

2009 AJAS ANNUAL CONFERENCE

THRIVING IN AN AGE OF...

Change

MEETING THE DIVERSE NEEDS OF
OUR JEWISH COMMUNITIES

March 15-18, 2009
La Jolla, California



WHY YOU MUST ATTEND!

- Leaders in the Jewish community, including...
 - CEOs, presidents, housing executives, development and finance directors
 - Lay leaders of community healthcare organizations
 - Executives, senior staff and lay leaders of Jewish Family & Children’s Services, UJC, local Jewish Federations, JCCs and other Jewish communal service agencies
- Students interested in pursuing a career in Jewish aging services
- Representatives of international Jewish eldercare facilities and international Jewish communities
- Representatives of all faith-based eldercare organizations



Torrey Pines Golf Course



CONFERENCE HIGHLIGHTS

Special Events

AJAS Golf Tournament	Sunday, March 15 at 8 am
Networking Roundtables	Sunday, March 15 at 5:30 pm
Awards Dinner	Sunday, March 15 at 7 pm
Site Visit to Seacrest Village	Monday, March 16 at 4 pm (Shuttle departs at 3:30 pm)
Exhibitors Showcase & Luncheon	Tuesday, March 17, 12-4 pm

AJAS Golf Tournament

Start your Conference with a golf tournament with other AJAS members, sponsors, exhibitors and Conference presenters at the world-renowned Torrey Pines Golf Course. Join us to play the South Course on Sunday, March 15, where Tiger Woods won the 108th U.S. Open Championship. The first foursome will tee-off at 8 am. Due to the popularity of this location, the tournament is limited to the first 36 people who sign up.

The fee is \$275 per player (not included in the Conference fee) and includes the \$10 non-refundable booking fee, green fee, cart fee, golf carts and loading/unloading of clubs onto carts. Registration fee includes non-traditional prizes. Singles are welcome. For a specific pairing or to be part of a foursome, please provide information at time of registration. To sign up, check the box on your registration form.

Networking Roundtables

Networking Roundtables have been so successful that we are bringing them back with even better topics than before! This year’s roundtable theme is “Thriving in Tough Times.” There will be networking tables for CEOs, CFOs and human resources personnel, development/marketing professionals and lay leaders. Join colleagues in your specific field to address issues in an informal and relaxed environment and begin the networking process that will continue throughout the Conference. If this is your first AJAS Annual Conference, don’t miss this opportunity to connect with your colleagues.

AJAS Awards Dinner

AJAS members have been leaders in developing programs and services that enhance the quality of life for older Jewish adults. Each year, members nominate the individuals and the programs that have made significant achievements and contributions in this field. Please join the 2009 AJAS Award Recipients as they are honored at the Awards Dinner. Entertaining live music by Wayne Foster Entertainment will blend musical genres from Sinatra to Beyonce and Motown to Classic Rock.

The show will also feature a surprise dance exhibition.

The cost to attend the Awards Dinner is \$95 per guest.

Site Visit to Seacrest Village

Following a day of inspiring sessions, join Pam Ferris, president and CEO of Seacrest Village, and her staff as they give a tour of Seacrest Village in nearby Encinitas. This is a great beginning to a night on the town in San Diego. Transportation to and from Seacrest Village will be provided from the Hilton Torrey Pines. The tour will conclude with live jazz music and a fine selection of wine and cheese in the gardens at Seacrest Village.



Monday, March 16

Four Passover Questions:

Moving Toward Recovery, Release and Rescue

Rabbi Tsvi Blanchard



Rabbi Tsvi Blanchard is a catalyst for change. Longtime social advocate, psychologist, teacher and rabbi, he has been in the forefront of promoting inclusive, vital Jewish communities in the 21st century. As director of organizational development at CLAL-The National Jewish Center for Learning and Leadership, Rabbi Blanchard is an expert in community and leadership development, and helps steer the organization programmatically. An early leader in the Jewish healing movement, he directs CLAL's prestigious Internship Program.

Connecting ideas to people's lives has always been part of his work. An ordained Orthodox rabbi, he holds a doctorate in psychology and philosophy, was a professor of philosophy, and director of the Ida Crown Jewish Academy in Chicago. He has taught at Washington, Northwestern and Loyola Universities, as well as the Drisha Institute for Women, the Jewish Theological Seminary, and the Wexner Heritage Foundation, and is a practicing clinical and organizational psychologist New York.

