the facility must also have a prescriber's order for its use. This includes items available over-the-counter like Tylenol (acetaminophen), Centrum and St. Johns Wort as well as various medicinal items supplied by friends and family members. Most private and public prescription coverage plans require a prescriber's order before a given Rx or OTC item will be covered. Residents who self administer and control their own meds may possess OTC medications without a prescriber's order provided it is stored in a secure place in the resident's room. To assist with medication safety, residents who self-administer should be encouraged to always keep health professionals and other caregivers informed of all medicinal agents being consumed.

**Q:** I know there is a unit of use packaging requirement for meds that a CBRF is responsible for administering but what are the exceptions?

**A:** Unit of use packaging requirements exist for all residents who are not self administering their medications. Generally speaking, solid oral dosage forms, prescription and OTC, must be packaged in unit-of-use packaging unless special storage, stability or other packaging needs prevent it (i.e. sublingual nitroglycerin tabs must be stored in original glass, amber vial, etc). Liquid prescription medications (Dilantin, phenytoin, Tegretol, etc) that are administered orally by CBRF staff must also be in a unit-of-use package such as a pre-drawn oral dosing syringe. Some exemptions from unit-of-use packaging requirements may include medicinal agents being self-administered by the resident, OTC oral liquids as well as ointments, creams, non-oral solutions, suspensions and emulsions. In addition, if the CBRF has an RN, pharmacist or physician who supervises as described in HFS 83.33(3)(e)3a-d, unit dose may not be required and the RN, RPh or Physician can determine packaging.

**Q:** What are the medication storage requirements for non-self administering residents?

**A:** When prescription and OTC medications are controlled by the CBRF, medications shall be stored in their original containers and not transferred to another container except by a practitioner or other appropriately licensed person. Cabinets (or med carts) for storage of medications must be locked and shall be large enough to accommodate the number of medications on hand in an orderly fashion. Meds requiring refrigeration shall be kept in a locked box and properly labeled. Rx and OTC meds shall not be stored next to household chemicals or other contaminants and meds for internal consumption shall be stored separately from meds with external application.

Q&A Review continued

**Q:** What drugs are considered Schedule II drugs and how should they be treated differently than other Controlled Substances?

**A:** Medication classified as Schedule II (C-II) primarily include opioid narcotics (i.e. Duragesic patches, fentanyl, Dilaudid, hydromorphone, Avinza, Kadien, MS Contin, Oramorph SR, morphine, Oxycontin, oxycodone, Percocet, Roxicet and oxycodone/APAP, etc) and stimulants (i.e. Dexedrine, dextroamphetamine, amphetamine, Metadate SR, Ritalin, Methylin, methamphetamine, etc). These agents are highly controlled by the Drug Enforcement Administration (DEA) as well as the Wisconsin Controlled Substance and Pharmacy Examining Boards (PEB). Drugs classified as C-II must have written and hand signed authorization for use from the prescriber each time they are dispensed from a pharmacy. Unlike other controlled substances, C-II drugs must be kept by the CBRF (or self-administering resident) in a locked and securely fastened box, drawer or permanently fixed compartment within the locked medication storage area. Use of Schedule II drugs should include a proof-of-use record sheet which shall be audited, signed and dated daily by a registered nurse or designee or, when an RN is not present, by the administrator or designee.

**Q:** Under what circumstances can I return drugs to the pharmacy?

**A:** Wisconsin Administrative Code Phar 7.04 prohibits the return of medications from CBRFs. Thus, once medications have been dispensed for a CBRF resident they can no longer be returned to the pharmacy for credit. The Pharmacy Examining Board has stated that it is not considered a "return" when a previously dispensed drug or device is sent back to a pharmacy for the purpose of repackaging and re-labeling a drug for the same patient's use if, in the professional opinion of the pharmacist, the product is acceptable for reuse. Federal law and the DEA further prohibit the return of all controlled substances.

