52nd WHCA/WiCAL
ANNUAL
SPRING CONFERENCE
AND EXPOSITION
APRIL 9-11, 2014
Radisson Hotel & Conference Center
Green Bay, WI

Aloha:
Joyfully Sharing Life

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Aloha:
Joyfully Sharing Life

WHCA/WiCAL is pleased to invite you to the 52nd Annual Spring Conference. From April 9 – 11, 2014, we will be celebrating this year’s theme, “Aloha: Joyfully Sharing Life”. While most people know that in Hawaiian the word “aloha” means both hello and goodbye, it also carries a deeper meaning, which literally translates to “joyfully sharing life”. The act of joyfully sharing life is what Wisconsin long-term care providers from across the care continuum do for their resident’s every day. With diverse educational offerings, invaluable peer networking, a vendor exposition bringing together about 100 product and service providers from across the country, as well as fun and exciting music and entertainment, you won’t want to miss the “spirit of Aloha” at this year’s Spring Conference. Educational programming will include numerous programs dedicated to quality care, navigating legal challenges, financing and personal growth. The varied array of educational offerings will provide you with the tools and knowledge necessary to joyfully share life with the residents in your community. Your Education Committee encourages you to join them at this year’s WHCA/WiCAL Spring Conference for a journey of personal growth, ideas, motivation, and education in support of quality long-term health care.

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### 52nd WHCA/WiCAL Annual Spring Conference and Exposition

**AUGUST 9-11, 2014**

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**Total CEUs: 11**
Employment
Law Update—FMLA, ADA, Social Media and the NLRB – From Soup to Nuts!
A/L & SNF
1:00 pm – 4:15 pm
3 CEU’s....................... Pre-Con A

Employees represent the single greatest investment for employers. Bob Simandl, of the Simandl Law Group, LLC, will discuss the “must knows” for employers in managing an employer’s greatest asset. From FMLA (the one, what, when and why) to ADA to critical/dangerous employment policies to dealing with the NLRB (whether Union or not), Bob will address the compliance and policy challenges which face long-term care employers and provide strategies to maximize employee satisfaction and employer control.

Objectives:
• Creating an FMLA process to protect employee rights but assure effective operations and avoid fraud.
• Creating a compliance environment for ill and injured workers (due to work-related injuries of not) that integrates an employer’s FMLA, ADA and, potentially, workers compensation obligations.
• Understanding the criteria for creating employment policies that avoid the hidden federal and state legal pitfalls including under the National Labor Relations Act including privacy policies, social media policies, confidentiality policies, phone use policies and public disclosures.
• How to evaluate/audit your employment function for legal and practical vulnerabilities without breaking the bank.

Presenter:
Robert Simandl, Esq.,
Simandl Law Group, S.C.,
Waukesha, WI
rsimandl@simandlhrilaw.com

Bread and Butter
A/L & SNF
1:00 pm – 2:00 pm
1 CEU................. Pre-Con B

Marketing and census growth never stops and this is true for all levels of employees. This session covers the following topics for administrators and managers to use with all levels of staff:
• The big buy-in – how to get staff to care about census.
• Who are the key players on your team and who are the power players for referral sources in communities (internal and external).
• Consistent training and reinforcement of expectations for all team members.
• Communicating the balance of the importance of census with care and compliance.
• Specific tools to take back to motivate and empower staff on census development.

Presenter:
Brandi Davis
Apara Consulting, Madison, WI
Bdavis@aparaconsulting.com
What Does 100% Census Feel Like?  
A/L & SNF  
2:15 pm – 3:15 pm  
1 CEU........................................... Pre-Con B  
Resident recruitment and retention is one of the primary focuses for assisted living providers and other long term care providers. This session will cover the following topics from an administrator/manager perspective:  
- What is the impact of 100% census on your bottom line (or lack thereof) and what does it mean to residents, families, staff, administrators, managers and owners.  
- How do we get there?  
- How do we stay there?  
- What about the public pay conundrum and getting 100% census?  