In addition to his work on issues of ethics, healing, spirituality and the environment, he is an active voice for CLAL's mission of religious pluralism and diversity, and a participant of the Center for Christian-Jewish Understanding. In 2007, he joined a small delegation of bishops and rabbis for a private meeting with Pope Benedict XVI in Rome (his second meeting). Also in 2007, he was invited by Professor Bernhard Schlink, the pre-eminent German author (*The Reader*), lawyer, judge and jurist to be a guest teacher and lecturer at the renowned Humboldt University School of Law in Berlin on the subject of Jewish and comparative law. Now an adjunct professor at Fordham Law School, Rabbi Blanchard teaches Jewish law and a continuing legal education program based on his work in Germany.

A popular speaker and consultant, Rabbi Blanchard has appeared often in the media on such programs as *The Oprah Winfrey Show* and *Eye on Religion*. In 2006, he was featured along with Elie Wiesel in the documentary, *Turn to Me*, by Academy Award nominee Murray Nossell on the gift of volunteering, released by the Jewish Board of Family and Children's Services. Author of the article, "Jewish Voices, Jewish Values" in *Jewish Week's Directions Magazine*, and a participant in a roundtable discussion on psychoanalysis, spirituality and religion hosted by *Psychoanalytic Perspectives: A Journal of Integration and Innovation*. He is a 2003 Reisman Award winner for Article of the Year (*Journal of Jewish Communal Service*), co-author of

Embracing Life & Facing Death: A Jewish Guide to Palliative Care, and writer of the introduction in photographer Frederic Brenner's acclaimed book, *Diaspora: Homelands in Exile*. Blanchard's stories and parables have been widely anthologized. Publications include "How Stories Heal," "Joining Heaven and Earth," and "After Eden: The Search for the Holy in a Consumer Society."

Monday, March 16

Even Foundation Trustees Have Mothers: Foundation Funding and Aging Services

Dr. Jeffrey R. Solomon



Dr. Jeffrey R. Solomon is the president of the Andrea and Charles Bronfman Philanthropies, a group of foundations operating in Canada, Israel and the United States. Among the foundation's innovative launches are Birthright Israel and Reboot, two initiatives aimed at connecting young, assimilated Jews to their tradition; The Gift of New York, a powerful response to September 11, helping to heal families of victims through the power of culture; and Project Involvement, an educational reform program serving some 265,000 Israeli elementary school students. He previously served as the senior vice president and chief operating officer of UJA-Federation of New York.

Other past positions include executive positions at Altro Health & Rehabilitation Services, Miami Jewish Home and Hospital for the Aged and Jewish Family and Children's Services in Miami. Dr. Solomon has also served with the city, state and federal governments. An author of over 70 publications, he served as an adjunct associate professor at New York University and sits on numerous non-profit and foundation boards including the FJC, a community foundation in New York; the Council of Foundations, where he chaired the Committee on Ethics and Practice and serves on its Executive Committee. He is a founding trustee of the World Faiths Development Dialogue and has received a number of honors from professional associations and universities.



Tuesday, March 17

Good Change, Bad Change & the Difference: A Challenging Future for Aging Services

Emily Friedman



Emily Friedman is an independent writer, lecturer and health policy and ethics analyst based in Chicago. She is contributing editor of *Hospitals & Health Networks* and contributing writer for the *Journal of the American Medical Association*, *Health Progress* and other periodicals. Ms. Friedman also writes a regular column for *Hospitals & Health Networks Online*. She was contributing editor and ethics columnist for the *Health Forum Journal*. She is most noted for her work in health policy, healthcare trends,

health insurance and managed care, the social ethics of health care, ethics issues for healthcare providers and leaders, health care for the underserved, healthcare history, population demographics and their implications for health care and the relationship of the public with the healthcare system. She has written more than 750 articles and editorials in the past 31 years and is currently writing a history of health care in the state of Minnesota.

A prolific public speaker, she addresses a wide variety of audiences, including state legislators, allied health professionals, nursing and medical groups, community groups, hospital and health system leaders and health care associations. She has also lectured at many universities: Harvard, Princeton, the University of California, Berkeley, the University of California, San Diego, Ohio State, Yale and the University of North Carolina-Chapel Hill. In 1987-88 she was a Rockefeller Fellow in Ethics at Dartmouth College. She also serves as adjunct assistant professor of bioethics, Department of Health Law, Bioethics, and Human Rights at the Boston University School of Public Health. Additionally, she is a consultant on information dissemination to the Agency for Health Care Research and Quality, U.S. Department of Health and Human Services. She has appeared on many radio and television programs including *ABC News Nightline*.

