WISCONSIN ASSISTED LIVING ASSOCIATION
21st ANNUAL SPRING CONFERENCE

HEART of A SUPERHERO
THE CHAMPIONS OF A.L.

THURSDAY, MARCH 10 & FRIDAY, MARCH 11, 2016
KALAHARI RESORT & CONVENTION CENTER
WISCONSIN DELLS, WI

OPTIONAL CONFERENCE PRE-EVENTS

EDUCATIONAL PRE-EVENT
Wednesday, March 9, 2016
12:30 - 4:30 p.m.

MEET & GREET RECEPTION
Wednesday, March 9, 2016
6:00 - 7:30 p.m.
SOLVE THE RIDDLES OF REGULATIONS

AFH Presenters:
Mary LaMothe, Owner, S.T.A.T., Stoughton, WI
Steve Campbell, Owner, Campbell Family Homes, LLC, Viroqua, WI

CBRF Presenters:
Susan White, President, Sienna Crest Assisted Living, LLC, Oregon, WI
Julie Heil, Chief Operating Officer, Milestone Management Services, Madison, WI

RCAC Presenters:
Tina Thull, RN, Owner, Kettle Moraine Gardens, Kewaskum, WI
Lisa Stueland, RN, Vice President of Operations, Laureate Group, Waukesha, WI

Riddle me this: What process can cause enormous stress and anxiety for assisted living providers? Perhaps a visit from your state surveyor! But it doesn’t have to. Understanding the process and proper preparation can take the angst out of such inspections. This preconference event is dedicated to readying you for your next visit. WALA is offering three sessions, one each devoted to the regulations and challenges specific to a CBRF, AFH, or RCAC. Each session will cover topics like:

- The Riddles of Regulations: Understanding and Interpreting Your Regulations
- How to Survive a Survey
- The Key Elements of Writing a State Satisfactory POC
- Maintaining Regulatory Compliance

6:00 - 7:30 P.M. MEET & GREET EVENT
Sponsored by Wipfli, LLP

Kick off the conference with a night of networking! WALA’s goal is to bring people in the assisted living industry together, and to help them make connections and share ideas. Start your conference experience right and join others like you for an informal networking opportunity to meet and mingle with conference attendees and industry experts.

Also part of the meet-and-greet event is WALA’s eighth annual WAL-A-Wine. The WAL-A-Wine supports the future of assisted living through scholarships. Attendees can purchase a bottle of “mystery” wine for only $20—but what you’ll get is anyone’s guess!
8:30 - 9:00 A.M. WELCOME AND OPENING REMARKS
Jim Murphy, Executive Director, Wisconsin Assisted Living Association, Madison, WI
Michael Edwin, Board President, Wisconsin Assisted Living Association, and Director, Wipfli LLP, Oak Brook, IL
Mike Pochowski, Board President-Elect, Wisconsin Assisted Living Association, Director, Brookdale Senior Living, Milwaukee, WI

9:00 - 10:00 A.M. KEYNOTE ADDRESS
Sponsored by Heritage Senior Living

LEMONS TO LAUGHTER
Tim combines quick wit, breathtaking magic and a playful spirit with an inspiring message in his entertaining and inspired comedy Magic Performance. By sharing his philosophy that responding rather than reacting will change the outcome, he is able to guide audiences to focus on their own abilities to overcome obstacles simply and easily with one paradigm shift.

In recent years, physicians have confirmed what we already knew...that laughter is good medicine! Science has rivaled common sense in providing findings that laughter is not only good for the soul, but also proven to be good for our health. Whether it’s the release of endorphins or the decrease in stress hormones that provide an overall sense of well-being and improved outlook, the cause isn’t as important as the result: A happier, healthier approach to everyday life!

ABOUT THE PRESENTER: TIM GABRIELSON
A native of Minnesota, Tim has been performing and speaking since the age of 13 and had his own show on the Las Vegas Strip. He infused his performance with a simple and profound take-away message for creating a more meaningful and enthusiastic life. Tim’s “Keep It Funny” philosophy, as highlighted in his signature book, Lemons to Laughter, is a special part of this delightful, lighthearted keynote.
DYNAMIC DINING ON A DIME
OPERATIONS
Christy Edwards, Marketing Dietitian, Martin Bros. Distributing, Sparta, WI
A great dining program can fit your budget! You can offer a dynamic menu, food that tastes great, and a dining experience that your customers will rave about without spending more money.

REPORTING CAREGIVER MISCONDUCT: WHO? WHAT? WHEN? HOW?
REGULATORY
Donna Cochems, Professional Consultant, University of Wisconsin–Oshkosh Center for Career Development (CCDET), Madison, WI
Reporting caregiver misconduct appropriately requires knowledge of legal definitions of abuse, neglect, misappropriation, and injuries of unknown source. The workshop will cover misconduct definitions, reporting tools, and reporting requirements for assisted living providers along with suggested staff training handouts.

DISCUSSIONS WITH DOUG 1
MEDICATIONS
Doug Englebert, Pharmacy Practice Consultant, Bureau of Technology, Licensing and Education, Madison, WI
As consultants and advocates for your residents, you as clinicians have a lot of responsibility for the day-to-day clinical processes in your community. Attend this session for an open Q&A with the pharmacy practice consultant for the state and get answers about medications and processes, and to all other pharmacy-related questions!

SALES, SALES, SALES: HOW TO MAKE YOUR GARDEN GROW
MARKETING
Frieda Pulkowski, RN, BSN, NHA, MS, Consultant, Beloit, WI
Sales: Everyone’s doing it, but not everyone’s successful at it. Building a culture that encourages everyone to see how their job impacts the client will produce a happier client, a more productive working environment, job security, and more revenue. This session will educate you on how to cultivate a sales culture in a non-sales environment. Attendees will learn how to nourish a sales culture so that it yields short- and long-term results.

