

66th WHCA/WiCAL
ANNUAL
FALL CONVENTION

**GOLD BUSINESS
PARTNER RECEPTION**

**NOVEMBER 2
WOLF ROOM
4:00 pm - 6:30 pm**



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PACK



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NETWORK, LEARN, & HAVE A SCARY GOOD TIME
AT THIS YEAR'S HALLOWEEN-THEMED RECEPTION!**

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American Data | WHCA/WiCAL Elite Business Partner | Booth 35

P.O. Box 640, Sauk City, WI 53583
www.american-data.com



John Ederer, NHA
john@american-data.com

First for eMARs, ADL picture charting, Alerts, Internal Communication, Chart-MDS Link. Now once again, American Data leads the industry in innovative EMR computerization by providing a tool to LTC facilities to share their great service to their communities through a facility controlled Family Mobile Portal. Reduce risk, and increase occupancy, staff morale, accountability, communication, and engagement for the real consumers and decision makers of LTC services, THE FAMILY.

CE Solutions | WHCA/WiCAL Elite Business Partner | Booth 40

1111 W. San Marnan Drive, Waterloo, IA 50701
www.discovercesolutions.com



Stephanie Langan
stephanie.langan@vgm.com

CE Solutions is an industry-leading provider of staff education focusing on the senior care profession. The online learning management system allows the individual learner to access and complete their training on their own schedule from anywhere. With over 300 courses available to choose from, the organization is able to easily tailor the assignments to meet individual staff competency needs, and federal and state training requirements. The system allows for organization-specific download of training materials to meet customization needs of staff training. Reporting features include time analysis reports and multiple course completion reports. CE Solutions is located in Iowa and prides itself in providing superb customer service to its customers. CE Solutions is the preferred education partner with WHCA, offering preferred member pricing.

M3 Insurance | WHCA/WiCAL Elite Business Partner | Booth 15

828 John Nolen Drive, Madison, WI 53713
www.m3ins.com



Chris Kenyon
chris.kenyon@m3ins.com



Patrick LeMire
pat.lemire@m3ins.com

M3 Insurance offers insight, advice and strategies to help clients manage risk, purchase insurance and provide employee benefits. We are committed to being experts in both the products we represent and the industries we serve. M3 is consistently ranked a top 100 broker in America.

Martin Bros. Distributing | WHCA/WiCAL Elite Business Partner | Booth 2

6623 Chancellor Drive, Cedar Falls, IA 50613
www.martinbros.com



Christy Edwards
cedwards@martinbros.com



Ryan Young
ryoung@martinbros.com

Martin Bros is an independent full-line foodservice distributor. As a full-line distributor, we are able to offer our customers not only an extensive inventory of food products, but also janitorial/cleaning supplies, large equipment, small wares and even medical supplies. We are a customer-centric, employee-owned company that has been built on the foundation of strong family values. Our mission is to serve our customers with innovative solutions and superior service. Healthcare customers can expect support that goes above and beyond quality products including customized menu services, cost control resources, innovative educational opportunities, culinary & dining enhancement resources, and theme events.

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McKesson Medical Surgical | WHCA/WiCAL Elite Business Partner | Booth 6
8121 10th Avenue North, Golden Valley, MN 55427
www.mckesson.com

MCKESSON



Jay Molter
jay.molter@mckesson.com

With our comprehensive line of products and services, McKesson has been recognized as the leading distributor of medical supplies for long-term care facilities. Customers not only benefit from the breadth of our product offerings, but also leverage our experience and expertise to help improve their overall business performance.

Navigator Group Purchasing | WHCA/WiCAL Elite Business Partner | Booth 4
25-A Vreeland Road, Suite 200, Florham Park, NJ 07932
www.navigatorgpo.com



Laurie Jochmann
Laurie.Jochmann@navigatorgpo.com

Navigator Group Purchasing, Inc. is the experienced leader in skilled nursing, senior living, and CCRC purchasing services, delivering savings and cash flow improvements to its members. Navigator members have access to the largest and most comprehensive group purchasing portfolio of food, medical and business programs, innovative services, and management tools.

Specialized Medical Services, Inc. | WHCA/WiCAL Elite Business Partner | Booth 8
5343 N. 118th Court, Milwaukee, WI 53225
www.specializedmed.com



Theresa Lang
theresa.lang@specializedmed.com

Specialized Medical Services, Inc. is a leading supplier of oxygen, respiratory services, health care consulting, and medical equipment to the long-term care industry.