Presenter:  
Lori Sura  
Apara Consulting, Madison, WI  
loriasura@hotmail.com  

Your Website, Social Media, Email Marketing & Your Goals  
A/L & SNF  
3:30 pm – 4:30 pm  
1 CEU........................................... Pre-Con B  
A successful business marketing strategy depends more than ever on the power of online tools, and health care communities are no exception! Using the Internet for marketing means the integration and management of your website, email marketing, and social media. Join Connie Parsons to learn about web content that serves visitors to your website—while simultaneously supporting search engine optimization. Then, learn how to use that same content effectively (and efficiently) in other communications, such as social media and email newsletters, to cultivate your referral sources and develop stronger relationships with the families and community you serve.  

Objectives:  
- Identify & understand the needs of your target audience of community partners, referral sources, clients and families.  
- Understand your goals and your internal assets and create a communications plan that fits.  
- What is organic engine optimization?  

Presenter:  
Connie Parsons  
IlluminAge Communication Partners  
Seattle, WA  
connie@IlluminAge.com
Special Events Programs
April 9, 2014 - April 10, 2014

WHCA/WiCAL
Board of Directors Meeting
Wednesday, April 9, 2014
4:30 pm - 6:00 pm
We invite you to attend the WHCA/WiCAL Board of Directors meeting as they deliberate issues facing long-term care. It will offer you the perspective on the critical issues your representatives address on your behalf. This meeting as well as all other monthly meetings are an educational opportunity for all.

WHCA/WiCAL
52nd Annual Exposition
Thursday, April 10, 2014
11:30 am - 1:45 pm
New products and services will be unveiled during the exposition with nearly one hundred vendors participating. Food, refreshments and prizes await you in the exhibit hall during this exciting event. We encourage you to visit as many vendors as you possibly can. You may find a product or service that would be beneficial to your facility.

WHCA/WiCAL
“Hawaiian Luau”
Thursday, April 10, 2014
5:45 pm - 9:00 pm
The Luau is a traditional Hawaiian celebration that brings together friends and family to commemorate a major milestone. A Luau is a complete sensory spectacle with flowered necklaces called “leis”, tasty mai tai cocktails, island music and hula dancing. The 2014 WHCA/WiCAL Spring Conference “Hawaiian Luau” will offer everyone a taste of this quintessential Hawaiian tradition. Spring Conference attendees won’t want to miss this party.

Silent Auction for PAC
Thursday, April 10, 2014
WHCA/WiCAL wants to be ready for this next election season. Therefore we have scheduled a silent auction for Thursday, April 10, 2014 in the exhibit hall and at the Hawaiian Luau. Like the silent auctions that we have had in the past, many bargains will be available. Plan to attend and bid on some of your favorite items. More information will be sent to you at a later date.
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After

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Health Care Reform?

A/L & SNF

8:00 am – 9:00 am
1 CEU.................... Program #1

Health care reform. There are many questions for providers including how senior services will be fully integrated into a health care reformed world. But regardless of how, healthcare reform is transforming senior living care, there are new competitors for Medicare services, continued pressure to keep seniors out of the nursing home environment, and incredible pressure to reduce cost for all types of care. In this session, providers will prepare for the changing senior living industry.

Objectives:

- Session will help senior living organizational leaders develop cutting-edge strategies.
- Learn how to effectively collaborate with hospitals, physicians, and accountable care organizations.
- Learn how to become the provider of choice in an increasingly crowded marketplace.
- Identify opportunities and threats for a changing payment and care environment.
- Learn to become a higher quality and lower cost provider to survive in a low reimbursement environment.

Presenters:

Jean Burgener
Aspirus-Wausau, WI
Jean.Burgener@aspirus.org

Kim Heller
Wipfli LLP, Wausau, WI
KHeller@WIPFLI.com
The Prevention is Right
A/L & SNF
8:00 am - 9:00 am
1 CEU......................... Program #2
9:15 am - 10:15 am
1 CEU......................... Program #6

Join us as we discuss prevention of skin ulcers, falls, infections, and med errors. After going over information and the latest technology to help you avoid these obstacles, we will put your knowledge to the test in our “Prevention is Right” game! Face off against others and go home with prizes and the tools to play this game in your own home.

