



ASSOCIATION OF JEWISH AGING SERVICES

2010 Annual Conference
April 11-14, 2010
Atlanta, Georgia

**Jewish Values & Innovative Approaches:
Building on 50 Years of Success**



Special Events

AJAS Golf Tournament | Sunday, April 11 | 7:00 am

Holocaust Remembrance Day Ceremony | Sunday, April 11 | 2:00 pm

Networking Roundtables | Sunday, April 11 | 4:00 pm | Tuesday, April 13 | 5:00 pm

Welcome Reception | Sunday, April 11 | 5:30 pm

Exhibitors Showcase & Luncheon | Monday, April 12 | 10:00 am

Celebrate 50! | Tuesday, April 13 | 7:30 pm

Site Visit: The William Breman Jewish Home | Wednesday, April 14 | 8:00 am



At-A-Glance



Sunday, April 11

7:00 am

AJAS Golf Tournament

Celebrity Golf Club International

The cost to play is \$89 per golfer and includes the non-refundable deposit, booking fee, green fee, cart fee and golf carts. Non-traditional prizes will be given. Singles are welcome. For a specific pairing or to be part of a foursome, please provide information at time of registration.

Transportation to and from the course is an additional \$30 per person and will depart from the Grand Hyatt Atlanta at 5:45 am.

1:00 pm – 7:00 pm

Conference Registration

2:00 pm – 3:30 pm

Holocaust Remembrance Day Ceremony

You are invited to join AJAS members for a moving ceremony honoring Holocaust Remembrance Day. As a commemorative to the survivors currently living in AJAS-affiliated facilities, a local cantor will lead the group in prayer, song and readings from AJAS members. A candle-lighting ceremony and a slideshow showcasing the faces of residents who have been affected by the *Shoah* will be a meaningful and inspiring opening to the 2010 Conference.

4:00 – 5:15 pm

Networking Roundtables

Innovations to Achieve Success

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

5:30 pm – 6:30 pm

Welcome Cocktail Reception

Start off your evening in Atlanta with the 2010 sponsors and exhibitors. This is an opportunity to meet each other before the showcase on Monday. Come help get the conference off to a great start by networking with friends and vendors in a relaxed setting.

7:00 pm

Open Invitation Dinner With AJAS President/CEO

Free for dinner on Sunday night? Are you interested in meeting the people you will be spending your time with during the next few days? If so, you are invited to join Harvey Tillipman, AJAS president/CEO, and AJAS members at a local restaurant. RSVP by April 8 to lesley@ajas.org. *Dinner is not included in the registration fee.*

Monday, April 12

7:00 am

Shacharit Morning Services

7:00 am – 5:00 pm

Conference Registration

8:00 am

Breakfast

8:30 – 10:00 am

Opening Remarks, Presentation of Humanitarian & Mentor of the Year Awards & General Session



Rabbi David Wolpe

Growing the Burdened Spirit

As caretakers we know how much we can give to others. How in this process do we understand the ways in which we too can grow, and renew ourselves? What do we offer to those who are bereaved or in trouble that nourishes us too? This talk will

explore the reciprocal possibilities of caretaking. Through modern stories and traditional wisdom the talk will help us to understand how to stay lit rather than burn out.

10:00 am – 1:00 pm

Exhibitors Showcase & Luncheon

Meet one-on-one with representatives from some of the most innovative companies in North America. They will be on-hand to showcase new products and services that will benefit the diverse needs of your communities. This is your chance to learn from the best in the fields of finance, architecture, kosher food service, rehabilitation and many more. Make sure to stop by.

1:15 pm – 2:45 pm

Concurrent Sessions

Culture Change: The Business Case

Two of the leading providers of care to elders in nursing homes in the New York metropolitan area will be making the business case for engaging staff in “culture change” initiatives. Michael Rosenblut, president and CEO of Parker Jewish Institute for Health Care and Rehabilitation, and Audrey Weiner, president and CEO of Jewish Home Lifecare, have been engaged in a focused effort to



make their large (300-800 beds) nursing homes a real home for the elders. These initiatives have been grounded in the values of the “culture change” movement and in the missions and values of their organizations. The presentation will address costs in the incremental “journey” from both a capital and operational perspective; financial impacts related to reductions in sick calls and turnover, elimination of tray lines as well as impacts on clinical outcomes and related nursing supervision costs and sustainability. Learn how to successfully engage your employees (union or non-union) in quality and performance improvement initiatives as well as elder centered care. Hear from Jay Sackman, their labor/management culture change consultant, about how they have partnered with the labor union which represents the majority of their employees. This session will be moderated by Bonnie Kantor, executive director of the Pioneer Network.