WHCA/WiCAL Service Corporation | WHCA/WiCAL Elite Business Partner | Booth 37
131 W. Wilson Street, Suite 1001, Madison, WI 53703
www.whcawical.org



George W. (Skitch) MacKenzie, NHA
skitch@whcawical.org

We are a team of professionals and compassionate long-term care providers continuously enhancing quality long-term health care through advocacy relations, professional development, innovation and partnership.

Wipfli LLP | WHCA/WiCAL Elite Business Partner | Booth 13
10000 Innovation Drive, Milwaukee, WI 53226
www.wipfli.com



Larry Lester
llester@wipfli.com

Wipfli health care practice serves nursing homes, skilled nursing facilities, home health agencies and senior home communities. In addition to auditing, tax, and Medicare and Medicaid cost reporting, Wipfli offers a variety of consulting services to assist senior services organizations in reimbursement, optimization, feasibility studies, operational/staffing reviews, expense management and survey liability.

GOLD BUSINESS PARTNERS LEADING THE PACK



AdvaCare Systems | Booth 36
2939 N. Pulaski Road, Chicago, IL 60641
www.advacaresystems.com

Josh Lukkes | jlukkes@advacaresystems.com

AdvaCare Systems is one of the leading providers of specialty medical equipment in the Midwest. As a Joint Commission accredited provider, we offer a wide variety of products, including bariatrics, therapy mattresses and Brooda chairs.



American Data | WHCA/WICAL Elite Business Partner | Booth 35
P.O. Box 640, Sauk City, WI 53583
www.american-data.com

John Ederer, NHA | john@american-data.com

First for eMARs, ADL picture charting, Alerts, Internal Communication, Chart-MDS Link. Now once again, American Data leads the industry in innovative EMR computerization by providing a tool to LTC facilities to share their great service to their communities through a facility controlled Family Mobile Portal. Reduce risk, and increase occupancy, staff morale, accountability, communication, and engagement for the real consumers and decision makers of LTC services, THE FAMILY.



American Medical Technologies | Booth 39
17595 Cartwright Road, Irvine, CA 92614
www.amtwoundcare.com

Beth Sherman | beth.sherman@amtwoundcare.com

Since 1994, AMT has been the leading independent provider of wound care solutions for LTC facilities, serving more than 6400 facilities nationwide. AMT's wound programs enhance the quality of resident care, provide educational resources to the facility staff, reduce wound care costs for the facility and assist with mandatory CMS documentation.



Badger Graphic Systems | Booth 37
1155 Wilburn Road, Sun Prairie, WI 53590
www.badgergraphics.com

Dean Gille | dean@bgsinc.com

Sara Rice | sara@bgsinc.com

A full service print management and marketing firm, specializing in providing our customers with professional and prompt service. Customer service, innovation and providing you with One Total Solution are our key to success. Badger Graphic Systems is truly your One Total Solution for all your creative, printing and direct mail needs.



Basic American Medical Products | Booth 44
2935 Northeast Pkwy, Atlanta, GA 30360
www.grahamfield.com

Luke Smet | lsmet@grahamfield.com

The single source for long-term care products and services. Basic American is one of the largest manufacturers of beds in the world. Basic American beds are used in healthcare facilities and homes worldwide. From design services to quality patient room furnishings, Basic American is known for their durability and reliability.



Behavioral Care Solutions | Booth 42
39465 W. 14 Mile Road, Novi, MI 48377
www.behavioralcaresolutions.com

Anthony Bunin | abunin@bcsgps.com

Behavioral Care Solutions offers a multidisciplinary approach to psychiatric and psychosocial care for older adults and seniors residing in long-term care facilities through our staff of psychiatrists, psychologists, nurse practitioners, physician assistants, and social workers.



CE Solutions | WHCA/WICAL Elite Business Partner | Booth 40
1111 W. San Marnan Drive, Waterloo, IA 50701
www.discovercesolutions.com

Stephanie Langan | stephanie.langan@vgm.com

CE Solutions is an industry-leading provider of staff education focusing on the senior care profession. The online learning management system allows the individual learner to access and complete their training on their own schedule from anywhere. With over 300 courses available to choose from, the organization is able to easily tailor the assignments to meet individual staff competency needs, and federal and state training requirements. The system allows for organization-specific download of training materials to meet customization needs of staff training. Reporting features include time analysis reports and multiple course completion reports. CE Solutions is located in Iowa and prides itself in providing superb customer service to its customers. CE Solutions is the preferred education partner with WHCA, offering preferred member pricing.

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Drylock Technologies, Ltd. | Booth 1
3921 N. Hastings Way, Eau Claire, WI 54703
www.drylocktechnologies.com

Jim Bogner | jim.bogner@drylocktechnologies.com

Founded in 2001, Eau Claire-based Presto Absorbent Products (Presto) is an adult incontinence products brand built on innovation, quality and care. Drylock Technologies, a global family-owned hygiene company, acquired the business on January 3, 2017. We sincerely care about the impact we have on every life we touch.