Objectives:
- Participants will learn why new silicone technology can reduce skin breakdown.
- Participants will understand how to correctly use products for the correct people in regards to fall prevention (alarm free focus).
- Participants will review practices for infection control to put in place at their homes.
- Participants will be educated on preventing med errors in their homes.

Presenters:

Erika Kramer, BA
Martin Bros Medical Services-Cedar Falls, IA
ekramer@martinsnet.com

Debra Etlings, RN, WCC
Martin Bros Medical Services-Cedar Falls, IA
detlings@martinsnet.com
Activities for Every Resident
A/L & SNF

8:00 am – 9:00 am
1 CEU......................... Program #3
9:15 am – 10:15 am
1 CEU......................... Program #7

The activities for every resident will provide your staff with practical approaches to every day challenges. This presentation is fun, hands-on and inspiring. Find out what others across the nation are doing to meet the recreational needs of their customers and come away with easy to implement practical approaches for every resident. This program will explore in-depth the challenges faced by individuals with dementia and their caregivers.

Objectives:

- The participant will know and understand how to preserve the person’s independence and identity.
- The participant will be able to demonstrate techniques for promoting activity participation in individuals with dementia.
- The participant will be able to identify and anticipate the behavioral challenges that become a barrier to successful activity participation.

Presenter:

Helen Crunk
Hillcrest Country Estates, Papillion, NE
hcrunk@hillcresthealth.com
How to Deliver Successful Life Enrichment Programs for Your Residents on a Frugal Budget A/L & SNF

8:00 am - 9:00 am
1 CEU.................. Program #4

Activity Directors in virtually every long-term care facility have to work with limited budgets. They have so much enthusiasm to offer great activities, but most of the time, that costs money. Therefore, they end up offering activities that do not benefit the residents fully, or not offering activities at all. There are several approaches to handling this situation and to finding long-lasting solutions. This workshop teaches how to win grants and find places awarding grants for long-term care activities, many of which are free activities offered by the community. Most Activity Directors are unaware of these offerings. Community colleges and four year colleges welcome the idea of having their students write memoirs for the residents, in exchange for course credit. The residents have the ability to share their life stories and get their memoir written by a student free of charge. Other topics examined include organizing fun sandbox day, pet therapy, looking at the stars on summery nights, and many other affordable activities.

Objectives:
- Learn 10 activity ideas you can deliver to residents at no cost.
- Learn 20 low cost, effective activities.
- Learn to connect with the community to enhance the activity calendar on a shoestring budget.

Presenter:
Preethi Burkholder
Denver, CO.
2017excel@gmail.com
Confidentiality of Quality Improvement
A/L & SNF

9:15 am - 10:15 am
1 CEU.................... Program #5

Provider's effort toward quality and performance improvement requires a deep look at systems and processes. In conducting such review activity, including root cause analysis and action planning, staff and consultants may identify problems that require corrective efforts. To encourage this “warts and all” review, health care providers are afforded confidentiality protection for certain efforts, discussions and documentation; however, simply stamping a document “confidential” does not automatically render it so. Certain structure, formalities and training should be incorporated into provider performance improvement processes to enhance confidence that such efforts remain confidential as intended in order to allow for dedicated review.

This session will provide skilled nursing and assisted living providers an in-depth look at statutory protections, and limitations, of the Wisconsin Health Services Review/Confidentiality of Information statute. Attendees will better understand what activity is intended to be confidential, the limits on use and disclosure of such activity, and the formalities that should be built into review systems to both improve performance improvement efforts and establish a basis for maintaining the confidentiality of efforts to enhance analysis and improvement activity.

Objectives:
- Attendees will develop a thorough understanding of the Wisconsin confidentiality of information provisions of the Health Services review statute, and its applicability to provider performance efforts.
- Participants will learn quality review structures and formalities that will both improve the efficiency of review efforts and provider greater assurance that activities are covered by the confidentiality law.
- Attendees will receive information about the confidentiality protections, permitted uses and disclosures, as well as restrictions on release of information in order to maintain confidentiality of discussions, documentation, and review activity.