Creating Mixed-Use Campuses to Serve All Income Groups

Credit is tight, Medicaid is flat and donations are down — making campus development difficult under the old single lending source model. Nonprofits are learning to access a broader range of development funding sources while also combining a range of housing, recreational and retail options on a single campus. This creates dynamic retirement destinations that offer more attraction than the historic isolated campus model. Join Bill Pomeranz, managing director of Cain Brothers, for this session.

Advanced Therapeutic Technologies: Interventions for Chronic Conditions

Learn how integration of advanced therapeutic technologies contributes to provision of high quality, innovative, clinically sound and competitive programming for older adults. Participants will learn how access to electro physical agents such as electrical stimulation, surface electromyography, therapeutic ultrasound, light therapy and shortwave diathermy maximizes clinical and financial outcomes. This session is presented by Lynn Freeman, national director of clinical services at Aegis Therapies.

A Team Approach to Project Development

Value added project management requires a pragmatic, measured approach that integrates the roles and responsibilities of multiple disciplines in a coordinated effort. Very often this role is designated to a third-party; but with organizations seeking both greater control over significant projects and cost savings, they are more frequently fulfilling the role of Project Manager. In this session, participants will gain a fundamental understanding of how the Project Development Team approach differs from traditional Project Management approaches; examine and understand the critical role your organization must play in the Project Development Team approach; and learn how to assess and evaluate whether the PDT approach is right for your organization. This session is presented by Scot Park a member with Dixon Hughes, Keith Myers, president and CEO of MorseLife and David Hognlund, principal and director at Perkins Eastman.

3:00 pm – 4:30 pm

Concurrent Sessions

The First Urban Greenhouse

This presentation will focus on the development and building of the first Urban Green House in the United States. The Green House model changes nursing home care as we know it today, and provides small home environments where residents receive skilled nursing care, as needed. This joint presentation will be led by Barry Berman, CEO of the Chelsea Jewish Foundation in Massachusetts, and Diane Dooley, an architect from Dimella Shaffer involved in the conceptualization and building of the Center. This session will focus on the development and design, fundraising and the capital campaign for this \$30 million project, and the programmatic components that make it one of the most innovative and cutting-edge projects in the country. The presentation will address how to implement a new model of care in an urban environment, and address the opportunities and challenges of developing a string of “firsts” in Chelsea: the first Green House in the nation, the first residences for Lou Gherig’s disease and multiple sclerosis patients, and the first for the LGBT community.

Ready, Set, Go = Resilient Planning Tactics

This two-part session will provide the tools essential for shaping your organization’s future. You will discover strategies for ensuring your next strategic planning effort positions you for a long term success, and learn from the successes and challenges of peers who have recently reinvented their organizations. Dan Cinelli, principal and director at Perkins Eastman, is a leading strategic planner who has helped numerous Jewish aging services providers develop their future visions. He will share how to make the strategic planning process effective and meaningful. Barry Davis, board member at the Tulsa Jewish Retirement and Health Care Center, will reveal how to mine the talents of your board of directors and get more out of the strategic planning process. David Hognlund, principal and director at Perkins Eastman, is a renowned planner and designer will educate you on how to connect your organization’s mission and strategic planning goals to marketable products and outcomes.