She has won many awards and honors, including being named an Honorary Life Member of the American Hospital Association, an honorary member of the American Medical Association, a Fellow of Academy Health, and an Honorary Lifetime Fellow of the American Academy of Medical Administrators. She has also received the Corning Award of the Society for Health Care Planning and Marketing. The annual Emily Friedman Award is given for improvements in community health by Community Health Partners, Charleston, S.C. In addition, she has won many writing awards. In 2003, her column, "Making Choices," in *Health Forum Journal*, won a National Award of Excellence from the American Society of Business Publication Editors (the largest competition in U.S. business publishing) and the Gold Award from the American Society of Healthcare Publication Editors (the highest award that the Association grants).

In 2002, 2004, and again in 2006, the readers of *Modern Healthcare* named her as one of the 100 most powerful people in the healthcare field. In April 2005, the editors of *Modern Healthcare* named her one of the "Top 25 Women in Healthcare."

Ms. Friedman is originally from Los Angeles. In 1968 she received a bachelor's degree in English, with honors, from the University of California, Berkeley.



AT-A-GLANCE

Sunday, March 15

8:00 am

Tee Off at the AJAS Golf Tournament

2:00 pm – 7:00 pm

Conference Registration

5:00 – 6:30 pm

Networking Roundtables: Thriving in Tough Times

- Executive/CEO
- CFO/Human Resources
- Lay Leader
- Development/Marketing

7:00 pm – 10:00 pm

Awards Dinner and Entertainment*

Monday, March 16

7:30 am

Shacharit Morning Services

7:30 am – 3:30 pm

Conference Registration

8:00 am – 9:00 am

Breakfast and Welcome

9:00 am – 10:15 am

Keynote Address

Four Passover Questions: Moving Toward Recovery, Release & Rescue

This is a time of healing for people, families and communities. All lasting healing occurs in relationships. Communities are built on genuine connections between people who recognize both our vulnerability as human beings and our capacity to support each other and seek a common

*Ticket required for guests.

vision. In these challenging times, even small decisions seem to be of great importance, as we are seeking a community in which people raise each other up, in which they comfort and heal, even when they can't cure, and in which they have a vision of possibilities for engagement that bring us together again. What we cannot achieve as one, we can achieve in community. Join Rabbi Tsvi Blanchard, director of organizational development at CLAL, to explore this topic in depth.

10:30 am – 12:00 pm

Concurrent Sessions

Nutrition and the Ages

Dr. Ed Schneider, dean emeritus of the Leonard Davis School of Gerontology at the University of Southern California, the nation's only school of gerontology, will discuss 10 controversial topics in nutrition. These include multivitamins, antioxidants, calcium, vitamin D, vitamin B12, chocolate, French red wine and daily fluid consumption. The presentation will be interactive, engaging, entertaining and enlightening. Dr. Schneider has made appearances on *Good Morning America*, CNN, CBS, NBC and BBC.

Governance, Self-Evaluation, Audit & Diversity

Raising the bar on good governance depends upon sound structure, self-evaluation and commitment. This presentation will illustrate one board's aggressive approach to diversity and will describe an external audit commissioned by the board, resulting in a high level of performance and strong board-CEO relationships. Approaches, specific replicable tools and results will be presented by Audrey Weiner, president and CEO of Jewish Home Lifecare.

Technology-Enabled Care and State of Technology

Aging services offered to seniors today will change to meet the needs and expectations of "tomorrow's seniors." This session will describe a range of enabling aging services technologies aimed at the "aging in place" market, and present the opportunities they provide and their value propositions. The presentation will highlight existing barriers, as well as expert suggestions and current efforts to turn the technology-enabled care vision into a reality. Presented by Dr. Majd Alwan, director of Center for Aging Services Technologies (CAST).