Presenter:
Brian Purcell, Esq.
DeWitt Ross & Stevens, S.C., Madison, WI
brp@dewittross.com
Maximizing Music Therapy in Long-Term Care
A/L & SNF

9:15 am - 10:15 am
1 CEU .................... Program #8

Music therapy for seniors goes beyond pressing that “on” button on the CD player and walking out of the activity room. It is about getting each resident engaged in the musical activity, stimulating them, exercising their brain, muscles, and arms, jogging their memory, and making them smile. “Maximizing Music Therapy in Long-Term Care” covers the healing attributes of music therapy, how to hire and retain quality music therapists, how to get music entertainment from the community, cutting back costs and offering in-house music therapy, planning the music therapy schedule, combining music therapy with exercise, storytelling, and memory games, and more. Preethi offers a step program and does demonstrations of a music therapy session, where techniques of effective music therapy are explored. This workshop will examine the psychological and therapeutic attributes of music therapy. Music is one of the first faculties to be born in the fetus, and one of the last faculties to leave our brain. Long after we have forgotten how to eat, walk, or talk, music remains with us. At memory care facilities, residents have forgotten how to hold the fork but they smile when they hear “Your Are My Sunshine”. Music is still within them. It is important to spark that faculty and stimulate as much as possible.

Objectives:
- Getting the residents to actively participate, rather than passively listening.
- Getting the residents to engage in some kind of physical movement, such as exercising their fingers or tapping their toes.
- Learn eight things to look for in an effective music therapy session.
- Learn how to provide in-house music therapy.
- Learn the psychological, physical, and spiritual benefits of music therapy.

Presenter:
Preethi Burkholder
Denver, CO.
2017excel@gmail.com
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Experience Group Purchasing Power At Its Best!
Keynote Address:
Silent Impact: Amplify Your Influence through Purpose, Persistence and Passion
A/L & SNF

10:30 am – 11:30 am
1 CEU.................. Program #9

“We make our biggest impressions when we aren’t trying to be impressive.”
—Joe Schmit, speaker and award-winning broadcaster. If there were a
going away party after work tonight, which employee would the most people show up for? We asked that question to small, medium, and large Fortune 500 companies. The results were remarkable. We found out that sometimes the most influential person at work is not the person in the corner office. We call these “impact players”—people who understand that making a big difference can be done with small actions.

Objectives:
- Learn how to impact resolutions today and see results tomorrow.
- Learn how to become the legendary leader others follow.
- Learn about the Second Thank You and Mount Rushmore of Influence.

Presenter:

Joe Schmit
Sports Anchor, Twin Cities, MN
jschmit@ksptp.com

Joe Schmit is an award-winning broadcaster, community leader, author and popular keynote speaker. He has won fifteen Emmys from the National Television Academy and a National Headliner Award. He is a past president and board member of the Big Brothers and Big Sisters of Greater Twin Cities and a past president and board member of the Fairway Foundation. Joe is also a member of the PACER Advisory Board and the Minnesota Vikings Advisory Board. He and his wife Laura are currently chairing a seven million dollar capital campaign for VEAP, the largest food shelf in Minnesota.
Nursing Home and Assisted Living Lawsuits:
How to Understand Them and Reduce Your Risk
A/L & SNF

2:00 pm – 3:00 pm
1 CEU.................. Program #10

Objectives:
- Attendees will increase their understanding of the process of skilled nursing and AL litigation in Wisconsin.
- Attendees will know the themes that the other side’s lawyers often try to use against the facilities.
- Attendees will learn how documentation, in the chart and elsewhere, can help reduce litigation risk.
- Attendees will understand their obligations in responding to the other side’s discovery requests.

Lawsuits alleging negligent care by skilled nursing and assisted living facilities have become more frequent and intense. This program will help providers deal with actual or potential lawsuits by providing an overview of the litigation process, from the beginning to end. It will discuss the types of outcomes that often result in litigation; explain the steps in the process, from when a claim is filed to when the matter is finally resolved, by trial or settlement; and describe the kinds of damages that can be imposed on skilled nursing and assisted living facilities.

Presenter:

Alec Dobson, Esq.
Davis & Kuettner, S.C., Madison, WI
ADobson@dklawyers.com
Jump Start Our Toileting Program  
A/L & SNF  
2:00 pm – 3:00 pm  
1 CEU............... Program #11  

An individualized, well planned toileting program is a regular  
challenge today as getting all staff members to put all the  
pieces of the puzzle together can be an opportunity for  
improvement. This fast paced presentation will offer concrete  
operational tips for development, training and oversight for  
success!