Preparing for the Silent Generation

The communities of today were designed to meet the needs of the elderly population most prevalent at the emergence of the CCRC model in the senior living market. As most senior living executives are aware, diversity exists in the expectations of the first CCRC residents versus those residents moving in today. This session will explore the differences that exist between these resident perspectives through a discussion of the backgrounds, needs and wants of these two generations: the GIs and the Silents. Preparing for the Silent Generation is a continuation of Morrison Senior Living’s initial research study around the Silent Generation. During this interactive workshop, Kevin Svagdis, president of Morrison Senior Living, and Andrea Woods Flennoy, director of marketing services



of Morrison Senior Living, will identify the generational categories of current and future residents; define the needs and wants of the Silent Generation; determine how today's community profile compares to the characteristics of current and future generations; and identify areas of opportunity for creating a community that addresses a multi-generational profile of residents.

Social Media: A Tool to Build Success

How do social media work? How can these tools work for your organization? This interactive session will feature real life experience, do's and don'ts and concrete steps to take for implementation. Join Carol Silver Elliott, president and CEO of Cedar Village in Cincinnati and Rachel Festenstein, community relations director at Merrill Gardens of Green Valley Ranch in Las Vegas, for this exciting session and see how these tools can benefit your marketing and development efforts.

6:30 pm – 9:00 pm

Three Bagel Sunday Work-in-Progress Screening

In 1997, the prevalence of Alzheimer's disease in the United States was 2.32 million: of these individuals, 68% were female. It is projected that this number will nearly quadruple in the next 50 years, by which time approximately 1 in 45 Americans will be afflicted with the disease. Currently, the annual number of new incident cases is 360,000. Are we as a Jewish community prepared to meet the needs of our elders and their families coping with dementia? Scott Kirschenbaum, documentary filmmaker and director of "Three Bagel Sunday" discovered the model program of facility care when he came to Reutlinger Community for Jewish Living in Danville, Calif. "Three Bagel Sunday" is a meditative, first-person account of resident Lee Gorewitz's life inside the Traditions Alzheimer's & Other Dementia Care Unit at the Reutlinger Community for Jewish Living in Danville, California. The film depicts the beauty and vitality still existent in Lee's life, and challenges our preconceptions of her disease. You are invited to a special screening and a wine and cheese reception. Stay for a Q & A session with the director, Scott Kirschenbaum, after the film.

9:00 pm

Evening Schmooze

Every year Harvey Tillipman, AJAS CEO, hosts a Hospitality Suite, one evening of the conference — and this year is no exception. If you want to keep the excitement of the Conference going or you're a night owl looking for evening conversation, the Hospitality Suite is the place to be for open-ended, informal discussions, and a bit of late evening *nosh*.

Tuesday, April 13

7:00 am

Shacharit Morning Services

7:00 am – 5:00 pm

Conference Registration

7:45 am

How to be a Successful Fundraiser Check-In

If you have pre-registered for the *How to be a Successful Fundraiser* program with Naomi Levine, stop by the registration desk to receive your registration packet.

7:45 am

Breakfast

8:00 – 10:15 am

AJAS Annual Meeting, Presentation of Professional & Trustee of the Year Award & General Session



Dr. William Reichman

On the Threshold of a New Age: Whose Health Care System is Best Equipped to Meet the Challenges?

Industrialized nations across the globe are confronting a rapidly aging population. In North America alone, the population of seniors aged 65 and above is expected to double in 15 to 20 years. The healthcare systems of developed nations are already feeling the burden of meeting the needs of increasing numbers of seniors – clogged emergency rooms, backlogs in discharging acute care hospital elderly patients to other care settings, inadequate numbers of long-term care beds, lack of effective "aging at home" strategies, caregiver manpower shortages and escalating healthcare costs. What will these nations do when the challenges are so much greater as the numbers of needy seniors increases dramatically as the "baby boomers" age? This presentation will review the varied approaches to healthcare delivery to an aging population by the United States, Canada, the UK, the Netherlands, Scandinavia, Australia and Japan. Attention will be paid to those nations in which innovation is most evident and to those that are struggling. Additionally, we will review the public policy implications of an increasing focus on prevention and health and wellness promotion as we age and the opportunities afforded by those scientific advances that lead to morbidity compression in later life.

10:15 am – 10:45 am

Networking Break

Grab a cup of coffee and schmooze with fellow attendees between conference sessions.