WORKING IT OUT: UNDERSTANDING AND MANAGING CONFLICT
OPERATIONS
Carolyn Peckham, Mediator, Elder Mediation Project, Brooklyn, WI
Lisa Webne-Behrman, PHD, Mediator, Elder Mediation Project, Madison, WI
Unresolved conflicts often result in higher levels of stress, avoidance of important issues, and challenges with quality performance. The Elder Mediation Project (EMP), a consortium of mediators, works with residents, families, and staff within assisted living facilities to address complex problems and concerns. This interactive workshop includes information and practice on effective conflict management.
THURSDAY, MARCH 10, 10:45 - 12:00 p.m.  CONCURRENT SESSIONS

FINANCIAL OPERATIONS: THE OTHER SIDE OF THE BUSINESS
Jeremiah Reynolds, Director of Business Development, Vitals Software, Sheboygan, WI
Is your facility focused on care and ignoring the books? Do you find the endless reports tiresome or confusing? Did you get socked with an unexpected tax bill? This session will explore some strategies and methods you can employ to ease the burden of the financial side and get back to providing stellar care.

MEMORY CARE COMMUNITIES: SUCCESSFUL INTEGRATION OF INNOVATIVE ENVIRONMENTS AND CREATIVE OPTIONS
Amy Schoenemann, AIA, Director of Design Development, PDC Midwest, Inc., Hartland, WI
There is growing evidence that the use of sensory design in the built environment — by itself and in combination with organizational policies and procedures — has a direct and measurable impact on the physical and psychosocial functioning of residents with dementia. This session shall examine several components of two sensory-designed memory care communities. It will present the functional and aesthetic objectives of the architect and include direct feedback on effectiveness from the senior care operators. Attendees will also learn about “snoezelen” — a stimulating environment and therapy technique used at one operator’s building.

TRUST YOUR GUT! DIET AND MENTAL HEALTH RESEARCH
John Sajdak, Training and Account Specialist, Attainment Company, Inc., Verona, WI
The parents were right! You’ve got to eat well to function well. Providing care to individuals should include more than a monthly visit to the psychiatrist for a new or higher dosage of medication when times are tough. One of the best ways to improve mental health is through your gut — so, trust it! Learn about the “food-mood connection” and everyday dietary services that can help to minimize negative mental health symptoms for the individuals you assist.

WORKPLACE VIOLENCE PREVENTION: MINIMIZING RISKS IN ASSISTED LIVING
Maureen Anderson, RN, MSN, COHN-S, Risk Manager, M3 Insurance, Eau Claire, WI
Chris Kenyon, Senior Account Executive/Partner, M3 Insurance, Madison, WI
The prevention of workplace violence has emerged as an important safety issue in healthcare facilities. This presentation will address your organization’s readiness to address workplace violence in an assisted living environment. Attendees will review OSHA’s 2015 “Guidelines for Preventing Workplace Violence for Healthcare and Social Service Workers” and a case-study post-incident response and incident investigation that identifies engineering, administrative, and work practice controls to reduce injuries, fatalities, and future incidents.

ANSWERS WITH ALFRED: RCAC REGULATORY
Alfred Johnson, Director, Department of Health Services, Bureau of Assisted Living, Madison, WI
Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, such as the Wisconsin Coalition for Collaborative Excellence in Assisted Living (WCCEAL), and more.
HOW TO ACCOMPLISH MORE IN LESS TIME!
NEW ADMINISTRATORS
Amy Fouts, Regional Director of Operations, Capri Communities, Waukesha, WI
Working less and accomplishing more isn’t easy.

It requires thinking creatively to find more effective ways of doing things. This session will focus on best practices of time management in an effort to prioritize the tasks that need to be accomplished. Attendees will identify ways to eliminate the tasks that don’t add value to your customers’ experience or to your bottom line! This session is your how-to guide to doing more with less, prioritizing responsibilities, eliminating waste, and achieving a better work/life balance.

REAL JURIES OF WISCONSIN
REGULATORY
Kathleen Grant, Attorney, Borgelt, Powell, Peterson & Frauen, S.C., Madison, WI
Julia Semenak, Attorney, Borgelt, Powell, Peterson & Frauen, S.C., Madison, WI
Frederick Strampe, Attorney, Borgelt, Powell, Peterson & Frauen, S.C., Madison, WI
Chris Kenyon, Senior Account Executive/Partner, M3 Insurance, Madison, WI

Using video clips, questionnaires, and other information obtained from real jurors during a mock trial, this session will discuss the many factors that influence a juror’s decision during civil litigation. The session will provide important information to attendees regarding actions they can take now to help ensure a better result if their facility becomes involved in civil litigation.

DISCUSSIONS WITH DOUG 2
MEDICATIONS
Doug Englebert, Pharmacy Practice Consultant, Bureau of Technology, Licensing and Education, Madison, WI

As consultants and advocates for your residents, you as clinicians have a lot of responsibility for the day-to-day clinical processes in your community. Attend this session for an open Q&A with the pharmacy practice consultant for the state and get answers about medications and processes, and to all other pharmacy-related questions!

CONNECTING WITH CONSUMERS: BOOST YOUR OCCUPANCY WITH EFFECTIVE MARKETING
MARKETING
Deborah Howard, Founder, Senior Living SMART, Sandwich, MA
Tiffany Wise, National Account Manager, A Place for Mom, Seattle, WA

Boost your occupancy with effective marketing. This hands-on interactive session is designed to help everyone from the savvy sales professional to those just entering the senior living industry. Effective marketing requires you to connect with consumers and meet their expectations through solid discovery. Presenters will help you uncover cost-effective ideas, approaches, and tactical tools to help you connect better with consumers over the phone, while conducting a tour, and during follow-up.

GIVE YOUR EMPLOYEES C.R.A.P. AND 7 OTHER SECRETS TO EMPLOYEE RETENTION
HUMAN RESOURCES
Jeff Kortes, Founder, Human Asset Management, LLC, Franklin, WI

This session provides a “headhunter’s” insight into the thoughts and reasoning of employees who are contemplating leaving their jobs. Through humorous, real-life stories and interactive participation, attendees will discover ways to gain a competitive edge when trying to retain talent. This session will provide a unique insight
as to why solid performers leave an organization. Attendees will gain an understanding of employee retention strategies so that they can begin taking immediate actions to address gaps in their employee retention process both strategically and tactically.