Catch the Wave or Drown: What Long-Term Care Facilities Need to Succeed Today

Senior citizens are living longer, healthier lives and demanding active environments, instead of custodial care. LarsonAllen, a leading research firm, will present the findings of a detailed study of demand for aging services over the next 20 years and the changes long-term care operators must make to compete in the new environment. The program will provide long-term care facility operators with strategies to succeed in serving the needs and demands of more active seniors. Tomorrow's workforce requirements and policy issues will be examined in depth, enabling long-term care facility operators to incorporate fundamental changes into their business plans. Presented by Sandy Elsass, president/CEO-underwriting manager, Lewis & Clark LTC RRG, Inc., and Nancy Rehkamp, principal at LarsonAllen.

Schedule subject to change

Benchmarking AJAS Members: How Do You Compare?

Join Keith Robertson and Kathryn Brod, senior vice presidents of Ziegler Capital Markets Group, and AJAS members as they discuss the results of an endeavor to benchmark AJAS member organizations. This panel will discuss the importance of benchmarking and how it can be used in setting organizational goals and determining the progress being made toward those goals.

Benchmarking is a valuable tool in an organization's attempt to improve internal processes and enhance operational performance. Learn how Jewish facilities compare to the rest of the senior living universe.

12:00 pm – 1:15 pm

Keynote Address and Luncheon

Even Foundation Trustees Have Mothers: Foundation Funding & Aging Services

Dr. Jeffrey Solomon, president of Bronfman Philanthropies, will explore the historical transition from communal public Jewish philanthropy to private Jewish philanthropy and the implications for aging services providers. This session will suggest future directions in foundation support as well as approaches to place aging services in better positions within the foundation community.

1:30 pm – 3:00 pm

Concurrent Sessions

Innovations in Meeting the Needs of the Frail Elderly: Avoiding the Inevitable

Dr. William Reichman, president and CEO of Baycrest Centre for Geriatric Care, will describe some especially innovative clinical and Jewish cultural and heritage programs that have been developed within an academic geriatric healthcare setting.

What You Need to Know about the Redesigned 990 Form

A tour through the key changes to the "core form" and schedules as well as resources for preparing your organization's reporting systems. Special focus will be placed on addressing the important governance issues involved and helping directors prepare for the changes. A significant amount of time will be dedicated to answering your questions and addressing the areas that will affect your organization. Elsa Romero, manager of AKT, and Ron Mitchell, principal of AKT, will present this intriguing session.

What's New with the Elderly?

Twenty-three years ago, Dr. Gerald Bubis presented at the AJAS Conference in Newport. In this session, he will review the data and projections made at that time, regarding the status of elderly Jews against a background of their population numbers, economic status and longevity. Dr. Bubis will discuss what has happened the last quarter of a century and the issues which will be facing the elderly and the institutions which serve them today and the decade ahead. For the past 30 years, Dr. Bubis was vice president and fellow at the Jerusalem Center for Public Affairs and adjunct professor of social work at the University of Southern California. Dr. Bubis has published over 200 articles and written 12 books including his most recent book, *The Director had a Heart Attack and the President Resigned*. He has functioned as lecturer, trainer and consultant in over 100 communities throughout the world. Join Dr. Bubis for this historical perspective.

Foundations & Aging Services In-Depth

If the luncheon keynote left you wanting more information on the lack of support to aging services from foundations, this is your chance! Explore this topic in depth with Dr. Jeffrey Solomon during this breakout session. Now is the time to ask your questions and share your experiences.

The New Vision of Jewish Retirement Options

It is critical to sustain the Jewish "mission" while providing the highest level of hospitality services along the senior living continuum expected by residents of tomorrow. The Legacy Senior Communities' operation of "The Legacy at Willow Bend" and "The Veranda Preston Hollow" provides a blueprint of how Jewish organizations can effectively serve multiple markets and increase the scope of services offered. Presenters for this session are Michael Ellentuck, president and CEO of Legacy Senior Communities, and Rich Scanlon, managing director of Ziegler Capital Markets Group.

3:30 pm

Board Shuttle for Site Visit

4:00 pm – 6:00 pm

Wine, Cheese, Jazz and a Tour of Seacrest Village

6:00 pm

Shuttle departs for hotel, making stops in Del Mar and La Jolla

8:00 pm

Evening Schmooze

Do you want to keep the excitement of the Conference going or are you a night owl looking for an evening conversation? If so, the AJAS Hospitality Suite is the place to be for open-ended, informal discussions. Join other AJAS members and AJAS CEO Harvey Tillipman for cookies, camaraderie and current events.