Dynamic Mobile Imaging | Booth 17
500 West Silver Spring Drive, Suite K-204, Glendale, WI 53217
www.dynamicmobileimaging.com

Carey Burrall | cburrall@dynamicmobileimaging.com

Dynamic Mobile Imaging is your premier Joint Commission approved provider of digital mobile x-rays, ultrasounds, EKGs, dopplers, holter monitors, pacemaker checks, echocardiograms and more. We can help save you time and money while avoiding readmissions.



EasyShifts.com | Booth 27
4398 N. Bull Rush Drive, Appleton, WI 54913
www.easyshifts.com

Jordan Giessel | jordan@easyshifts.com

EasyShifts.com is a web-based staff scheduling program designed to help you fill your open shifts. Use EasyShifts to create and post your work schedules. Each of your staff members will have their own username and password so they can view the work schedule and pick up open shifts, anytime/anywhere.



FLOORING SYSTEMS

Forbo Flooring Systems | Booth 22
8 Maplewood Drive, Hazleton, PA 18202
www.forboflooringna.com

Lisa Krevenko | lisa.krevenko@forbo.com

Forbo manufacturers has the most technically, superior, performance textile and linoleum floor coverings. They are engineered for a lifetime of uses. We can provide references of Senior Care facilities that have used our floorings for over 10 - 20 years, and they are still performing today.



Growth Resource Partners, LLC | Booth 20
4785 Hodgson Road, Unit 204, St. Paul, MN 55126
www.growthresourcepartners.com

Lynn Hauger | lynn@growthresourcepartners.com

Growth Resource Partners, LLC is a full service management consulting and commercial real estate firm. The firm provides senior housing, commercial real estate brokerage services, and consulting expertise to buyers, sellers and property owners.



HealthCap Risk Management & Insurance | Booth 14
130 S. First Street, #400, Ann Arbor, MI 48104
www.HealthCapUSA.com

Stephanie Hale | stephanie.hale@chelsearhone.com

HealthCap is the premier member-owned insurance program providing liability insurance to senior care communities. HealthCap has provided broad and stable coverage to its members since 2001, and leads the industry in risk management and claim management services. HealthCap's comprehensive risk management services provide on-site risk consulting, education, and 24-hour support. HealthCap clients have more lower claims frequency and lower claims severity than any other major liability insurance carriers. HealthCap is an endorsed carrier of the American Health Care Association and the National Center for Assisted Living. Members of AHCA/NCAL receive a 10% discount.



SOLUTIONS • PERFORMANCE • RESULTS

Healthcare Services Group | Booth 34
3200 Alfa Romeo Road, Green Bay, WI 54313
www.hcsgcorp.com

Jason Skolaski | jskolaski@hcsgcorp.com

Healthcare Services Group provides various services including Housekeeping, Laundry/Linen, and Dining and Nutrition. Presently our services are being provided to long-term care facilities nationwide, including more than 50 here in Wisconsin. Our proven approach is more economical than in-house programs, and our specialization allows us to focus exclusively on the service that we provide to maximize cost control effectiveness.

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Ideacom Mid-America | Booth 10
30 W Water Street, St. Paul, MN 55107
www.idea-ma.com

Meagan Weigelt | mweigelt@idea-ma.com

Ideacom Mid-America is the Midwest's leading provider of nurse call systems, workflow automation, and staff and patient security systems. We offer a full complement of communication solutions that can be tailored to fit any size facility, budget and need. Find out how we can help you optimize your workflow, improve staff and patient satisfaction and provide a safer, quieter and more responsive environment. At Ideacom, we are creating a better future by connecting people through technology.



Integra Healthcare Equipment | Booth 34A
2855 S. 160th Street, New Berlin, WI 53151
www.integraequipment.com

Brett Penkwitz | bpenkwitz@integraequipment.com

We are a durable medical equipment company that has the privilege of partnering with skilled nursing homes and hospices. We provide support surfaces, wheelchairs, beds, sleep therapy equipment, bariatrics, oxygen equipment and negative pressure wound therapy.



Kraemer Brothers | Booth 11
925 Park Avenue, Box 219, Plain, WI 53577
www.kraemerbrothers.com

Greg Callin | gcallin@kraemerbrothers.com

Kraemer Brothers was founded in 1948 with values of integrity, a strong work ethic and high-quality craftsmanship. Still owned and operated in southwest Wisconsin by the Kraemer family, the firm performs general contracting services for commercial facilities including healthcare, biotech, education, hospitality, food and dairy, retail and manufacturing. Kraemer Brothers self-performs concrete, steel erection, masonry and carpentry.