FROM MANAGER TO LEADER
LEADERSHIP
Lori Schlosser, CEO, Equip Training & Consulting, LLC, Janesville, WI
Someone once said, “When I talk to managers, I get the feeling they are important. When I talk to leaders, I get the feeling that I am important.” Leaders are not always managers, and managers are not always leaders. This interactive session will not only explore the difference between managers and leaders, but also provide participants with a map to make the transition from manager to leader.

FINDING MEANING AND BALANCE IN YOUR DAILY LIFE
OPERATIONS
Kim Senn, Life Coach, Kim Senn Coaching, Chippewa Falls, WI
Coping with the challenges of everyday life can upset the balance and harmony we seek. Many people try very hard to maintain balance, but sometimes feel overwhelmed and defeated. This session is dedicated to finding personal values and the importance of honoring them in your daily life. Attendees will discover how to find values and how to incorporate balance into your daily life, and learn the importance of perspective when making difficult and personal decisions.

RESEARCH ISSUES AND CHALLENGES IN ASSISTED LIVING COMMUNITIES
RESEARCH
David Zimmerman, PhD, Professor Emeritus, University of Wisconsin, Madison, WI
This session will focus on some of the main issues and problems in conducting research in assisted living communities. Attendees will discuss issues such as antipsychotics in assisted living, infection control and antibiotic stewardship, and special problems caused by the highly variable nature of an assisted living community by size, type of population, and type of facility.

PLANNING YOUR EXIT: HOW TO BE READY WHEN IT’S TIME TO SELL
CEO
Mike Collins, Founder and CEO, Senior Care Realty, Sun Prairie, WI
Owners of assisted living facilities know there will come a day when it’s time to sell. It may be next year or 10 years from now. But many things can be done today to make sure the owner is ready to sell when the time comes. This session will help owners develop a plan be ready.

ANSWERS WITH ALFRED: CBRF
REGULATORY
Alfred Johnson, Director, Department of Health Services, Bureau of Assisted Living, Madison, WI
Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him anything about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, and more.
3 Characteristics of Successful Leaders

NEW ADMINISTRATORS
Brandi Davis, Owner, B. Davis Directions, Madison, WI
Fairness, consistency, and compassion. These are three traits that will put you on the road to success in your role as a leader. This session will discuss the impact each of these traits has on the culture of your community, as well as how you can use each in your day-to-day operations and employee interactions.

Survey Readiness: A Proactive Approach for All Providers

REGULATORY
Lore Brownson, SVP, Quality Services and Chief Compliance Officer, New Perspective Senior Living, Eden Prairie, MN
Change the way you look at the survey experience, and your experience will change—for the better! This interactive session will take the provider through applicable and practical methods for using mock surveys in their own community. Discover how you can turn these exercises into amazing training opportunities for your team members. Survey readiness allows your entire community to function efficiently as a whole, from the moment the surveyor arrives through the exit conference.

Your Pharmacy Partner Should Be More Than a Vendor

MEDICATIONS
Labinot Avdiu, Pharm. D, Pharmacy Director, Medication Management Partners, Alsip IL
Pharmaceuticals hold the great promise of improving lives when used appropriately, and at the same time carry great risk if their use is not monitored carefully with our senior population. Pair that risk with increased regulatory requirements for medication management, and it’s clear that the pharmacist is a very important partner to an assisted living operator. This partnership is more than just about drugs — it is about the well-being of your residents, regulatory compliance, quality of care and outcomes, and liability. This session will discuss the elements of what attendees need to consider when choosing a pharmacy partner.

Needs and Concerns of LGBT Elders

RESIDENT CARE & SERVICES
Caroline Werner, LGBT Senior Advocate, OutReach LGBT Community Center, Madison, WI
LGBT elders have a long history of discrimination that can negatively impact their long-term health. Because of the discrimination they’ve become accustomed to, their expectations may negatively impact their care in later life. Although the visibility and acceptance of LGBT people has greatly increased within society, homophobia and discrimination against these groups continues to occur. For older LGBT adults in a residential care facility, how staff perceives them, and the larger community’s attitudes toward them, becomes an important concern. This session will discuss strategies and training that are needed within assisted living environments to increase competent care for LGBT residents.

Live Your Mission Every Day

HUMAN RESOURCES
Blair Minton, CEO, Journey Senior Living and Life’s Journey Senior Living, Bourbonnis, IL
Your mission isn’t something you just print on your handouts — it is something to live by every day. This session will discuss how incorporating your mission into your day-to-day operations can increase your occupancy, decrease your employee turnover, and make your residents and families much happier with your community.
DIVERSITY IN THE WORKPLACE: CAN WE ALL GET ALONG?

LEADERSHIP

Angie Jopke, Director of Education, assisted living education academy, llc, Madison, WI
The start of a new day offers the opportunity to remind oneself to work together with fellow co-workers to ensure a more harmonious workplace environment. Conflict in the workplace is inevitable because every person is different. By improving communication among care staff, administrators, and residents, we can work to avoid misunderstandings and improve staff morale.

THE IMPORTANCE OF A PROPERLY STRUCTURED QA TO INVESTIGATIONS

OPERATIONS

Chris Kenyon, Senior Account Executive/Partner, M3 Insurance, Madison, WI
Robert Lightfoot, RN, Attorney, Reinhart Boerner Van Deuren s.c., Madison, WI
Dennis Yadon, CPHQ, Diamond Program Manager, Wisconsin Assisted Living Association, Madison, WI
This session will provide an overview of the Wisconsin statutes on investigations, self-reports, and caregiver misconduct reports, including what to include in those reports to demonstrate evidence of your investigations. Attendees will gain an understanding of why this is important from a risk management perspective and will learn about how to set up a Quality Assurance committee to protect your investigations. Attendees will also learn how WALA's Diamond Program can help your Quality Assurance initiatives succeed.

CAN MEDICATIONS MAKE ME SICKER? ALTERNATIVES TO COMMON MEDICATIONS

MEDICATIONS

Jesi Hirsch, RN, Director of Operations and Marketing, Always Best Care Senior Services, Madison, WI
Are we an overmedicated nation? Many common drugs — both prescription and over-the-counter — can cause nutritional deficiencies that can add to already existing health problems. Instead of curing your problems, the drug only causes more. This session will discuss deficiencies caused by medications, what vitamins do for our bodies, and alternatives to some common medications that you can discuss with your clients’ physicians or your physician.