Q&A Review continued on page 12

Q&A Review continued top of next column

P A G E 11



# FIRE SAFETY TRAIN THE TRAINER COURSE OFFERED IN MARCH

Wisconsin Elder Alliance announces a DHFS approved "Fire Safety For Assisted Living Communities Train the Trainer Course". You won't have to wait for someone to do your fire safety training. Now you can schedule it when you need it! The next training dates are March 29-31, 2004.

The course will be held at the Kronenwetter Municipal Center in Mosinee. Training is provided by WI Elder Alliance and the Kronenwetter Fire Department Fire Fighters. Costs are \$350 per participant.

The successful completion of "Fire Safety for Assisted Living Communities Train the Trainer Course" requires full attendance of this three day training, active participation in all exercises and a score of 80% or better on the final exam. The Certified Fire Safety Trainer will then be authorized to train the employees of the CBRF/Assisted Living Organization which constitutes his/her base of employment. (This may include multiple sites for some organizations.) If the Certified Trainer leaves their base of employment the new employer must apply for re-certification.

This program can save your facility a lot of money! Contact Rose Boron at [RoseEBoron@aol.com](mailto:RoseEBoron@aol.com) or by phone at 715/693-7146 for registration materials. The deadline for registration is March 25 so register today! This course sells out!

# CENTER FOR EXCELLENCE IN ASSISTED LIVING BEGINS PLANNING

Though the Assisted Living Workgroup completed its report to the U.S. Senate months ago, a new committee has been formed to continue to develop one of the report's recommendations: creating a national Center for Excellence in Assisted Living (CEAL).

The workgroup report contained more than 100 recommendations on a variety of topics, not all of which received overwhelming support. However, a widely held belief affirmed by the workgroup is that policymakers, providers and consumers require more research and evidence-based information on quality care in assisted living. The workgroup passed a recommendation, approved by ALFA, for the establishment of a clearinghouse for research and technical assistance in assisted living.

Ten organizations have come together to form the CEAL Organizing Committee: AARP; American Assisted Living Nurses Association; American Association of Homes and Services for the Aging; American Seniors Housing Association; Assisted Living Federation of America; Alzheimer's Association; Consumer Consortium on Assisted Living; National Center for Assisted Living; NCB Development Corporation; Pioneer Network and a disability advocacy organization yet to be named.

CEAL's mission is to be an objective resource center to facilitate quality improvement in assisted living, provide a national clearinghouse, increase the availability of research in assisted living and facilitate the development of affordable assisted living programs for individuals with low and moderate incomes.

To accomplish this, CEAL will develop reports regarding the state of assisted living; identify and promote areas for research; develop means for information dissemination and provide technical assistance to states on policy, programs, effective practices and the integration of outcome measures in assisted living.

**Q&A Review** continued from page 11

**Q:** *What do I do with drugs that are expired or no longer needed by a resident?*

**A:** Except for controlled substances, a resident's prescription medication shall be destroyed within 72 hours of a practitioner's order discontinuing its use, the resident's discharge, the resident's death, loss of medication dosage form integrity, removal of the medication from the package or the medication's expiration date. CBRFs are required, upon discharge, to assure the medication needs of the resident are met. CBRFs may provide an existing medication supply for current orders to the resident or family upon discharge, however, it is recommended that facilities make sure residents and families understand that their medications may be destroyed. Any unused medication shall be destroyed in the facility and a record of the destruction shall be witnessed, signed and dated by at least two of the following: the administrator or designee, a registered nurse or a pharmacist and one other employee. Information on the proper procedures for destroying medication can be found on the Environmental Protection Agency's web site at [www.epa.gov](http://www.epa.gov)

**Q:** *If I have a question regarding appropriate use of medications in CBRFs, whom should I contact?*

**A:** Questions regarding appropriate use of medications in CBRFs should be directed first to their providing pharmacy. If a CBRFs pharmacy provider is unable to provide an adequate answer, medication related questions can be directed to Doug Englebert, RPh, MBA, pharmacy consultant at the Bureau of Quality Assurance, 1 West Wilson, Madison, WI 53702 (608) 266-5388 or the Pharmacy Examining Board, Wisconsin Dept. of Regulation and Licensing, 1400 E. Washington Ave, P.O. Box 8935, Madison, WI 53708-8935 (608) 266-2811. In addition, there will be a session at the WALA conference just on CBRF meds issues and a separate one just for RCAC meds issues.