M3 Insurance | WHCA/WiCAL Elite Business Partner | Booth 15
828 John Nolen Drive, Madison, WI 53713
www.m3ins.com

Chris Kenyon | chris.kenyon@m3ins.com

Patrick LeMire | pat.lemire@m3ins.com

M3 Insurance offers insight, advice and strategies to help clients manage risk, purchase insurance and provide employee benefits. We are committed to being experts in both the products we represent and the industries we serve. M3 is consistently ranked a top 100 broker in America.



Making Education Possible | Booth 34B
401 Cypress St. Suite 222, Abilene, TX 79601
www.makingeducationpossible.com

Shara Wright | swright@makingeducationpossible.com

Making Education Possible (MEP) is an education concierge service that partners with employers/associations to provide their employees/members a one-stop portal for education planning and cost of living discounts. MEP will waive the \$79 annual membership fee for all employees of WHCA/WiCAL's long-term care facilities. Go to www.makingeducationpossible.com to view benefits.



Market & Johnson, Inc. | Booth 33
2350 Galloway Street, Eau Claire, WI 54703
www.market-johnson.com

Jason Plante | jplante@market-johnson.com

Market & Johnson has been a leader of the construction industry in western Wisconsin since 1948. We provide turnkey services ranging from master planning and site selection to dependable preconstruction. We approach every project with the goal of providing high quality, cost effective solutions while building a long lasting partnership with our clients.



Martin Bros. Distributing | WHCA/WiCAL Elite Business Partner | Booth 2
6623 Chancellor Drive, Cedar Falls, IA 50613
www.martinbros.com

Christy Edwards | cedwards@martinbros.com

Ryan Young | ryoung@martinbros.com

Martin Bros is an independent full-line foodservice distributor. As a full-line distributor, we are able to offer our customers not only an extensive inventory of food products, but also janitorial/cleaning supplies, large equipment, small wares and even medical supplies. We are a customer-centric, employee-owned company that has been built on the foundation of strong family values. Our mission is to serve our customers with innovative solutions and superior service. Healthcare customers can expect support that goes above and beyond quality products including customized menu services, cost control resources, innovative educational opportunities, culinary & dining enhancement resources, and theme events.

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MBS Envision, Inc. | Booth 45
2707 CR 350 E, Mahomet, Illinois 61853
www.mbsenvision.com

Ethan Whitesell | Ewhitesell@mbsenvision.com

MBS Envision is the leader in portable modified barium swallow studies. With experienced staff and accurate results, we help you deliver high quality outcomes.

McKESSON

McKesson Medical Surgical |
WHCA/WICAL Elite Business Partner |
Booth 6
8121 10th Avenue North, Golden Valley, MN 55427
www.mckesson.com

Jay Molter | jay.molter@mckesson.com

With our comprehensive line of products and services, McKesson has been recognized as the leading distributor of medical supplies for long-term care facilities. Customers not only benefit from the breadth of our product offerings, but also leverage our experience and expertise to help improve their overall business performance.



Medline | Booth 3
3 Lake Drive, Northfield, IL 60093
www.medline.com

Jeff Praefke | jpraefke@medline.com

Medline is the market leader in Post Acute Care. Medline provides the industry with a complete selection of medical supplies and equipment. Including incontinence, skin care, and wound care products. We also offer the market leading QA program, Abaqis.



Meridian Consulting Firm | Booth 1A
5115 Maryland Way, Brentwood, TN 37027
www.MeridianConsultingFirm.com

Abby Sweeney | abby.sweeney@meridianconsultingfirm.com

We specialize in voluntary benefits through Aflac.



Metropolitan Food Service Equipment | Booth 28
2618 Birch Street, Eau Claire, WI 54703
www.mfsewi.com

Mike Mattson | mmattson@mfsewi.com

We provide equipment replacements for your specific needs such as new service replacements, design and/or modification changes to existing procedures. We provide any type of commercial equipment whether it be hot or cold. Our equipment is backed up by a state wide service system both hot and cold. We provide consulting and design services from remodeling existing facilities to designing new facilities. We have 30 years of experience in the Food Service business.