THE SUBTLE ART OF CONFLICT RESOLUTION

RESIDENT CARE & SERVICES

John Sajdak, Training and Account Specialist, Attainment Company, Inc., Verona, WI
Through the use of the Crisis Prevention Institution’s renowned Nonviolent Crisis Intervention training, attendees will be led through the Crisis Development Model and will receive specific examples of best practices when responding to a unique challenge(s) from a supported individual(s), employee, or family member. Attendees will gain invaluable skills that have proven effective for employees working in criminal justice, school districts, community-based support services, and business administration across the world!

ANSWERS WITH ALFRED: AFH

REGULATORY

Alfred Johnson, Director, Department of Health Services, Bureau of Assisted Living, Madison, WI
Attend this session for a frank and open conversation with the director of the state’s assisted living regulatory agency. Take this opportunity to ask him anything about assisted living regulations, the licensing process, what’s happening nationally in assisted living, the bureau’s initiatives, and more.

4:45 - 5:30 P.M. PRIZE DRAWING & RECEPTION
Sponsored by M3 Insurance
Join us for a cash bar and vendor and conference prize drawings in the Keynote Hall, Suite(s) A, B, C, F, G, and H! Attendees or attendee representative must be present to win prizes.
RN DELEGATION

Robert Lightfoot, RN, Attorney, Reinhart Boerner Van Deuren s.c., Madison, WI
Ever wonder what it takes to accomplish good nurse delegation? There is generally a good deal of confusion concerning nurse delegation — among individuals, states, sites, and both regulatory and provider agencies. Increasing proper nurse delegation can increase the safety and cost efficacy to support residents’ quality of life. This session will help you understand the principles of nurse delegation and what you need to do when delegating tasks to achieve successful outcomes for your caregivers and your residents.

ROOT CAUSE ANALYSIS: NOT NEARLY AS PAINFUL AS A ROOT CANAL!

Dennis Yadon, CPHQ, Diamond Program Manager, Wisconsin Assisted Living Association, Madison, WI
Let’s face it: In any type of business, there are bound to be “issues” (negative events, errors, mistakes). In virtually every such case, these events are not likely to be one-time occurrences, but may have happened before and — without thorough Root Cause Analysis — will very likely happen again. Root Cause Analysis is a very “user-friendly” way to get to the heart of the matter. Root Cause Analysis is a methodology whereby assisted living providers can reduce the chance of future occurrences by identifying the underlying cause(s) of such negative issues, which are often not people-related causes, but rather flaws in systems or processes!

DIGITAL MARKETING AND SOCIAL MEDIA IN PLAIN ENGLISH

Spencer X Smith, Principal, Spencer X Smith Consulting, Waunakee, WI
Are you struggling with how to use social media and your website as a dynamic marketing tools? Are you confused about what you should even be doing with some of this technology? Marketing professionals must adapt to rapid changes in social and digital media on a daily basis — but keeping up with new platforms and strategies can be a demanding job in itself. This session will be jargon-free, and simply show you what really works.

BUILDING AND RETAINING EXCELLENT CAREGIVING STAFF

Barbara Bowers, Professor, University of Wisconsin-Madison, Madison, WI
Hiring employees is just a start to creating a strong workforce. Next, you have to keep them. High employee turnover costs business owners in time and productivity. This interactive session will summarize the vast research literature on developing staff capacity and retaining your best staff.

INVEST IN YOUR TEAM AND THEY’LL INVEST IN YOUR ASSISTED LIVING COMMUNITY - LONG TERM

Patrick Carroll, Senior Consultant–Health Care Practice, Wipfli, LLP, Milwaukee, WI
Few will take issue with the suggestion that an engaged employee is more likely to remain on your team. Yet when budgets and financial performance of the community are evaluated, one important element is usually missing from the equation — your employees! The very people you depend on for meeting budgetary goals are not included in the creation of those goals. This session will present a practical approach that will help empower and engage your workforce. Residents, employees, and your bottom line all benefit in the process.
HOW TO MAKE A LOAN SUBMISSION THAT WILL RESULT IN THE BEST LOAN, ON THE BEST TERMS, FROM THE BEST LENDER

CEO
James Riead, Managing Member, Great Lakes Commercial Mortgage, LLC, Egg Harbor, WI

The recent financial crises resulted in many businesses, like yours, being under severe stress due to the failure of lenders (not borrowers). Lenders called loans in default due to merely technical issues, lenders refused to renew loans as the lender had no money, all while no lenders were opening their doors to new clients. The lessons! (1) Diversify your sources of funds, and (2) Make sure lenders thoroughly understand your business and your strengths. This session will help!

MADISON POLICE DEPARTMENT MENTAL HEALTH LIAISON/OFFICER PROGRAM

RESIDENT CARE & SERVICES
Kirstin Roman, Captain of Police – Community Outreach, Madison Police Department, Madison, WI
Eugene Woehrle, Police Officer – Community Outreach, Madison Police Department, Madison, WI

MPD has recently expanded its nationally recognized specialized police response program to better serve people with mental illness in their community. The department has installed five full-time Mental Health Officers in addition to a group of 23 part-time volunteer Mental Health Liaison Officers, all of whom work proactively to connect individuals with mental health services and divert them from the criminal justice system. Through this innovative approach, officers collaborate with consumers, advocates, social workers, crisis workers, and medical and mental health providers to support individuals with mental illness, prevent crises, and improve quality of life.

WHO IS THE BEHAVIOR BOTHERING: THE RESIDENT OR YOU? PRN PSYCHOTROPIC MANAGEMENT

MEDICATIONS
Pam Gaurkee, RN, District Director – Clinical Operations, Brookdale Senior Living, Milwaukee, WI
Christine Thill, RN, CAdE, COO, Sanctuary Care Group, LLC, Elkhart Lake, WI

Educating care staff is critical to successful use of behavior modifying medications to reduce risks associated with their effects. This interactive discussion will explore the appropriate and inappropriate reasons many assisted living communities request medication to manage behaviors. Attendees will also look at documentation strategies to support the use of psychotropic medications both before and after they have been given.
EMERGENCY PREPAREDNESS: FIRES, TORNADOES, AND FLOODS - OH MY!