*Scott Whitmore, RPh is a consultant pharmacist with Pinnacle Pharmacy, LLC, a pharmacy which specializes in meeting the medication needs of CBRFs, assisted living facilities and residents of other Wisconsin long term care facilities.*



## VOICE OF THE MEMBERSHIP

The following correspondence between Tammy Glasbrenner, owner of Vista House, and WALA Executive Director Jim Murphy, took place in January, 2004. It seems that last year, Tammy's facility was surveyed while she was at the 2002 WALA Conference!

**Tammy** — It has been two years since my last State survey, so I am expecting them to show up this year. The last time a surveyor came, I was at the 2002 WALA Convention in Waukesha and it was total chaos at my facility with me being gone. The bad thing is, when they come and I'm not there to help...there is nobody there to help! The caregiver certainly can't leave her duties to help them. Last time when they came to my facility, thankfully my husband was able to assist the surveyor, and I helped in-between sessions by cell phone. It was very hectic and frustrating!

I was wondering if it would be in my best interest to notify the BQA when I will be absent from my facility and request that they wait until I am available. Also, do you know of anyone who has ever made such a request? Thank you for any guidance you are able to give me on this matter!

**WALA** — I wish it wasn't so! The current BQA survey process does not notify the owner in advance, as you know. In fact, I am pretty sure they will not be changing that. They feel that each facility should always be compliant and thus can pass a survey regardless when the Licensing Specialist visits — day or night, weekday or weekend. That is their expectation.

So, my suggestion is to review your operations and make sure that all is in good shape. You can even bring in a consultant to act like a Surveyor and be an objective observer of your operations (WALA can help steer you to one if needed). Then, when that is done and everything is running smooth, you can attend the WALA Conference in March in confidence and hold your head up high.

*Comments from WALA members are always welcome. If you have something you want to say, contact WALA.*

## FIRST ANNUAL CONFERENCE HIGHLIGHTS INVESTMENT IN ASSISTED LIVING

More than 60 national leaders of senior housing corporations, real estate investment groups, financial advisory firms, major banks and market research organizations gathered in Boston last month for the first annual Assisted Living Investor Conference, hosted by ALFA in cooperation with the National Investment Center for the Seniors Housing and Care Industries (NIC). In an all-day series of presentations and discussions designed to illuminate emerging growth in the assisted living industry, participants unveiled new research findings, corporate updates and market insights.

"ALFA has always taken the lead in convening industry principals, experts and other interests to promote success in assisted living," says Chris Coates, immediate past chair of the ALFA Board of Directors and a key organizer of the conference. "While an over-supply of product in the past five years left some industry stocks temporarily out of favor with investors, assisted living companies now are posting results that point to growth — including increased earnings, reduced debt, repositioning of assets and major transactions. The industry is poised for expansion in the coming months and years, and investors naturally want access to available information."

Participants heard from CEOs and select executives from leading providers such as Sunrise Senior Living, Emeritus Assisted Living, American Retirement Corporation, Benchmark Assisted Living; financial institutions such as AEW Capital Management, Ventas and Health Care REIT; and NIC, the nation's chief research center focusing on the senior care and housing industries.

A highlight of the conference was the first presentation, an overview of recent data on industry trends, delivered by Anthony Mullen, director of executive development with the Johns Hopkins University/NIC Seniors Housing & Care Program. New findings on move-in, occupancy and capitalization rates, as well as operations, customer satisfaction and other indicators, add up to a promising picture for investment, he said.

"If you can create value," said Mullen, "there is indeed a market out there that you can tap."

P A G E 13



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## DEIA FISH?