MJ Care, Inc. | Booth 29
2448 S. 102nd Street, Milwaukee, WI 53227
www.mjcare.com

Jane Beisser | jane.beisser@mjcare.com

Having provided rehabilitation services and therapy billing since 1977, MJ Care has consistently achieved excellence in delivering physical, occupational and speech therapy in a multitude of settings, while effectively navigating the dynamic healthcare industry to help our partners achieve financial vitality. MJ Care Values: Respect, Integrity, Innovation, Service Excellence, Quality, Education. Call: (866) MJCARE1



MMIC | Booth 37A
7701 France Avenue, Suite 500, Minneapolis, MN 55435
www.mmicgroup.com

AJ Beck | Aj.beck@mmicgroup.com

Minneapolis-based MMIC is the Midwest's leading provider of medical liability insurance and risk management services for medical professionals. For 35 years, MMIC has helped health care systems, physician groups, hospitals and long-term care providers reduce risk and improve patient and resident safety. Today, MMIC supports health care leaders, physicians and all who provide care by enhancing their well-being and performance. This results in better quality patient care, a better patient experience and a lower cost of care. Visit MMICgroup.com.



MobilexUSA | Booth 23
6185 Huntley Road, Suite A, Columbus, OH 43229
www.mobilexusa.com

Lindsey Foss | lindsey.foss@mobilexusa.com

MobilexUSA is the nation's most experienced provider of mobile diagnostic services. A leader and innovator in the industry for over 30 years, today we deliver outstanding patient care to more than 7,000 skilled nursing facilities and other healthcare entities.

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Navigator Group Purchasing |
WHCA/WiCAL Elite Business Partner |
Booth 4
25-A Vreeland Road, Suite 200, Florham Park, NJ 07932
www.navigatorgpo.com

Laurie Jochmann | Laurie.Jochmann@navigatorgpo.com

Navigator Group Purchasing, Inc. is the experienced leader in skilled nursing, senior living, and CCRC purchasing services, delivering savings and cash flow improvements to its members. Navigator members have access to the largest and most comprehensive group purchasing portfolio of food, medical and business programs, innovative services, and management tools.



New Horizon Foods | Booth 32
211 2nd Street NW, St. Michael, MN 55376
www.newhorizonfoods.com

Amy Wemple RD, LD | amy@newhorizonfoods.com

Food Service Management Company - Built on Customer Satisfaction.



Northwest Respiratory Services | Booth 24
716 Prior Avenue North St. Paul, MN 55104
www.nwrespiratory.com

Mark Badenhoff | mbadenhoff@nwrespiratory.com

NRS - Northwest Respiratory Services has served the respiratory needs of the Upper Midwest since 1976. We offer all modalities of oxygen therapy equipment, respiratory and sleep therapy and services, and negative pressure wound therapy.



Nutrition Care Systems, Inc. | Booth 7
8770 W. Bryn Mawr Avenue, Chicago, IL 60631
www.nutritioncaresystems.com

Lisa Stewart | lstewart@nutritioncaresystems.com

Nutrition Care Systems supports a facility's success in its regulatory compliance, financial viability, occupancy and staff efficiency through nutritional program enhancements.



Omnicare, a CVS Health Company | Booth 19
5185 South Ninth Street, Milwaukee, WI 53221-3627
www.omnicare.com

Eric Palm | eric.palm@omnicare.com

Omnicare, Inc. is a wholly owned subsidiary of CVS Health Corporation. We provide a broad array of pharmacy-related services to long-term care facilities across Wisconsin.



Pathway Health Services, Inc | Booth 38
11240 Stillwater Blvd N, Lake Elmo, MN 55042
www.pathwayhealth.com

Stacy Jones | stacy.jones@pathwayhealth.com

Pathway Health is a leading provider of professional management, consulting, interim, and education solutions for post-acute care organizations. Since 1997, we have been providing insight, expertise and knowledge to assist providers achieve their clinical, regulatory, quality and reimbursement goals. We provide the resources needed to help organizations stay on the right path to success. Making a positive difference is at the foundation of our values and principles. Contact us to learn more.



Phillips Total Care Pharmacy | Booth 30
121 E. State Street, Mauston, WI 53948
www.phillipsrx.com

Stacy Madsen, RN, BSN, MSN | stacy.madsen@phillipsrx.com

We are your locally owned Health Mart pharmacy here to serve you. As Health Mart pharmacists we know there's nothing more important than your family's well being, which is why we strive to provide personalized care to help you and your family with your healthcare decisions.



**Preferred Podiatry
Group, P.C.**

Preferred Podiatry Group, P.C. | Booth 25
425 Huehl Road, Northbrook, IL 60062
www.preferredpodiatry.com

Briana Silvani | bsilvani@ppgpc.com

Preferred Podiatry Group has been in business since 1972 providing onsite podiatry services to long-term care communities. Patient care is our top priority. We have high quality podiatrists and can provide exceptional services in all areas of Wisconsin.