OPERATIONS
Ann Coyle, Administrator, Gardenview Assisted Living, Menasha, WI
Dave Seebart, NEW Hospital Emergency Regional Coordinator, DHS - Wisconsin Hospital Emergency Preparedness Program, Green Bay, WI

Ensuring that your staff is knowledgeable and ready to act in the event of an emergency is absolutely critical for assuring the health and safety of the people you serve. This session will provide essential information and tools to help improve your emergency preparedness plans, and ensure alignment with regulatory standards.

USING TECHNOLOGY TO YOUR ADVANTAGE

OPERATIONS
Jeremiah Reynolds, Director of Business Development, Vitals Software, Sheboygan, WI

Technology is changing faster than we can keep up with it. Assisted living operators face more technology choices than they ever have in the past — and that is only going to get worse. Take part in this discussion about how you can employ technology that will make your operation more efficient and more professional.

UNDERSTANDING MARKET NEEDS IN A COMPETITIVE ENVIRONMENT

RESEARCH
Ralph Novak, Director of Research, Brooks Adams Research, Richmond, VA

This session will explore the importance of market research in supporting the development, re-positioning, and overall strategic plan of both new and existing senior housing communities. In addition, it will review current and emerging trends in the industry that will be necessary to understand and plan for when designing and reprogramming communities in the near future.

Market and consumer research is necessary to understand the needs and preferences in your market, and your responsiveness to these expressed needs will determine the future success of your community. The “if you build it they will come” strategy was always tenuous at best, and in today’s highly competitive senior housing market, this is most certainly not the case.

COMMUNICATING WITH STYLE

HUMAN RESOURCES
Tracy Cinealis, CSA, Founder, Generational Guardians, LLC, Sheboygan, WI

Differences in communication styles can lead to conflict in our professional and personal relationships. Though there are four main communication styles, and for each of us, one style is typically more dominant. Attendees will learn about their primary communication style and understand its strengths and limitations. Attendees will discuss universal communication techniques and how to best communicate with those of a different style and those who don’t have a recognizable style due to cognitive impairments. In addition, tips will be shared on how to have “safe” crucial conversations at all levels of an organization that are based on clear and respectful dialogue and not through fight-or-flight situations.

FAMILY CARE UPDATES

FINANCIAL
Forbes McIntosh, Government Relations Consultant, Government Policy Solutions, Madison, WI

Are you aware of the updates within Family Care that could impact your operations? This session will discuss Family Care updates, as well as where the program might be heading. Attendees will also learn what they can do to make the most of their participation in the Family Care program.
MUSIC & MEMORY: THE NEXT STEPS
RESIDENT CARE & SERVICES
Karen Schacht, COO, Sylvan Crossings, Fitchburg, WI
WALA was pleased to present the Music & Memory program to assisted living providers to great acclaim as the closing keynote of the 2015 conference. We have launched a small pilot program with six AL providers, and now there is a great deal of interest in the power of music to help awaken those with dementia. Join Karen Schacht to take this program to the next level. Karen has worked for years with this program and has a great deal of experience, both personal and professional, with practical ways to expand M&M with iPads and additional techniques and methods for expanding the reach of personal music for your residents and their families. If you are interested in M&M for your dementia residents, this session will help provide additional tools to expand — or begin to launch — Music & Memory.

BEYOND BINGO: ENRICHING THE LIVES OF THE PEOPLE WE SERVE
RESIDENT CARE & SERVICES
Sally Rocque, Life Enrichment Mentor, The Neighbors of Dunn County, Menomonie, WI
Activities for the developmentally disabled are most successful when based on an individual’s skills, interests, physical abilities, level of socialization, and therapeutic benefits. There are a variety of activities that can help adults with developmental disabilities to socialize, express their feelings, and stay healthier. During this session, we will explore appropriate activity assessments, activities that will help meet set goals, and new activities for clients with developmental disabilities.

MENTORING IS NOT FOR WIMPS
LEADERSHIP
Christine Thill, RN, CADe, COO, Sanctuary Care Group, LLC, Elkhart Lake, WI
When we need staff, we need them right away. It is a challenge to successfully mentor new people. Great caregivers do not necessarily make great mentors without the basic training of mentorship. This session will discuss how to develop a mentoring program that will recognize and respect adult learning so you can grow as a cohesive team. Attendees will learn how to minimize staff turnover and maintain consistent care practices by starting them off right!
12:30 - 1:00 P.M. PAC RAFFLE DRAWING
The WALA Political Action Committee is one of three legs of WALA's legislative strategy. With proactive legislation, responsive behind-the-scenes efforts, and the WALA PAC, our association strives to meet the legislative needs of assisted living providers. WALA PAC is a registered political action committee that provides support to legislators to advance WALA's and your legislative goals. A modest amount of income for the WALA PAC is raised every year at the Spring Conference, the only time WALA PAC funds are solicited, so your support is appreciated.

1:00 - 2:00 P.M. CLOSING KEYNOTE ADDRESS
Sponsored by M3 Insurance

“UNMASKING YOUR SUPER POWERS” - THOMAS DISMUKE (STORIES THAT TELL)
Thomas Dismukes, Motivational Storyteller, reveals the super powers that are essential for any organization and individual's success. Come laugh and learn from Thomas's world adventures as we discover the Super Powers we all possess to make the things we do more successful, more meaningful and a lot more fun!

ABOUT THE PRESENTER: THOMAS DISMUKE
Thomas Dismukes' appeal is universal. For more than 20 years and 19 countries, audiences roll with laughter and applaud with inspiration at this man who does more than motivate and educate... he touches people's lives. As the author of the bestseller, “A Leader's FOCUS,” Thomas’s influence extends far beyond the podium.
Receiving a Masters degree from Clemson University, Thomas chose a career in professional speaking because of his sincere passion to inspire people to do their best and get the best out of life.