Objectives:  
- Describe how to operationalize the assessment process  
  for compliance.  
- Identify key oversight tactics for completion of the  
  documentation.  
- Verbalize how to monitor consistent implementation of  
  the care plan interventions for individualized toileting  
  programs.

Presenter:  
Susan LaGrange, RN, BSN, NHA  
Pathway Health Services  
White Bear Lake, MN  
susan.lagrange@pathwayhealth.com

Are Dementia Patients Over Medicated?  
A/L & SNF  
2:00 pm – 3:00 pm  
1 CEU............... Program #12  
3:15 pm – 4:15 pm  
1 CEU............... Program #16  

This presentation will explore the dangers of polypharmacy  
in the elderly. At this presentation you will learn how to work  
with your resident’s physician to ensure they are receiving  
medications appropriate to their age and disease process  
while preventing unnecessary medication use. We will  
explore national quality initiatives related to antipsychotic  
medications and define which medications should never be  
used in the polypharmacy in your resident’s.

Objectives:  
- The participant will be able to recognize polypharmacy  
in the elderly.  
- The participants will be able to recognize which  
  medications are most problematic for individuals with  
  dementia and why.  
- The participant will be able to identify what behaviors are  
  helped with medication and which are not.

Presenter:  
Helen Crunk  
Hillcrest Country Estates, Papillion, NE  
hcrunk@hillcresthealth.com
Activities for Bedridden Residents
A/L & SNF

2:00 pm – 3:00 pm
1 CEU.................. Program #13

Most activities require residents to converge in a specific location. This excludes bedridden residents from participating in many events. In this workshop, the audience will learn about activities they can offer in residents who are confined to their rooms, how to deliver them measuring their effectiveness, and the limitations. The types of activities may vary according to the age group of residents. Learning new computer skills, writing letters, having musicians to individual rooms of bedridden residents, are specific examples. You will learn other activities for bedridden residents.

Objectives:
- Learn 20 different activities for bedridden Residents.
- Learn the types of individualized activities that work well at long-term care communities.
- Learn effectiveness, affordability, time management, and practicality of individualized bedridden activities.

Presenter:
Preethi Burkholder
Denver, CO.
207excel@gmail.com
Alternative Dispute Resolution: 
How to Resolve Negligence Claims against 
Long-Term Care Facilities without Going to Court 
A/L & SNF

3:15 pm - 4:15 pm 
1 CEU.................... Program #14

Alternative Dispute Resolution, or ADR, can be faster, cheaper and less burdensome than litigation in resolving disputes with residents or their families over care issues. However, courts will not enforce improperly drafted or executed agreements. This presentation will explain the ADR process and help long-term care facilities resolve disputes outside of the court system by using agreements that have the proper language and by taking the proper steps when admitting a resident.

Objectives:
- Attendees will understand the benefits of ADR, compared with litigation.
- Attendees will know the difference between mediation and arbitration.
- Attendees will learn what courts look for in deciding whether to enforce and ADR agreement between a facility and a resident.
- Attendees will understand how to increase the likelihood of having an enforceable ADR agreement, by having the proper terms and language in the agreement and by following the proper steps in explaining and executing the agreement during the admission process.

Presenter:

Alec Dobson, Esq.
Davis & Kuelthau, S.C., Madison, WI
ADobson@dkattorneys.com
Documentation Counts Now More Than Ever
A/L & SNF

3:15 pm – 4:15 pm
1 CEU..................... Program #15

The Jimmo v. Sebelius settlement agreement resulted in clarifications to the Medicare Benefit Policy Manual. CMS emphasizes that documentation in the medical record should clearly indicate “whether or not the services provided will come with a goal or restoration or a goal of maintenance”. This mandate—coupled with the increased scrutiny of MAC, RAC, and ZPIC audits—means nurses and therapists must “raise the bar” when it comes to documentation. This session will provide suggested formats designed to capture the skilled services being provided as well as the complex, individualized goals of treatment.