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RehabCare | Booth 16
680 S. 4th Street, Louisville, KY 40202
www.rehabcare.com

Renee Flis | Renee.flis@rehabcare.com

RehabCare is the premier provider of therapy throughout the full continuum of care, including inpatient Acute Rehab Units (IRF), Skilled Nursing Units (SNU), Med/Surg Therapies, Out Patient settings, independent rehabilitation and long-term acute care facilities and hospice and home care locations. We offer a continuum of care to over 1500 clients in 46 states.



Reinhart Foodservice | Booth 9
1500 Saint James Street, LaCrosse, WI 54603
www.rfsdelivers.com

Katie Lentz | klentz@rfsdelivers.com

Broadline distributor servicing long-term, acute, and assisted living since 1972. We offer the menuMATRIX program, in-services, electronic ordering, menu templates, sanitation/safe serve training, Registered Dietitians, chemicals, and beverage programs.



Reliant Rehabilitation | Booth 41
6860 Dallas Pkwy, Suite 550, Plano, TX 75024
www.reliant-rehab.com

Debbie Dupre | ddupre@reliantpacs.com

Founded in 2002, Reliant Rehabilitation is a leader in contract rehabilitation services providing Physical, Occupational and Speech Therapy services to more than 60,000 patients across the U.S. Reliant has over 7,000 employees, 650 therapy sites, and customer operations in 33 states. The company's mission is dedicated to the functional improvement in the patients they serve. Reliant is committed to providing their clients with innovative solutions to their needs, while providing the highest level of care with integrity and respect.



Rural Health Telecom | Booth 43
21202 Gathering Oak, San Antonio, TX 78260
www.telequality.com

Kevin Melody | kevin@ruralhealthtelecom.com

Since 1999, TeleQuality Communications, Inc. and Rural Health Telecom have been designing and providing organizations with cost-effective, custom network solutions to connect multiple business locations to each other, business partners and the Internet. TeleQuality's technology solutions enable healthcare providers to take advantage of emerging healthcare technologies that increase access and lower the cost of health care.



Sanofi Diabetes | Booth 21
55 Corporate Blvd, Bridgewater, NJ 08807
www.sanofi.com

Jodi Brezenski | jodi.brezenski@sanofi.com

Sanofi Diabetes offers healthcare solutions to residents and patients living with diabetes.



Schenck SC | Booth 26
200 E. Washington Street, Appleton, WI 54911
www.schencksc.com/long-term-care-facilities

Brian Zaletel | brian.zaletel@schencksc.com

Long-term care facilities often face immense obstacles on the path to profitability. With more than 60 years of experience, Schenck understands the environment in which you operate—and the business challenges you face—and is experienced at helping clients maximize revenue, improve operations, and deliver services more efficiently.



Select Rehabilitation LLC | Booth 31
2600 Compass Road, Glenview, IL 60026
www.selectrehab.com

Trent Hermen | thermen@selectrehab.com

Select Rehabilitation provides comprehensive physical, occupational and speech therapy services to patients in hundreds of sites across 32 states, and also partners with clients to provide expertise in regulatory and reimbursement issues. Emphasis is placed on patient-focused, outcome-driven services allowing patients to successfully transition and remain in their discharge environment.



**Specialized Medical Services, Inc. |
WHCA/WiCAL Elite Business Partner |
Booth 8**

5343 N. 118th Court, Milwaukee, WI 53225
www.specializedmed.com

Theresa Lang | theresa.lang@specializedmed.com

Specialized Medical Services, Inc. is a leading supplier of oxygen, respiratory services, health care consulting, and medical equipment to the long term care industry.

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St. Croix Hospice | Booth 18
1280 W. Clairemont Avenue, Suite 4, Eau Claire, WI 54701
www.stcroixhospice.com

Chris Hood | chood@stcroixhospice.com

In coordination with your primary physician and in compliance with state and federal regulations, our team expertly manages and brings comfort care to end-stage diseases wherever you call home. At St. Croix Hospice, our highly skilled team is devoted to providing patient-centric care which empowers the unique voices of all those we serve. We will be steadfast in engaging you, your family and caregivers in the design and implementation of your care. We will make sure your care and comfort are provided in a dignified way, and in accordance with your unique preferences and personal values. At St. Croix Hospice, we recognize the significance of each precious, end-of-life journey, and we will do all we can to provide an empowering hospice experience.



Sysco Baraboo | Booth 5
910 South Blvd, Baraboo, WI 53913
www.sysco.com

Lea Walters | walters.lea@bar.sysco.com

Sysco is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities, lodging establishments and other customers who prepare meals away from home. Its family of products also includes equipment and supplies for the foodservice and hospitality industries. The company operates 196 distribution facilities serving approximately 425,000 customers.