Tuesday, March 17

7:30 am

Shacharit Morning Services

7:30 am – 4:00 pm

Conference Registration

8:00 am – 9:00 am

Breakfast

Schedule subject to change

9:00 am – 10:15 am

Keynote Address

Good Change, Bad Change & the Difference: A Challenging Future for Aging Services

The election is over, and on both the federal and state levels, at least we should know what the balance of power will be for the next two years and probably beyond. The question is, what will future politics and policy mean for aging services? We face a demographic imperative with aging baby boomers (and their parents), a Medicaid program under stress, a Medicare program constantly subject to political tinkering, an apparent lack of interest in the time bomb of long-term care, increasingly vulnerable populations such as dual eligibles, workforce shortages and other challenges. Join Emily Friedman, an independent health policy analyst, as she explores what is likely to happen, and how can those who serve aging and vulnerable Americans, especially Jewish Americans, make a difference.

10:30 am – 12:00 pm

Concurrent Sessions

Flourishing or Failing: Who are Today's Jewish Seniors & How to Advocate to Meet Their Needs

Data from the National Jewish Population Study (NJPS) and additional current research will be scrutinized to examine the dramatically shifting paradigm of Jewish seniors and the advocacy and social justice needs of the aging Jewish community. Dr. Phillips, professor of sociology and Jewish communal studies at the Louchheim School of Judaic Studies, and Ms. Prince, director of the Kalsman Institute on Judaism and Health, Hebrew Union College-Jewish Institute of Religion, will discuss the intersections of sociological, historical, clinical, social justice and theological reflections of the Jewish community.

Financing and Operational Strategies for Surviving Economic Down Turn

It is the best of times; It is the worst of times. Some AJAS member communities are enjoying rapid growth and increased profitability, while others are experiencing occupancy declines and draining cash flow. In this session, Bill Pomeranz, managing director of Cain Brothers, will highlight financing, operational and programming strategies that will improve the profitability of some AJAS member organizations.

What Does the Silent Generation Want?

Members of the Silent Generation are spending billions of dollars each year on products and services that support their desire to remain healthy (physically, cognitively and spiritually). At the same time, current aging research offers substantive information for people to achieve a long, healthy lifespan and a short disability span. As an alternative to a focus on "moving residents through a continuum of care" and "aging in place," retirement communities can redefine their strategies to transform the aging experiences and support the Silent Generation's quest for healthful aging. Join Jean Moreau, president of Jean Moreau and Associates, for this exciting session!

Strategic Visions for Your Future: A How-To Guide

Planning for the changing consumer of the future is an urgent need for today's senior living providers. Knowing where and how to start creating a strategic vision for your campus can be overwhelming. In this interactive session, learn what strategic vision exercises you can lead your

board through to help measure their 2-to-10-to-20-year visions. Join Dan Cinelli, principal and director of Perkins Eastman, Leslie Moldow, principal of Perkins Eastman, Molly Forrest, CEO of Los Angeles Jewish Home for the Aging, and Mark Weiner, president and CEO of CJE SeniorLife.

Spirituality of Memories: Drawing on the Past to Connect to the Present

In this session, participants will learn how the spiritual dimensions of memories can enable those with cognitive impairment to connect with others. Rabbi Howard A. Berman and Steven Littlehale, executive vice president and chief clinical officer of PointRight Inc., will give you the tools to create a spiritual program for your residents to feel a sense of fulfillment and hope, while drawing on memories from the past.

Successful Replication Project: Creating a Shelter for Victims of Elder Abuse

Elder abuse is disturbingly prevalent in the United States. Joy Solomon, director and managing attorney for the Harry & Jeanette Weinberg Center for Elder Abuse Prevention and director of elder abuse services at the Pace Women's Justice Center in Westchester County, N.Y., with Andrew Banoff, president and CEO of The Jewish Home for the Elderly, will jointly describe the success of the first shelter replication project aimed at giving abused seniors safe alternatives to living in abusive situations.

12:00 pm – 4:00 pm

Exhibitors Showcase & Luncheon

Learn about new products and services that will benefit the diverse needs of your communities.

2:00 – 3:30 pm

Concurrent Sessions

Empathy: Strengthening Board, Family & Resident Relationships

Lauren Rock, CEO, and Rabbi Joel Chazin of Montefiore will present methods of strengthening the commitment of board members to strategic goals and will discuss techniques of easing difficulties with residents and their families through compassionate listening, continuing support and follow through.