They're back — by popular demand! And if you missed them the first time, you'll want to be part of the fun on their second tour — that last FISH was t h i i i i i i i i i s big! Join the Assisted Living Foundation of Wisconsin in welcoming "FISH II: Bigger and Fishier" on Friday, April 23, 2004, at the Great Wolf Lodge in Wisconsin Dells. Information will be on the website soon at [www.ewala.org](http://www.ewala.org) and will also be mailed in early March.

FISH will be presented by the FISH gurus themselves, Joel Moyer and Jeff Carlson of Harbor Senior Concepts. Joel and Jeff have successfully implemented the FISH program in their assisted living facilities statewide. The program's spectacular success in motivating their staff, reducing turnover and providing better care has inspired them to share this simple yet groundbreaking philosophy.

#### **FISH is...**

a global phenomenon that is helping organizations become alive, engaged and more profitable. Companies like Target, Chevron, AT&T, Ford Motor Company and Southwest Airlines are already using The FISH Philosophy to transform their workplace cultures and the experience they offer their customers — now you can too!

#### **FISH is...**

all about creating a better way to live at work. The FISH Philosophy is based on concepts created at the World Famous Pike Place Fish Market in Seattle, WA, where they are committed to improving others' lives by focusing on their own actions.

#### **FISH is...**

a simple choice of lifestyle based on four basic principles. These simple but life changing principles can help you create a workplace that employees look forward to being at everyday! They can help you make families so happy they become your best referral source!

#### **FISH is...**

within your control and achievable. It starts with attitude. It starts with YOU. FISH can help you get there with simple, fun ideas that anyone can understand. But first you must choose to be world famous in your attitude. The choice is yours!

#### **FISH is not...**

a whole bunch of "carp" about how to "flounder" through another day at work, "leech"ing energy from co-workers and moaning and whining just for the "halibut".

#### **So...**

we want you to join us!  
The FISH Philosophy will be reviewed and discussed during this intense one-day workshop. We will explain how you can implement the four principles in your assisted living facility, and inspire you to create new ways to use FISH in our industry. It will be a fun, exciting, challenging and interactive discussion. The complete agenda will be available at [www.ewala.org](http://www.ewala.org) Sign up now and join the FUN!!!

**BQA** continued from page 10

**RCACs AND RETALIATION POSTER** — In recent months WALA has mentioned posting the required by Workforce Development poster regarding "Retaliation Protection for Health Care Workers." While not required by BQA, it is required by the Department of Workforce Development. We encourage ALL facilities — including RCACs — to post this. Contact the Division of Workforce Development at 608/266-3131 or the WALA office for a copy of the poster.



# ALFA/WALA SALES & MARKETING CERTIFICATION PROGRAM

WALA presents the sales and marketing event of the year! Join us for the ALFA/WALA Sales & Marketing Certification Program, May 11-13, 2004 at the Olympia Resort & Conference Center in Oconomowoc.

After a successful inaugural program last year, we are pleased again this year to bring you the best and brightest to guide you on your way. Georgia ALFA wanted them, schedules clashed, but we (and you!) have emerged victorious. Mari Jo Grace of Grace Management and Rae Schweer of Alterra Healthcare will show you how to make your marketing stand out above the competition, generate those extra sales and keep your facilities full!

Each of the three Sales and Marketing classes can be taken individually or in combination. However, to take the final examination and obtain national certification by ALFA, you must complete all three classes.

**Marketing Intensive** — On Tuesday, May 11, our dynamic duo will present the Marketing Intensive. This day is dedicated to analyzing the marketing situation, creating a positioning strategy (understanding your competition), generating leads and referrals, advertising, public relations and networking, converting leads and referrals into move-ins, sales, planning and lead management.

**Sales Intensive** — On Wednesday, May 12, we come at you again, this time with the famous Sales "Ask, then ASK Again" Intensive. If you aren't using this technique, our energetic presenters will show you why you should be, nay, why you can't live without it. It has been recognized as the best assisted living sales program in the country. Friday covers communications cycle, active listening, building rapport, categories of questions, categories of information, qualifying the customer, verifying, turning features into advantages, the four-step presentation process, steps for handling objections, moving the customer forward, closing the sale and closing strategies. We'll even tell you what you should know about the importance of full disclosure.