WHCA/WiCAL Service Corporation |
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Booth 37
131 W. Wilson Street, Suite 1001, Madison, WI 53703
www.whcawical.org

George W. (Skitch) MacKenzie, NHA | skitch@whcawical.org

We are a team of professionals and compassionate long-term care providers continuously enhancing quality long-term health care through advocacy relations, professional development, innovation and partnership.



Wipfli LLP | WHCA/WiCAL Elite Business Partner | Booth 13
10000 Innovation Drive, Milwaukee, WI 53226
www.wipfli.com

Larry Lester | lleston@wipfli.com

Wipfli health care practice serves nursing homes, skilled nursing facilities, home health agencies and senior home communities. In addition to auditing, tax, and Medicare and Medicaid cost reporting, Wipfli offers a variety of consulting services to assist senior services organizations in reimbursement, optimization, feasibility studies, operational/staffing reviews, expense management and survey liability.



Ziegler | Booth 12
735 N. Water Street, Suite 1000, Milwaukee, WI 53202
www.ziegler.com

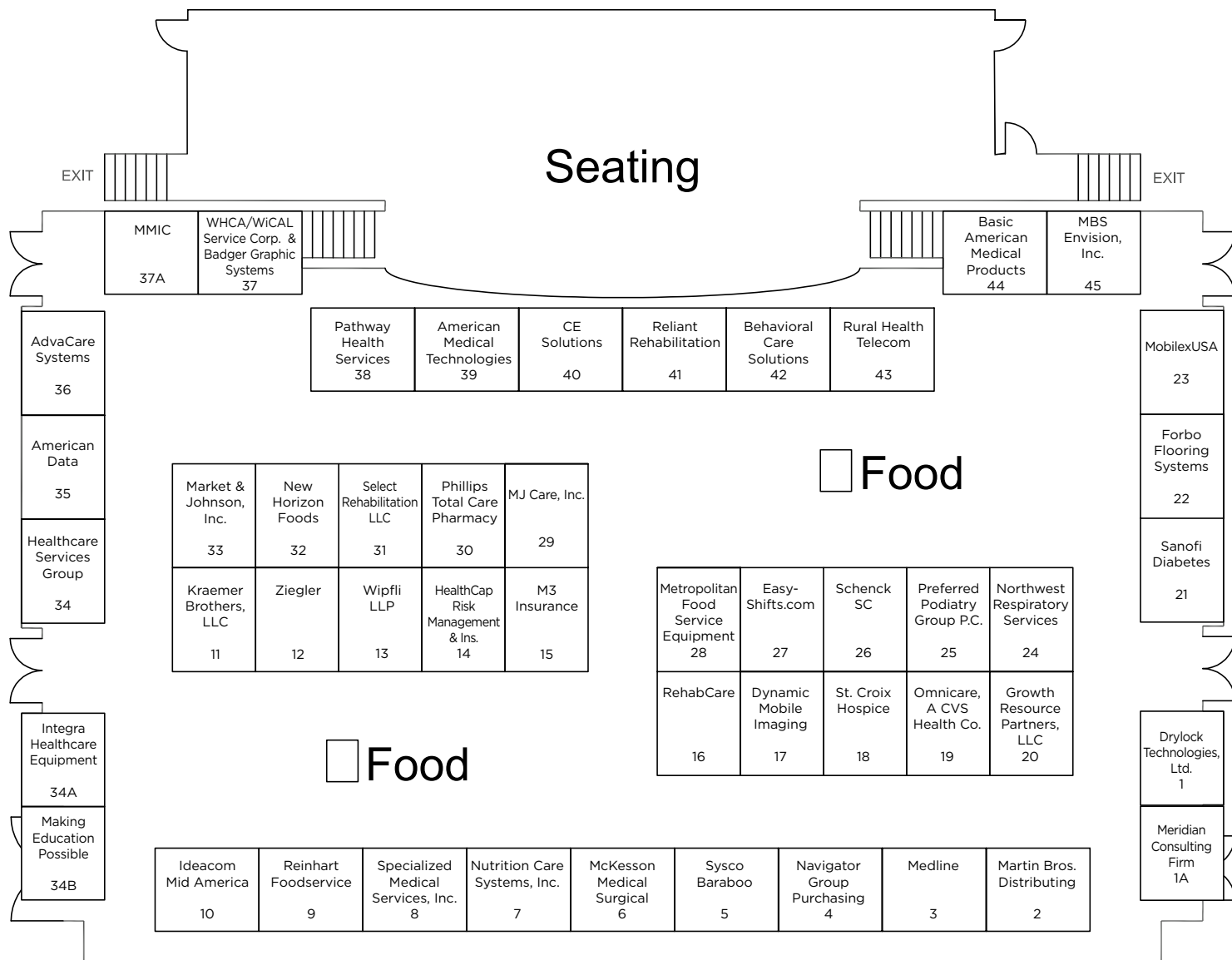
Nick Glaisner | nglaisner@ziegler.com

A nationally ranked specialty investment bank serving the senior living and healthcare sectors. With eight offices throughout Wisconsin, Ziegler provides financing, brokerage and valuation advisory services for owners and operators of assisted living, memory care and other senior housing facilities. Unlike a typical real estate broker, we can also provide financing solutions to buyers through our licensed FHA/HUD lender, Ziegler Financing Corporation.