Partnership of the Development Director and the CEO

Held as a panel discussion, this session will focus on the greatest successes and challenges AJAS member organizations face in raising funds. Topics that will be explored by the panel of CEOs and development directors include: the role of the CEO and the development director in fundraising; fundraising ethics; managing the board of directors and their role in fundraising; what the day in the life of a development director and CEO look like; and when the partnership needs attention.

Cholomatainu 'Our Dream': Multi-Sensory Environments (Snoezelen) for Dementia in Long-Term Care

People are living longer, more independently and into increased frailty. Jewish Home and Care Center is investigating alternative care techniques and medical interventions, including *Snoezelen*, for supporting those with dementia. Lighting, color, sounds, music and scents stimulate the senses in

Schedule subject to change

a non-directive therapy approach. The goal is to decrease agitation and medication, and increase satisfaction. Presented by Mina Tepper, president, and Addie Johnson, organizational change agent of Jewish Home and Care Center.

Transforming Your Mission through Major Expansion or Relocation

In this session, you will develop an understanding of the management and board experiences of other Jewish not-for-profit organizations which have faced transformational decisions. You will understand how to preserve the traditional health care focus of an organization, while expanding to meet a wider spectrum of needs of the elderly Jewish population. Presented by a panel of experts including Chad Himel, senior vice president of Herbert J. Sims & Co., and Andrew Banoff, president and CEO of The Jewish Home for the Elderly.

A Green and Green Opportunity

A workshop that will explore Jewish tradition and text as a base for “greening” facilities and operations. Sustainability – the win-win of environmentally conscious management of organizations. Learn strategies to green your work environment and add green to your bottom line. Presented by Joel Baker, executive director of the Pacific Southwest Region of United Synagogue of Conservative Judaism.

3:45 pm

Exhibitor Drawing

4:00 pm – 5:30 pm

Concurrent Sessions

Jewish Education of Staff: Another Regulatory Agency

As the culture for care is evolving and care becomes more regulated, it is vital to energize staff for regulatory compliance. In fostering an understanding that regulations have their roots in Jewish ethics and values, we can enrich our staff to have a deeper devotion to meeting and hopefully exceeding regulatory compliance in today’s changing environment. This session is presented by Matthew Cohen, director of ancillary resident services at The Cedars at the JCA.

Essential Building Blocks for Success in Wellness

Today, many senior communities have recently completed or are undergoing a major change – shifting from a traditional medical model of care with a focal point on illness to a person-centered approach that embraces an integrated and holistic way of thinking about human potential, aging and well-being. A strong wellness initiative, beginning with a clear vision and philosophy, is setting the stage for deep-rooted success. Regardless of whether you are just beginning your wellness and lifestyle initiative or further along in your journey, Cindy Lauer, senior director of wellness-HealthAbility, and Diane Doster, director of quality life services-HealthAbility at Sodexo, will review key building blocks for success that will assist you in taking wellness to a new level.

Managing with Humor

Michael Brodie, director of assisted living at the Hazel and Irving Cypen Towers at Miami Jewish Home and Hospital for the Aged, will discuss the history of humor in health care, different types

of humor, how to use humor properly, “politically incorrect” humor, the physiology of laughter and the psychology of smiling. This humorous presentation will include aspects of the benefits of humor, beginning with physical and mental health, but including socialization, learning, handling pain, reducing stress, improving immune response and more. Bring your staff to develop their use of humor. Everyone will leave smiling!

Adapting Technology-Driven Brain Fitness Therapy to Make it Accessible & Comfortable for Seniors

Decades of medical research have concluded that ongoing, rigorous cognitive exercise can reduce the risk of dementia by more than 60 percent, but providing this kind of therapy has been prohibitively expensive in the past. A technology-based solution is the answer, but the road to providing technology for seniors is filled with obstacles that if not overcome, can easily derail the effort. Dan Michel, founder and CEO of Dakim, shares some of Dakim’s secrets to making their technology comfortable and accessible to seniors.

Regulatory & Corporate Compliance: Obligations of Officers, Boards of Directors & Facilities

Howard Sollins, principal from Ober Kaler, will provide a review of the past year’s new Centers for Medicare and Medicaid Services program memoranda, survey and certification transmittals and other key regulatory developments. He will also provide information on the Office of Inspector General’s Compliance Guidance for Skilled Nursing Facilities, Fraud and Abuse Workplan and relevant advisory opinions. There will be unique discussion of the OIG’s guidance and expectations for healthcare facility officers and directors, both in the area of corporate compliance and quality-of-care. Given the increasing focus of government agencies on survey and certification requirements, “special focus facilities,” and the use of the False Claims Act as an enforcement tool, these topics are of critical importance to facilities and the individuals who serve as officers and directors.

