



# Managing in Challenging Times

## 2009 Annual Conference and Trade Show



**Texas Assisted Living Association**

**2009 Annual Conference**

**September 16-18**

**Crowne Plaza Hotel**

**San Antonio, TX**



# Managing Begins

**Wednesday  
September 16**

**1:00– 1:30**

**TALA: Yesterday, Today and  
Tomorrow**

**1:30– 2:15**

**AL Leaders Panel Managing in Chal-  
lenging Times– Steve Mc Cray- *Five Star Sen-  
ior Living*, Steven Vick– *Signature Senior Living*,  
Eddie Fenoglio– *Brookdale Senior Living*, Chris  
Belford– *Emeritus Senior Living***

**2:30– 3:30**

**Texas Legislative Update– *Jim Hine &  
Senator Leticia Van de Putte***

**3:30– 5:00**

**“Don’t Wait for the Happy Bus to  
Come” – *Sidney Hurlbert***

**5:30– 7:00**

**Opening Reception in Exhibit Hall  
(Silent Auction/ Door Prizes)**

**Thursday  
September 17**

**8:00– 8: 35**

**Awards Breakfast**

**8:45– 9:30**

**Breakfast Speaker**

**9:30– 9:45**

**Hero Awards**

**10:00– 11:00**

**Risk Management Mock Trial– *Jay  
Stowers***

**11:15– 12:15**

**Concurrent Sessions**

**12:15– 1:30**

**Lunch/ Exhibit Hall Awards/ Door  
Prizes**

**1:30– 5:00**

**Concurrent Sessions**

**Friday  
September 18**

**8:00– 8:30**

**Continental Breakfast**

**8:30– 9:30**

**What’s New on Capitol Hill–  
*Maribeth Bersani- ALFA***

**9:45– 10:45**

**DADS Rule Changes/ Effects–  
*Veronda Durden, Dottie Acosta,  
Todd Boerger***

**11:00– 12:00**

**“Top 10 Don’ts and How to  
Beat the Heat.”- *Fred Worely, DADS***



# Concurrent Sessions

**Thursday  
September 17**

**11:15– 12:15**

**Track 1: “Ready, Fire, Aim” Union Awareness– Jon Levine**

**Track 2: Make Every Moment Count for Your Resident with Dementia– Teresa Gilbert**

**1:30– 2:30**

**Track 1: Dealing with Difficult Residents and Families- Byron Cordes**

**Track 2: The Effects of Pain in the Elderly– Sandi Peterson**

**2:45– 3:45**

**Track 1: Protect Your Residents from Elder Fraud–Joanne Woodruff**

**Track 2: Recruiting Team Building and Staff Retention– Sharon Brothers, MSW, and Khadeeja Morse, SPHR**

**4:00– 5:00**

**Track 1: Keeping your Ship out of Troubled Waters– Mike Crowe**

**Track 2: Managing Communication & Behavior with Your Alzheimer’s Resident– Belinda Benavidez– *San Antonio Alzheimer’s Association***

# General Information

## Registration Hours

The registration desk will be open during the sessions for registration and assistance.

Registration hours:

Wednesday: Noon– 7:30 pm

Thursday: 7:30 am– 4:00 pm

Friday 8:00 am– 9:00 am

## Registration

Registration for the full conference includes tickets to exhibit hall, the opening reception, and meals. One day registration includes tickets to the meals and events on that day only. TALA accepts checks, MasterCard, VISA and American Express. Registrations will not be processed without payment.

\*Mail payments to: TALA, P.O. Box 684642, Austin, TX 78768-4642 or fax payment to (512) 342– 2858.

## Special Assistance

Please notify the TALA office at least 2 weeks prior to the conference if special assistance or meals are needed

## Guest Tickets

- If you would like to invite a guest to attend any of the events, tickets may be purchased at the registration desk (subject to available seating) or in advance at the following rates:
- Opening Reception, \$30
- Exhibit Hall, \$25
- Awards Breakfast, \$25
- Lunch in Exhibit Hall, \$30

## CE Information

The Texas Assisted Living Association will offer continuing education credits for Social Workers, Nursing Home Administrators and Assisted Living Managers.

- Earn up to 14 hours for Assisted Living Managers

## Trade Show

The largest trade show of its kind in Texas. Don't miss over 30 booths of suppliers, vendors and industry supporters.

## Awards Banquet

Once again TALA will honor the heroes of our industry with an awards banquet. We will pay tribute to the wonderful individuals who help make assisted living what it is by honoring them at our Awards Breakfast. Please think about the people who make your job easy and nominate a caregiver, staff member, manager or administrator for an ALie award. This is open to all employees and volunteers of TALA members. Contact the TALA office today for a nomination form. The deadline for submission of nominees is August 15, 2009.

## Hotel Reservations

Crowne Plaza Riverwalk

111 E. Pecan Street

San Antonio, TX 78205

Reservations: 888-233-9527 or 210-354-2800

TALA has reserved a block of rooms at the Crowne Plaza Riverwalk at discounted rates of \$129.00 for single or double occupancy. Deadline to make reservations at the discounted rate is September 1, 2009. To make your reservation, call 888-233-9527 and mention TALA.

## Deadlines & Cancellations

The deadline for the early registration fee is September 1, 2009. Registrations must be postmarked or faxed by that date. Any registrations faxed or postmarked on or after September 1, 2009 will be subject to the late fees. Cancellations are accepted in writing up to September 1, 2009. TALA will refund the amount paid, less a \$50 administrative fee. No refunds will be given after September 1, 2009. Substitutions are welcome at any time.

## Attire

Attire for the conference is business casual.

## Questions

If you have additional questions, contact Gail Harmon at [gail.harmon@tala.org](mailto:gail.harmon@tala.org), (512)653-6604 or Paige Bailey at [paige.bailey@tala.org](mailto:paige.bailey@tala.org), (512) 576-7563.

# Registration Form

Community/ Company Name

Address

City

State

Zip Code

Contact Person

Telephone

Fax

Email

## Full Registration

**Early** (postmarked on or before 09/01/09)

**Late/ Walk-In**

**First Registrants:**

**TALA Member**

\$249

\$289

**Non- Member**

\$449

\$510

**Additional Registrants from Same Company:**

**TALA Member (5 or more)**

\$195

\$225

**Non- Member**

\$390

\$450

## One Day Only

**TALA Member**

**Non-Member**

**Wednesday**– includes keynote, general sessions and reception in exhibit hall

\$85

\$110

**Thursday**– includes awards, breakfast, break out sessions and lunch in exhibit hall

\$105

\$135

**Friday**– includes general sessions and continental breakfast

\$65

\$85

## Single Event Tickets

**Opening Reception**

\$30

**Exhibit Hall**

\$25

**Awards Breakfast**

\$25

**Lunch in Exhibit Hall**

\$30

## Payment Options

**Total Amount Enclosed:** \$ \_\_\_\_\_

Check payable to TALA

Credit Card

Visa

Master Card

AMEX

Credit Card Number

Expiration Date

Card Holder Name

Signature



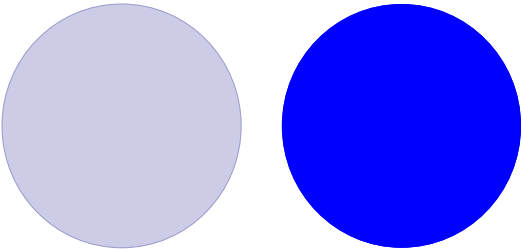
P.O. Box 684642  
Austin, TX 78768-4642

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CHECK US OUT!

[WWW.TALA.ORG](http://WWW.TALA.ORG)

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