Never turning down an opportunity for a good story or a miserable time; Thomas's true life adventures range from sleeping in dumpsters in England to exploring the Arctic Circle. He's survived bareback rodeos, skunks in space suits and electrocution in Sweden. He's walked through the Alps barefoot, lassoed a wild beaver, broken a World Record and was nearly drowned by an irrational goose.

Thomas has a unique ability to discern a meaning behind the madness, in a principle everyone can relate to, laugh at and apply to their lives.

All sessions and presenters may be subject to change.
Thank you to our 2016 Conference Planning Committee

Debra Barth, Enlivant
Sarah Bass, Wisconsin Assisted Living Association
Loretta Baxter, St. Monica’s Senior Citizen Home
Thomas Buresh, CPA, CFP, PFS, SVA Certified Public Accountants s.c.
Christopher Cohen, Brotoloc South Inc.
Brandi Davis, B. Davis Directions
Laura Doll, Senior Lifestyle Concierge
Cheryl Ehlers, Valley VNA Health Systems
Pam Gaurkee, RN BSN, Brookdale Senior Living
Angie Jopke, alea Training
Mary LaMothe, S.T.A.T.
Victoria Lauersdorf, Wisconsin Assisted Living Association
Pat LeMire, M3 Insurance
Nichole Mickelson, Wisconsin Assisted Living Association
Jim Murphy, Wisconsin Assisted Living Association
Janis Nowak, AmericanWay
Michelle Peterson, PDC Midwest Inc.
Holly Pitas, Holly’s House AFH
Frieda Pulkowski, RN, BSN, NHA, MS
Margi Rusten, M3 Insurance
Amanda Ryan, Wisconsin Assisted Living Association
Todd Smet, Wisconsin Assisted Living Association
Christine Thill, RN, CADe, Sanctuary Care Group, LLC
Randy Zehr, A Place For Mom

WALA Staff
Sarah Bass, Marketing and Development Director
Victoria Lauersdorf, Education Event Manager
Nichole Mickelson, Education Support
Jim Murphy, Executive Director
Amanda Ryan, Education Assistant
Todd Smet, Outreach Coordinator
Dennis Yadon, Diamond Program Manager
WALA would like to extend our deepest gratitude to all our exhibitors and sponsors who support WALA and the assisted living industry by participating in and sponsoring the 2016 WALA Spring Conference.

**THANK YOU TO OUR VIP SPONSORS**

**PLATINUM SPONSORS**
- Assisted Living Pharmacy Service
- Heritage Senior Living
- M3 Insurance
- R & R Insurance Services
- RehabCare
- Reinhart Boerner Van Deuren s.c.
- Senior Living University
- Silverado Senior Living
- Wipfli LLP

**GOLD SPONSORS**
- Assisted Living Pharmacy Service
- BAKA Enterprises, Inc.
- Capri Communities
- Direct Supply Inc.
- GT Independence
- Martin Brothers Distributing Co
- PDC Midwest, Inc.
- Therap Services, LLC
- Wipfli LLP

**SILVER SPONSORS**
- Asera Care Hospice
- Bluestone Physician Services
- Marsh & McLennan Agency
- S.T.A.T.
- SVA Certified Public Accountants, S.C.
WALA has sponsorship opportunities to fit any budget! To take advantage of a sponsorship opportunity, call the WALA office at 608/288-0246.
A visit with WALA conference exhibitors is the fastest, most efficient means of finding new partners, products, or services to support you in your day-to-day operations.

Plan to visit the following exhibitors on Thursday, March 10, 2016.