6:30 pm – 9:00 pm

Open Invitation Dinner with AJAS CEO

Don't have dinner plans? Are you a first timer to the Conference and not sure where to go? Or, just want to spend more time with colleagues and the AJAS CEO? Then join Harvey Tillipman, AJAS CEO, and other attendees for dinner at a local La Jolla restaurant.

RSVP at the Conference. Dinner is not included in registration fee.

Wednesday, March 18

7:00 am

Shacharit Morning Services

7:30 am – 8:30 am

Breakfast

AJAS Business Meeting

Conference Concluding Program

Schedule subject to change



HOTEL & TRAVEL INFORMATION

Hilton Torrey Pines
10950 North Torrey Pines Road
La Jolla, Calif. 92037
(858) 558-1500

AJAS has secured a group rate of \$215 per night for March 12-18, 2009. The group rate only applies to reservations confirmed before February 19, 2009 and is based on availability. Hotel reservations can be made by calling 1-800-HILTONS (445-8667) or by visiting the AJAS website (www.ajas.org) where you can directly link to the Hilton's online reservation system. When making reservations, ask for the Association of Jewish Aging Services group or provide the group code AJAS to obtain the discounted rate.

Shuttle Service

Complimentary transportation will be provided to and from the airport and to local destination spots from Sunday, March 15 through Wednesday afternoon, March 18. If you would like airport transportation, please include your flight information (airline, flight number arrival/departure times) and a cell phone number on your registration form to ensure accurate pickup and drop off. On Monday, March 16 from 3:30 to 7 pm, transportation will be available for Site Visit attendees only. Transportation to restaurants, shopping and other activities will be on a scheduled, first come, first served basis. Check your registration packet for more details.

Around Town

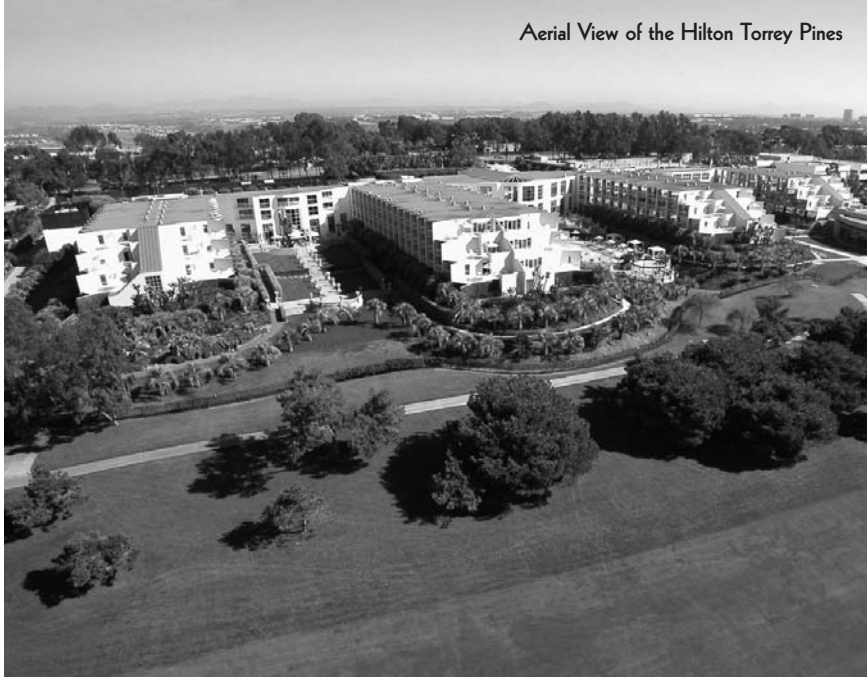
Spanish for "The Jewel," La Jolla boasts some of the most spectacular sunsets over the ocean, as well as restaurants, shopping, galleries, the Museum of Contemporary Art and Scripps Aquarium. You can also tour San Diego, "America's Finest City," including the San Diego Zoo, Sea World, Legoland, Balboa Park and the Gaslight District. Just north of La Jolla, stroll the beautiful streets of Del Mar and explore the Eucalyptus Stoneware Factory. You are sure to be impressed with the hospitality, beauty and climate of this fabulous location.