Objectives:
- Identify the source document and pertinent chapters that affect SNF services and Part B therapy services as a result of Jimmo v. Sebelius.
- Describe what needs to be included in an admission note, progress note, and discharge note; and why some electronic health record “checklists” may need to be upgraded.
- Discuss how documentation by the interdisciplinary team can support care plan goals and result in lowered risk of denied claims.

Presenter:
Lisa Thomson, NHA
Pathway Health Services, White Bear Lake, MN
lisa.thomson@pathwayhealth.com
Effectiveness and Practicality of Individualized Activities
A/L & SNF

3:15 pm - 4:15 pm
1 CEU.............. Program #17

Individualized activities around residents can be effective, but it has its limitations. Some activities are best done on a one to one while others are more effective in a group setting. Music therapy for example, works better when there is a larger group that just one person. Some physical exercises are more effective when the trainer works with the resident one to one. However, it is challenging for Activity Directors to give individual attention to one hundred residents during a given day. It is physically and emotionally not possible. Sometimes, it can be more costly. This workshop examines such constraints and also the benefits of individualized activities, on what setting do they work well and what type of individualized activities should be avoided.

Objectives:
- Learn the types of individualized activities that work well in long-term care communities.
- Learn about activities that need to be avoided one to one.
- Learn the limitations of individualized activities.

Presenter:
Preethi Burkholder
Denver, CO.
2017excel@gmail.com
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Spice Up Your Compliance Plan with PEPPER
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8:30 am – 10:00 am
1.5 CEU’s................. Program #18
10:15 am – 11:45 am
1.5 CEU’s............... Program #20

On August 30, 2013, Program for Evaluating Payment Patterns Electronic Report (PEPPER) were mailed to most Skilled Nursing Facilities across the nation. The new report can be very useful to you in evaluating your Medicare A program. This workshop will explain the PEPPER and help you to interpret it. We will also discuss how the PEPPER can be used in your facility to help you improve processes. Be ready for the next PEPPER in April 2014.

Objectives:
- Explain the purpose of the PEPPER.
- Describe how to interpret the PEPPER target area reports.
- Utilize the results of your PEPPER to improve internal Medicare processes.

Presenter:

Patricia J. Boyer, MSN, RN, NHA
Director of Clinical Services,
Wipfli LLP, Milwaukee, WI
pboyer@wipfli.com
Chair Chi (Instructor Training Course Introduction)  
A/L & SNF

8:30 am - 10:00 am  
1.5 CEU’s................ Program #19

10:15 am - 11:45 am  
1.5 CEU’s................. Program #21

Chair Chi is a gentle exercise program developed by Pat Griffith to help people receive the benefits of traditional Tai Chi Chuan in the comfort and safety of their chair. This allows people who cannot stand or do not feel confident with their balance (walker, wheelchair, movement disorder) to participate and benefit. Those benefits include balance, flexibility, range of motion, strength, energy, pain relief, stress reduction, tranquility and peace of mind.

Objectives:
- Attendees will learn what Chair Chi is and how it was created.
- Attendees will learn how to do some of the warm-up and cool down (Chi Gung) exercises.
- Attendees will learn parts of the Chair Chi form (dance).

Presenter:
Patrick Griffith  
Certified Instructor for Tai Chi Chuan  
Escondido, CA  
chairchi@gmail.com
Contact Wipfli, a leading accounting and business advisory firm with a strong focus on the health care industry. We can offer you a portfolio of business process improvement services customized for the health care industry that will streamline your business processes, improve employee performance and increase patient satisfaction.

Call us today to put the power of our focus to work for your organization!
What does my registration include?

The full registration fee includes access to all educational offerings, course materials, and admission to the exhibit hall, refreshments, lunch and the “Hawaiian Luau”. Individual day registrations are specified on the registration form.

Can I print out session handouts in advance?

YES. All session handouts that WHCA/WICAL staff received in advance of the Spring Conference will be available at www.whca-wical.org. No paper copies of the handout will be provided at the conference.

Where do I park?

All parking at the Radisson Hotel & Conference Center is free, prevalent and accessible.