- Aerie-Master of the Midwest, Inc.
- Air Deodorizers/Aroma Therapy
- alea Training
- Onsite & Online Training and Consultation
- Apara Consulting
- Management, Nurse Services, and On Call
- Apollo Corporation
- Bathing Systems & Skin Care
- Architectural Design Consultants, Inc.
- Consulting Architectural Design Firm
- Asera Care Hospice
- Hospice Company
- Assisted Living Consultants Consortium
- Consulting & Support for AL Providers
- Assisted Living Pharmacy Service
- Long Term Care Pharmacy Services
- Aurora at Home/Aurora Health Care
- Home Care & Hospice
- AVID Risk Solutions, Inc.
- Insurance & Risk Management
- B. Davis Directions
- Coaching, Training, Retention
- BAKA Enterprises, Inc.
- Comprehensive CBRF/Healthcare Training
- Balestrieri Environmental & Development
- Industrial Service
- Batzner Services
- Pest Control Services
- Berghammer Construction Corp.
- General Contractor
- Bluestone Physician Services
- On-Site Primary Care
- Care and Compliance Group
- Online Training - CCG Complete
- Cawley Company
- Name Badges & Recognition Awards
- Centec Security Systems, Inc.
- Security Systems
- ClearPath Connections
- Life Safety Experts
- Consolidated Construction Company
- Plan-Design-Fund-Build-Service
- Creative Living Environment, LLC
- Senior Assisted Living Staff Training/Consulting
- Creative Nursing & Consulting, LLC
- Senior Assisted Living Staff Training/Consulting
- Direct Supply Inc.
- Leading Provider of Equipment
- Eldermark Software
- Senior Living Software
- EQUIP
- Training & Consulting
- Focus on Energy
- Wisconsin Utilities & Renewable Resource Program
- Ganther Construction I Architecture, Inc.
- Construction Services
- Giertsen Company of Wisconsin
- Restoration, Contractor, & Emergency Services
- Great Lakes Commercial Sales
- Commercial/Coin Op/Card Laundry Equipment
- GT Independence
- Financial Management Services
- HealthDirect Pharmacy
- Long-Term Care Pharmacy
- Planning, Design, and Construction Services
- Hoglund Bus Company, Inc.
- Commercial Bus Dealership
- Hollis Canada
- Commercial Grade Wood Seating
- Home Care Medical
- HME Provider
- Hometown Pharmacy
- Long Term Care Pharmacy
- Hory Elving
- Architecture, Engineering, Planning, Interior Design
- HPS
- Group Purchasing Organization
- HPSI Purchasing Services
- Group Purchasing Organization
- Human Asset Management LLC
- Professional Speaker/Employee Retention and Development Expert
- It's Never 2 Late
- Memory, wellness, engagement systems
- JNL Technologies, Inc.
- Advancing Senior Safety & Security
- Keller, Inc.
- Design/Build Construction Company
- Kessenich’s Ltd.
- Food Service Design, Equipment, & Supplies
- Kraemer Brothers
- General Contractor/Construction Management
- Lerdahl Business Interiors
- Furnishings and Design Coordination
- M3 Insurance
- Insurance Services
- Mallatt’s Homecare Pharmacy
- Long Term Care Pharmacy Services
- Marsh & McLennan Agency
- Insurance Services
- Martin Brothers Distributing Co
- Independent Full-Line Food Service Distributor
- Medication Management Partners
- Pharmacy Services
- Meridian
- Furniture Company
- Mobilex USA
- Mobile Diagnostic Provider
- Morton LTC Pharmacy
- Long Term Care Pharmacy
- Moy, Borchert, Erbs & Associates LLP
- Accounting and Consulting Firm
- NASCO
- Senior Activities Products
- Novo Nordisk
- Diabetes, Pharmaceuticals, Education
- PDC Midwest, Inc.
- Senior Environments Planning, Design, & Construction
- Phillips Total Care Pharmacy
- Pharmacy/Infusion Therapy
- Prescriptions Plus
- LTC Pharmacy
- R & R Insurance Services
- Insurance Agency
- Reinhart FoodService
- Broadline Distributor
- RockMED LTC Pharmacy
- Long Term Care Pharmacy
- S.T.A.T.
- Training/Consulting Company
- Schenck SC
- Full Service CPA & Consulting Firm
- Senior Living University
- Senior Living Education
- ServiceMaster Recovery Services
- Disaster Restoration
- Shared Purchasing Solutions
- Group Purchasing Organization
- Sid Grinker Restoration
- Fire & Water Damage Restoration
- SMET Construction Services
- Builders and Investors for Assisted Living Facilities
- Stoughton Hospital
- Community Hospital
- Telin Transportation Group, LLC
- Bus & Parts Sales and Service
- Therap Services, LLC
- Electronic Documentation and Communication System
- Thrifty White Pharmacy
- Long Term Care Pharmacy Services
- Thysse Printing Services, Inc
- Printing Services
- US Department of Labor - OSHA
- Federal Regulator
- Vitals Software
- Assisted Living Software
- VITAS Innovative Hospice Care
- End of Life Care/Hospice
- VJS Construction Services
- General Contractor, Construction Manager, Design Builder
- Wegner CPAs, LLP
- Guiding you. Beyond the Numbers.
- Wipfli LLP
- CPA & Consulting Firm
- Young’s Long Term Care Pharmacy
- Full Service LTC Pharmacy
**WALA 2016 SPRING CONFERENCE REGISTRATION FORM**

**PLEASE COMPLETE THE FOLLOWING INFORMATION**

Name ________________________________________________________________

Parent Company ______________________________________________________

Specific Facility (if different) __________________________________________

Mailing address ______________________________________________________

City ___________________________ Zip ________________________________

Phone (day) (___) __________ Fax (___) ________________________________

Email ______________________________________________________________

Additional Attendee ___________________ Email _________________________

Additional Attendee ___________________ Email _________________________

Additional Attendee ___________________ Email _________________________

Additional Attendee ___________________ Email _________________________

**METHOD OF PAYMENT**

(Must accompany registration)

Check  VISA  MasterCard  Discover  American Express

(Please print neatly)

Card Number ____________________________

Expiration date _________________________

Cardholder’s Name ______________________

Cardholder’s Signature __________________

By filling out the credit card information, you give WALA permission to run your credit card for the amount specified on this form.

**WALA CONFERENCE FEES**

Register by January 29, 2016, to receive the Early Bird Discount! Conference registration cut-off date is February 29, 2016. Walk-in registrations will be accepted the day of the event at Kalahari Resort.

Registration for the full conference includes trade show entrance and all keynotes and concurrent sessions, luncheons, and breaks on March 10 & 11. Attendees may register to attend only one day of the conference. The Educational Pre-Event and Meet and Greet Event are not included in the two-day conference price. See below for pricing.

(Check all applicable boxes)

**Thursday & Friday Conference Attendance**

<table>
<thead>
<tr>
<th></th>
<th>WALA Member</th>
<th>Provider, Associate &amp; Supporting Partner Member</th>
<th>WALA Diamond Participant</th>
<th>Non-Member</th>
<th>Providers, vendors and government related attendees</th>
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**Optional Educational Pre-Event**

Wednesday, March 9, 12:30 – 4:30 p.m.

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Choose your optional session:  AFH  CBRF  RCAC

**Optional Meet & Greet Event**

Wednesday, March 9, 6:00 – 7:30 p.m.

# of attendees @ ________________________________________________________ $85

**One-Day Conference Attendance (please check either Thursday or Friday)**

<table>
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<th></th>
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<th>WALA Diamond Participant</th>
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<th>Providers, vendors and government related attendees</th>
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**Nursing Home Administrator Credits**

This applies for NAB credits only and is not needed for yearly DHS training requirements.

I wish to earn NAB nursing home administrator credits. __________________________________________ $125

**USB Handouts**

Purchase a pre-loaded USB drive with all available speaker handouts __________________________________________ $10

**TOTAL DUE** __________________________________________

**FAX OR MAIL WITH PAYMENT TO:**

WALA - Wisconsin Assisted Living Association, P.O. Box 7730, Madison, WI 53707-7730

Phone: 608/288-0246 Fax: 608/288-0734 E-mail: info@ewala.org Website: www.ewala.org

Note: If you have a disability that requires special accommodations please contact the office at minimum 30 days prior to the event. Special dietary requirements must be communicated to the office at least 7 days prior to the start of the event.
Attendees are responsible for making their own travel and lodging arrangements. Rooms available on a first come first served basis.

**LODGING**

**Kalahari Resort & Convention Center**  
Discounted WALA rate: $109 per night single/double/triple/quad  
Includes water park privileges—bring the family!  
877/254-5466 for reservations  
Be sure to mention you are part of the 2016 WALA room block.  
Rooms held at this rate until February 8, 2016.