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- STRATEGY
- SYNERGY
- SUCCESS

Visit each booth for more information Located in the Wolf Room from 4:00 pm - 6:30 pm



A	M	P
AdvaCare Systems _____ 36	M3 Insurance _____ 15	Pathway Health Services _____ 38
American Data _____ 35	Making Education Possible _____ 34B	Phillips Total Care Pharmacy _____ 30
American Medical Technologies _____ 39	Market & Johnson, Inc. _____ 33	Preferred Podiatry Group P.C. _____ 25
B	Martin Bros. Distributing _____ 2	R
Badger Graphic Systems _____ 37	MBS Envision, Inc. _____ 45	RehabCare _____ 16
Basic American Medical Products _____ 44	McKesson Medical Surgical _____ 6	Reinhart Foodservice _____ 9
Behavioral Care Solutions _____ 42	Medline _____ 3	Reliant Rehabilitation _____ 41
C - G	Meridian Consulting Firm _____ 1A	Rural Health Telecom _____ 43
CE Solutions _____ 40	Metropolitan Food Service Equipment _____ 28	S
Drylock Technologies, Ltd. _____ 1	MJ Care, Inc. _____ 29	Sanofi Diabetes _____ 21
Dynamic Mobile Imaging _____ 17	MMIC _____ 37A	Schenck SC _____ 26
EasyShifts.com _____ 27	MobilexUSA _____ 23	Select Rehabilitation LLC _____ 31
Forbo Flooring Systems _____ 22	N	Specialized Medical Services, Inc. _____ 8
Growth Resource Partners, LLC _____ 20	Navigator Group Purchasing _____ 4	St. Croix Hospice _____ 18
H	New Horizon Foods _____ 32	Sysco Baraboo _____ 5
HealthCap Risk Management & Ins. _____ 14	Northwest Respiratory Services _____ 24	W
Healthcare Services Group _____ 34	Nutrition Care Systems, Inc. _____ 7	WHCA/WiCAL Service Corporation _____ 37
I - K	O	Wipfli LLP _____ 13
Ideacom Mid-America _____ 10	Omnicare, A CVS Health Co. _____ 19	Z
Integra Healthcare Equipment _____ 34A		Ziegler _____ 12
Kraemer Brothers, LLC _____ 11		

Please Mark Your Calendars

SPRING CONFERENCE
KALAHARI RESORT
WISCONSIN DELLS, WI

April 11 - 13, 2018

CARE CLASSIC
THE OAKS GOLF COURSE
COTTAGE GROVE, WI

July 16, 2018

FALL CONVENTION
RADISSON
GREEN BAY, WI

October 17 - 19, 2018

WHCA/WiCAL Registration Desk

If you are registering on-site, please allow time for your name badge to be prepared while you check through your Convention packet.

Badges and Tickets

Each registrant will receive a name badge that must be worn for admission to educational sessions and all other functions. Guests, Speakers, and Gold Business Partners will be easily identified by the ribbons attached to their badges.

Door Prizes

You must be present to win any of the door prizes.

NHA Continuing Education Credits

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 34 clock hours and 12.75 participant hours. Program Approval #20180905-34-A37826-IN

Notice

WHCA/WiCAL takes photographs during its events for use in Association media releases, newsletters, and other promotional materials, whether in print, electronic, or other media including the WHCA/WiCAL website and online social networking sites. By participating in this Convention and other WHCA/WiCAL events, you grant WHCA/WiCAL the right to use your name and photograph for such purposes.

Taping, Cellular Phones, Pagers:

Material presented at all of the education sessions is the property of the speakers or WHCA/WiCAL. Therefore, taping of the sessions is not allowed. All cellular phones and pagers should be turned off during education sessions.

Medical Emergencies

In the event of an emergency, contact the hotel registration desk, the Convention registration desk, or 911 for medical assistance.

Additional Information

For additional information please call the WHCA/WiCAL office at (608) 257-0125, or contact George W. (Skitch) MacKenzie, NHA at skitch@whcawical.org or (608) 444-8421.