**Advanced Sales and Marketing Intensive** — On Thursday, May 13, join us for the Advanced Sales and Marketing Intensive. This is a fun, and interactive program using case studies to address typical marketing challenges. After trying the techniques from the other classes, here is your chance to hone those skills.

After attending this intensive you will be able to build an effective assisted living marketing strategy, network effectively with professionals and family and use assisted living sales skills that reflect the philosophy of dignity, choice and independence. You will also learn to interact with family members and residents with sensitivity and awareness of the factors influencing their decision and build a steady stream of outstanding referrals to increase census.



**WALA MEMBERS  
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of this nationally acclaimed program.

The price of this seminar includes National Certification from ALFA — the industry standard for excellence. This certification is not only nationally recognized, it is also affordable. It allows you to train using the award winning sales, marketing and networking courses that have become the industry standard for excellence.

ALFA/WALA continued top of next column

## ALFA/WALA continued

Pursuing this voluntary certification program offers you the opportunity to expand your base of knowledge, while preparing you to run your operation more profitably and deliver quality care. Undertaking a voluntary certification program is definitely not something everyone will do. As consumers compare long-term care options in your community, the fact that you and your co-workers have gone the extra mile with voluntary certification is a powerful way to set you apart from your competition. Consumers value education and training as a demonstrable commitment to providing quality care.

The sales and marketing job isn't easy, but this course will help you develop an effective marketing plan, network to generate referrals, improve your census and revenue, build relationships with customers, use proven sales techniques and understand full disclosure.

### NEW IN 2004!

**Everyone is A Part of the Marketing Team.** For the first time ever, WALA presents a new regional follow up session for the Sales & Marketing Program! If you have ever returned to your facility with new ideas and new energy, only to find that your ideas stop with you, these sessions can help!

One session will be held in each of the BQA regions. The regional sessions are geared specifically toward managers and front line staff at your facilities. These people are a huge part of the marketing team but often don't know what their part is. We want to make your job — and theirs — easier by letting them know what they can do to improve sales, magnify marketing efforts and generally be an integral part of the marketing team.

Check out our website at [www.ewala.org](http://www.ewala.org) or call WALA for more information.