**Holiday Inn Express – Wisconsin Dells**  
Discounted WALA rate: $101.00 per night  
Next to the Ramada Inn.  
608/253-3000 for reservations  
Be sure to mention you are part of the WALA Conference room block.  
Rooms will be held at this rate until February 9, 2016.

**Ramada Wisconsin Dells**  
Discounted WALA rate: $101.15 per night  
Closest hotel to the Kalahari Resort!  
800/820-2718 for reservations, mention confirmation number 88041813  
Be sure to mention you are part of the Wisconsin Assisted Living Association room block.  
Rooms will be held at this rate until March 3, 2016.

**PARKING**

WALA recommends that attendees park in the Kalahari Resort Convention Center Parking area while attending the conference. This parking area is beyond the main hotel.
Fee includes:
The registration fee is per person and includes continental breakfasts, lunches, the reception, industry trade show, and all general and concurrent sessions on Thursday and Friday. No discount for partial attendance. Available seating at concurrent sessions is limited to room capacity and is based on a first-come, first-served basis. A photographer will be present at the conference. Registration for the conference implies consent to be photographed and consent for such photos to be used by WALA in printed materials.

The Educational Pre-Event and Networking Event on Wednesday, March 9, require an additional fee.

Continuing Education Credits: 12.15

Please note: Each attendee is responsible for printing handouts prior to attending the conference. Handouts may be downloaded from the WALA website at www.ewala.org, free of charge, by the attendees prior to the event or after the event until April 11, 2016. We thank you for supporting us in the effort to conserve our environment and natural resources. Pre-loaded USB drives with available handouts are available for purchase at the WALA store, or buy pre-ordering on the registration form.

What to Wear:
WALA encourages you to dress casually for all conference activities. The Kalahari Resort does its best to provide a comfortable climate for all conference attendees; however, sometimes it may be warmer or cooler than you prefer. WALA recommends wearing clothing that can be layered so you can adjust accordingly to the conference space.

Cancellation/Refund Policy:
Please notify us of any cancellations by February 15, 2016. No refunds will be made after that date. Substitutions are permitted and encouraged. However, if a cancellation is made after February 15, a voucher for future WALA educational events will be issued, minus a $50 administration fee. No refunds will be issued for the Networking Event on Wednesday night.
WEDNESDAY, MARCH 9, 2016 OPTIONAL PRE-EVENTS
12:30 - 4:30 P.M.
Educational Pre-Event

6:00 - 7:30 P.M.
Meet & Greet Event

THURSDAY 9:00 - 10 A.M.
Opening Keynote Address: Lemons to Laughter

THURSDAY 10:45 - 12:00 P.M.
Dynamic Dining on a Dime, Operations
Reporting Caregiver Misconduct, Regulatory
Discussions With Doug 1, Medications
Sales, Sales, Sales: How to Make Your Garden Grow, Marketing
Working It Out: Understanding & Managing Conflict, Operations
Financial Operations: The Other Side of the Business, Financial
Memory Care Communities: Successful Integration of
Innovated Environments and Creative Options, Operations
Trust Your Gut! Diet and Mental Health, Research
Workplace Violence Prevention: Minimizing Risks in Assisted Living, CEO
Answers With Alfred: RCAC, Regulatory

THURSDAY 1:30 - 2:45 P.M.
How to Accomplish More in Less Time, New Administrators
Real Juries of Wisconsin, Regulatory
Discussions With Doug 2, Medications
Connecting With Consumers: Boost Your Occupancy With Effective Marketing, Marketing
Give Your Employees C.R.A.P., Human Resources
From Manager to Leader, Leadership
Finding Meaning and Balance in Your Daily Life, Operations
Research Issues and Challenges in Assisted Living Communities, Research
Planning Your Exit: How to Be Ready When It’s Time to Sell, CEO
Answers With Alfred: CBRF, Regulatory

THURSDAY 3:15 - 4:30 P.M.
3 Characteristics of Successful Leaders, New Administrators
Survey Readiness: A Proactive Approach for AL Providers, Regulatory
Your Pharmacy Partner Should Be More Than a Vendor, Medications
Needs and Concerns of LGBT Elders, Resident Care & Services
Live Your Mission Every Day, Human Resources
Diversity in the Workplace: Can We All Get Along? Alternatives to Common Medications, Leadership
The Importance of a Properly Structured QA to Investigations, Operations
Can Medications Make Me Sicker?, Medications
The Subtle Art of Conflict Resolution, Resident Care & Services
Answers With Alfred: AFH, Regulatory
FRIDAY 8:45 - 10:00 A.M.
RN Delegation, Operations
Root Cause Analysis: Not Nearly As Painful As a Root Canal!, Operations
Digital Marketing & Social Media in Plain English, Marketing
Building and Retaining Excellent Caregiving Staff, Human Resources
Invest in Your Team and They’ll Invest in Your Assisted Living Community — Long-Term, Financial
How to Make a Loan Submission That Will Result in the Best Loan, CEO
Madison Police Department Mental Health Liaison/Officer Program, Resident Care & Services
Who Is the Behavior Bothering? The Resident or You? PRN Psychotropic Management, Medications

FRIDAY 10:30 - 11:45 A.M.
Emergency Preparedness: Fires, Tornadoes, and Floods – Oh My!, Operations
Using Technology to Your Advantage, Operations
Understanding Market Needs in a Competitive Environment, Marketing
Communicating with Style, Human Resources
Family Care Updates, Financial
Music & Memory: The Next Steps, Resident Care & Services
Beyond Bingo: Enriching the Lives of People We Serve, Resident Care & Services
Mentoring Is Not for Wimps, Leadership

FRIDAY 1:00 - 2:00 P.M.
Closing Keynote Address: Unmasking Your Superpowers
WALA's mission is to support providers in enhancing the best quality of life for residents in assisted living in Wisconsin through advocacy, education, communication, and quality initiatives.

Call us at 608/288–0246 or email info@ewala.org to learn more about the membership benefits of joining Wisconsin's largest assisted living association.