Lay Leaders

This year AJAS is offering a special day rate for Lay Leaders to attend the Conference. Whether you are working on transforming your mission, strategic planning or strengthening your board, there will be opportunities to build new relationships and share ideas with other lay leaders and relationships within your communities. Check the Lay Leader box on your registration form to receive the discount!

First Timers

Is this your first AJAS Conference? If you are interested in being paired with an AJAS member at the Conference, please check the box on your registration form. Be sure to attend a Networking Roundtable on Sunday and meet others in your field. This is a great opportunity to network and start new friendships.



Aerial View of the Hilton Torrey Pines

Dinner with AJAS President/CEO

Free for dinner on Tuesday night? Interested in trying California cuisine? Want to spend more time with the great people you've met at the AJAS Annual Conference? Then join Harvey Tillipman and AJAS members at a local La Jolla restaurant.

RSVP at the Conference. The cost of this dinner is not included in the registration fee.



REGISTRATION FEE

Basic registration fee includes admission to all educational sessions, the exhibit hall and dining functions. Unregistered guests will not be admitted to any Conference or dining functions. Dietary laws will be observed.

CANCELLATION POLICY

All cancellations should be submitted in writing. A 50 percent refund is given to all cancellations made prior to February 15, 2009. No refunds are given after February 15.

REGISTRATION	EARLY Registration Rate By 1/7/09	STANDARD Registration Rate After 1/7/09
AJAS Member	\$750	\$850
AJAS Lay Leader	\$600	\$600
AJAS Lay Leader (Monday Only)	\$350	\$350
International Affiliate	\$600	\$600
Retired AJAS Executive	\$450	\$450
Other Non-profit Staff or Board Member	\$1050	\$1150
Corporate/Business Representative	\$1550	\$1550
Student	\$200	\$200
AJAS Sponsor	Please visit www.ajas.org for Sponsor registration or contact the AJAS Office for more information.	
AJAS Exhibitor	Please visit www.ajas.org for Exhibitor registration or contact the AJAS Office for more information.	
Awards Dinner (Guest of Attendee)	\$95	Guests are welcome to attend the Awards Dinner. The minimal fee is to cover the cost of the plated meal.

REGISTRATION FORM

One form per attendee. Photocopy for additional forms or download copy online at www.ajas.org. Please type or print clearly and keep a copy for your records.

Association of Jewish Aging Services
2009 Annual Conference
Sunday, March 15 – Wednesday, March 18, 2009
La Jolla, Calif.

Registration Deadline – February 15, 2009

Last Name _____
 First Name (to appear on name badge) _____
 Title _____
 Organization _____
 Address _____
 City/State/Postal Code _____
 Telephone _____ Fax _____
 Email _____

- Is this your first AJAS Conference? yes no
 - Would you like to be paired with another AJAS member? yes no
- Are you a lay leader? yes no
- Which days do you plan to attend the Conference?
 Sunday Monday Tuesday Wednesday
- Are you planning to participate in the golf tournament on Sunday, March 15?
*Tee times begin at 8 a.m. and the cost is \$275/person (separate invoice to follow).
 Limited to the first 36 people to sign-up.* yes no
- Will you be attending the site visit to Seacrest Village on Monday, March 16? yes no
- Complimentary transportation will be provided during the Conference.
 Will you need transportation to/from the airport? yes no
- If yes, please provide your flight information:
 Arrival Airline _____ Flight Number _____ Date _____ Time _____
 Departure Airline _____ Flight Number _____ Date _____ Time _____

CALCULATE YOUR REGISTRATION FEE HERE

Attendee Registration (use grid for amount) \$ _____
 Awards Dinner (Guests) no. _____ @ \$95/person \$ _____
 Name of Guest(s) _____

TOTAL REGISTRATION FEE \$ _____

TWO WAYS TO REGISTER!

1. To pay with a credit card, register online at www.ajas.org.
2. To pay with a check, mail this form and a check payable to AJAS to:
 2009 Conference Registration
 316 Pennsylvania Avenue, SE
 Suite 402
 Washington, DC 20003

QUESTIONS

Phone: 202.543.7500
 Web: www.ajas.org
 Email: info@ajas.org



Association of Jewish Aging Services
316 Pennsylvania Ave. S.E., Suite 402
Washington, DC 20003

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