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**WALA CALENDAR OF EVENTS**

<b>CALENDAR LISTINGS</b>	<b>3RD THURSDAY OF EACH MONTH</b>	Olympia Resort, Oconomowoc <a href="http://www.ewala.org">www.ewala.org</a>	<b>MAY 19</b>
Expanded to include all regional meetings. Did we miss yours? Contact Chris Herb at WALA, <a href="mailto:cherb@ewala.org">cherb@ewala.org</a> or call the WALA office.	Continuity of Care (Dane County) Contact Donna Malaise 608/230-4504	<b>MARCH 24 &amp; 25</b>	WALA Networking Night Presented by Direct Supply Direct Supply Eldercare Continuum Showroom, Milwaukee
<b>1ST TUESDAY OF EACH MONTH</b>	<b>4TH WEDNESDAY OF EACH MONTH</b>	WALA Spring Conference Olympia Resort, Oconomowoc <a href="http://www.ewala.org">www.ewala.org</a>	<b>MAY</b>
Partners in Healthy Aging (Baraboo/Sauk County) Contact Cori Marsh at <a href="mailto:Cori_Marsh@ssmhc.com">Cori_Marsh@ssmhc.com</a>	Sun Prairie Area Networking Meeting Contact Mariah Ruhland 608/335-0218 (email: <a href="mailto:mkruhland@charter.net">mkruhland@charter.net</a> )	<b>MARCH 24</b>	Sales & Marketing Regional Sessions One day follow up for managers and care staff Dates and locations TBA
<b>1ST TUESDAY OF EACH MONTH</b>	<b>4TH TUESDAY OF EVERY OTHER MONTH</b>	North Central Assisted Living Association North Central Health Care Facility, Wausau Contact Rose Boron 715/693-7146 (email: <a href="mailto:roseeboron@aol.com">roseeboron@aol.com</a> )	<b>MAY 25 AND JULY 29</b>
Stoughton Senior Service Provider Group Contact Gwen Zimmerman 608/575-3045	(March meeting, however, is 3/30/04) Saint Michael's Chronic Care Services and Community CBRFs Meeting (Steven's Point/Portage County area) Contact Donna Warzynski 715/346-5534 (email: <a href="mailto:warzynskid@smhosp.org">warzynskid@smhosp.org</a> )	<b>APRIL 23</b>	North Central Assisted Living Association North Central Health Care Facility, Wausau Contact Rose Boron 715/693-7146 (email: <a href="mailto:roseeboron@aol.com">roseeboron@aol.com</a> )
<b>2ND THURSDAY OF EACH MONTH</b>	<b>2004</b>	<b>FISH II: Bigger and Fishier</b> Great Wolf Lodge, Wisconsin Dells <a href="http://www.ewala.org">www.ewala.org</a>	<b>AUGUST 9</b>
Walworth County CBRF Networking Meeting Contact Jean Duesterbeck 262/275-6103	<b>MARCH 11</b>	<b>MAY 2 - 4</b>	BQA's Assisted Living Provider Conference for Adult Day Care, Adult Family Homes, Community Based Residential Facilities, and Residential Care Apartment Complexes American Family Insurance, Madison Contact BQA 608/267-1438.
<b>2ND WEDNESDAY OF EACH MONTH</b>	Legal & Financial Planning Seminar, Madison	18th Annual State Conference on Alzheimer's Disease & Related Disorders in Madison	<b>SEPTEMBER</b>
Dane County Committee On Aging Contact Mary Nickelson 608/251-1010	Call the Alzheimer's Association at 608/232-3400 or 800/428-9280 for more information.	Please call the Alzheimer's Association at 232-3400 or 800/428-9280 for more information or to register.	WALA/ALFA's Advanced Administrators Course Dates and location TBA
<b>3RD TUESDAY OF EACH MONTH</b>	<b>MARCH 22</b>	<b>MAY 5 - 8</b>	<b>OCTOBER</b>
Community Care Alliance (Ft. Atkinson/Jefferson County) Contact Terri Brouchoud 608/279-0352 (email: <a href="mailto:tbrouchoud@extendicare.com">tbrouchoud@extendicare.com</a> )	The Alzheimer's Association South Central WI Chapter is offering a free workshop, "Partnering With Your Doctor: A Workshop for Persons with Memory Problems and Their Care Partners" Covenant Presbyterian Church, Madison Call the Alzheimer's Association at 608/232-3400 or 800/428-9280 for more information.	ALFA Conference Hyatt Regency, Chicago <a href="http://www.alfa.org">www.alfa.org</a>	WALA GALA WALA's 10th Anniversary Bash Dates and location TBA
<b>3RD TUESDAY OF EACH MONTH</b>	<b>MARCH 23</b>	<b>MAY 11 - 13</b>	<b>NOVEMBER</b>
LaCrosse Area Assisted Living Association Meeting (LAALA) Contact Marlene Grabon 608/787-1810	12:30 - 4:30pm WALA Spring Conference - CBRF RCAC or AFH Provider Roundtable 5:00 - 8:00 Optional dinner and Rick Grimes of ALFA as speaker.	WALA/ALFA's Sales & Marketing Certification Program Olympia Resort & Conference Center, Oconomowoc <a href="http://www.ewala.org">www.ewala.org</a>	WALA's 5th Annual Fall Symposiums Dates and location TBA
<b>3RD TUESDAY OF EVERY OTHER MONTH</b>			
Washington County Aging Concerns Network Contact Jennifer Rayl 414/259-9820			