Badges and Tickets

WHCA/WICAL provides each registrant with a name badge that must be worn for admission to educational sessions, meal functions and other social events. Guests, speakers, and exhibitors can be easily be identified by the ribbons attached to their badges. Tickets will be provided for all social events.

Cancellation Policy

Full registration refunds will only be made 72 hours prior to the conference, in medical emergencies and if a facility is under survey. All other cancellations will be subject to a $100 cancellation fee.

How do I make room reservations?

This year’s conference will be held at the Radisson Hotel & Conference Center, 2040 Airport Drive, Green Bay, WI, 54313 (920-494-7300). Guests will enjoy the amenities of a first-class hotel including a variety of dining options and entertainment. Lodging for the conference will be $99.00 (single, double, triple, and quad). Please call 920-494-7300 to make reservations. It is important that you make your reservation as early as possible. To guarantee your room rate you must make your room reservation direct with the hotel by Friday, March 21, 2014. When making reservations please ask for the “WHCA/WICAL 2014 Room Block”.

What is the policy on smoking?

Smoking laws that govern the State of Wisconsin will be adhered to.

How many CEUs can I obtain during the conference?

NHA’s: This educational offering has been reviewed by the National Continuing Education Review Service (NCERS) of the National Association of Long Term Care Administrator Boards (NAB) and approved for 29 clock hours and 11.00 participant hours. NAB Approval #0942014-29.00-12628-in.

Activity Directors: Application has been made for Continuing Education approval from the National Association Activity Professionals for 12 CEUs.

Call George W. (Skitch) MacKenzie, NHA (608-257-0125) or email (skitch@whca.com) for further information.
Facility/Company __________________________________________________________

Address __________________________________________________________________

City __________________ State ______ Zip ________________

Telephone __________________ Email (for invoicing) __________________________

Persons to be registered. (Please type or print.) (List names as they should appear on badges.)

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- Check here if you will be a Monitor ❑  Check here for Vegetarian Meals ❑

Full Registration (First Person from Facility) ................................. $359.00
(Includes: Pre-Con/Thursday/Friday Educational Programs/Exhibit Hall Entry/Exhibit Hall Refreshments/Exhibit Hall Lunch/Prizes/Hawaiian Luau/CEU’s/Handout Access)

Full Registration (All Others from Same Facility) ............................ $339.00
(Includes: Pre-Con/Thursday/Friday Educational Programs/Exhibit Hall Entry/Exhibit Hall Refreshments/Exhibit Hall Lunch/Prizes/Hawaiian Luau/CEU’s/Handout Access)

A.I.T. Registration .............................................................................. $329.00
(Includes: Pre-Con/Thursday/Friday Educational Programs/Exhibit Hall Entry/Exhibit Hall Refreshments/Exhibit Hall Lunch/Prizes/Hawaiian Luau/CEU’s/Handout Access)

Thursday Registration: ....................................................................... $199.00
(Includes: Thursday Educational Programs/Exhibit Hall Entry/Exhibit Hall Refreshments/Exhibit Hall Lunch/Prizes/Hawaiian Luau/CEU’s/Handout Access)

Friday Registration ............................................................................... $149.00
(Includes: Friday Educational Programs/CEU’s/Handout Access)

Pre-Conference Program: .............................................................. $99.00
(Includes: Wednesday Educational Programs/CEU’s/Handout Access)

Hawaiian Luau: .................................................................................. $40.00

Full Registration (First Person from Facility) x $359.00 = $ ____________

Full Registration (All Others from Same Facility) x $339.00 = $ ____________

A.I.T. Registration x $329.00 = $ ____________

Thursday Registration x $199.00 = $ ____________

Friday Registration x $149.00 = $ ____________

Pre-Conference x $99.00 = $ ____________

Hawaiian Luau x $40.00 = $ ____________

TOTAL DUE $ ____________

Date __________________

Ck. # __________________

Amount __________________

For WHCA/WiCAL use only

Make check payable to

WHCA/WiCAL Conference and return with completed registration form to:

WHCA/WiCAL Conference
131 West Wilson Street, Suite 1001
Madison, WI 53703

Phone 608.257.0125  Fax 608.257.0025

More payment options

❑ Check enclosed  ❑ Please invoice

Please charge my:

❑ MASTERCARD  ❑ VISA

Card Number __________________

Exp. Date __________________

Name on Card __________________

Signature __________________

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IMPORTANT: PLEASE COMPLETE BOTH PAGES OF THIS FORM.

IF FAXING, PLEASE FAX BOTH PAGES OF REGISTRATION FORM. IF YOU FAX REGISTRATION FORM, PLEASE DO NOT SEND ANOTHER COPY.
Important: Please Complete This Form

Please enter below the number of persons planning to attend each education session and meal function.

**Wednesday, April 9, 2014**

- Employment Law Update – FMLA, ADA, Social Media and the NLRB – From Soup to Nuts!
  Pre-Con A 3 CEU’s 1:00 pm – 4:15 pm
- Bread and Butter
  Pre-Con B 1 CEU 1:00 pm – 2:00 pm
- What Does 100% Census Feel Like?
  Pre-Con B 1 CEU 2:15 pm – 3:15 pm
- Your Website, Social Media, Email Marketing & Your Goals
  Pre-Con B 1 CEU 3:30 pm – 4:30 pm

**Thursday, April 10, 2014**

- Transform. Reform. Perform
  Program 1 1 CEU 8:00 am – 9:00 am
- The Prevention is Right (Part 1)
  Program 2 1 CEU 8:00 am – 9:00 am
- Activities for Every Resident (Part 1)
  Program 3 1 CEU 8:00 am – 9:00 am
- How to Deliver Successful Life Enrichment Programs for Your Residents on a Frugal Budget
  Program 4 1 CEU 8:00 am – 9:00 am
- Confidentiality of Quality Improvement
  Program 5 1 CEU 9:15 am – 10:15 am
- The Prevention is Right (Part 2)
  Program 6 1 CEU 9:15 am – 10:15 am
- Activities for Every Resident (Part 2)
  Program 7 1 CEU 9:15 am – 10:15 am
- Maximizing Music Therapy in Long-Term Care
  Program 8 1 CEU 9:15 am – 10:15 am
- Keynote Address: Silent Impact: Amplify Your Influence through Purpose, Persistence and Passion
  Program 9 1 CEU 10:30 am – 11:30 am
- Nursing Home and Assisted Living Lawsuits: How to Understand Them and Reduce Your Risk
  Program 10 1 CEU 2:00 pm – 3:00 pm
- Jump Start Our Toileting Program
  Program 11 1 CEU 2:00 pm – 3:00 pm
- Are Dementia Patients Over Medicated? (Part 1)
  Program 12 1 CEU 2:00 pm – 3:00 pm
- Activities for Bedridden Residents
  Program 13 1 CEU 2:00 pm – 3:00 pm
- Alternative Dispute Resolution: How to Resolve Negligence Claims against Long-Term Care Facilities without Going to Court
  Program 14 1 CEU 3:15 pm – 4:15 pm
- Documentation Counts Now More Than Ever
  Program 15 1 CEU 3:15 pm – 4:15 pm
- Are Dementia Patients Over Medicated? (Part 2)
  Program 16 1 CEU 3:15 pm – 4:15 pm
- Effectiveness and Practicality of Individualized Activities
  Program 17 1 CEU 3:15 pm – 4:15 pm
- **Friday, April 11, 2014**
- Spice Up Your Compliance Plan with PEPPER (Part 1)
  Program 18 1.5 CEU's 8:30 am – 10:00 am
- Chair Chi (Instructor Training Course Introduction) (Part 1)
  Program 19 1.5 CEU's 8:30 am – 10:00 am
- Spice Up Your Compliance Plan with PEPPER (Part 2)
  Program 20 1.5 CEU's 10:15 am – 11:45 am
- Chair Chi (Instructor Training Course Introduction) (Part 2)
  Program 21 1.5 CEU's 10:15 am – 11:45 am

**Wednesday, April 9, 2014**

4:30 pm – 6:00 pm
- Board of Directors Meeting

**Thursday, April 10, 2014**

11:30 am – 1:45 pm
- WHCA/WiCAL Spring Exposition and Lunch

**Thursday, April 10, 2014**

5:45 pm – 9:00 pm
- WHCA/WiCAL “Hawaiian Luau”