10:15 am – 5:00 pm

Intensive Program



Naomi Levine

How to be a Successful Fundraiser

AJAS is pleased to announce a very special development program created by NYU's own Naomi Levine and designed for professionals working for Jewish organizations. This daylong workshop is geared toward CEOs, development directors and lay leaders

and will explore topics such as fundraising strategies, obtaining and managing major gifts, capital campaigns, corporate and foundation fundraising and planned giving. Participants will come away with new tools and a fresh perspective on fundraising strategies, including how to mobilize boards and deal with ethical issues. This is a unique opportunity to learn from the faculty of NYU's Heyman Center for Philanthropy and Fundraising who are exposed to the cream of North American philanthropy. In a small and intimate setting with Naomi Levine and her team, you will discover new tactics to maximize the fundraising capabilities of your organization and gain the confidence to tackle the challenges ahead. *Please note: Attendees of the fundraising program will also participate in general conference sessions (Dr. William Reichman and Jacob Hacker), and will join AJAS Conference attendees for breakfast and lunch. All participants of this program must pre-register by April 8 and must check-in at 7:45 am.*

11:00 am – 12:30 pm

Concurrent Sessions

Are Australian Jews Different? What Residents, Families and Staff Think is Important

Designing aged care facilities to best meet the needs of residents, families and caregivers and staff in the Jewish community is a complex affair. Join Dr. Ralph Hampson, research/innovation coordinator at Jewish Care Victoria in Australia, for a session focusing on how we can do better — comparing models from Australia, the United States and the other international leaders in the field. This workshop will focus on what we need to take into account when refurbishing and designing new facilities to allow older adults to remain as independent, active and happy as possible, while understanding the demands of the different stakeholders involved in the design process. The session will include a discussion of practical things that have been tried and proved successful in the design process and the design features of facilities, using examples from both Jewish and non-Jewish homes in Australia, and comparing this with some of the latest thinking from the Netherlands (Humanitas) and the United States (Green Houses).

BRAVO: An Innovative Approach to Engage Today's 55+ Volunteer

Engaging today's volunteer market in our organizations can be a challenge. This workshop will describe a project partnership between the volunteer services department and research at Baycrest

that demonstrates the added value of engaging leadership volunteers' right from the planning stage. The goal of the project is to identify how volunteering can help maintain older adults' physical, cognitive, and psychosocial functioning, thus protecting them against age-related decline and dementia. This project can offer a valuable tool to recruit the "silver tsunami" of baby boomers that can help to sustain services and provide a return of untapped human resource on our investment. Presented by Syrelle Bernstein, director of volunteer services at Baycrest, and Dr. Nicole Anderson, cognitive rehabilitation scientist at Baycrest in Toronto.

The Future of Nursing Homes and How to Finance

The Village for Healthcare and Rehabilitation of Workmen's Circle is developing a state-of-the-art replacement nursing facility in Freehold Township, New Jersey. The facility will be organized into small, homelike, "neighborhoods" with single rooms with private baths opening up to a living room, dining area and kitchen all of residential scale. The Village will offer its residents amenities such as a kosher dairy café which will be open to the public, a gift shop, a large meeting and function space, and park-like outdoor amenities. Keith Robertson, senior vice president at Ziegler Capital Markets, and Marshall Goldberg, president and CEO at the Village for Healthcare and Rehabilitation, will discuss the evolution of the development plans as well as the challenges of financing a state-of-the-art facility given the changes in the capital markets since the development began.

Optimizing Rehabilitation and Compliance Across the Continuum of Care

This program will provide an executive level summary of proven strategies to optimize rehabilitation outcomes, compliance, and ROI across the continuum of care with particular attention to the inpatient and home care settings. Crista Stark, senior vice president of sales and marketing, and Hilary Forman, regional vice president, both of HealthPro Rehabilitation will join David Weinstein, chief operating officer of the Hebrew Home at Riverdale, as they discuss the impact that strong rehabilitation programming has on clinical outcomes and quality of life, as well as operational and regulatory integrity, and financial performance. Additionally, this program will address compliance programming, specifically preparing for RAC audits from a therapy perspective, in addition to therapy programming strategies in the face of MDS 3.0 and RUGS IV. The session will outline strategies for measuring therapy performance and contribution, to include key therapy management metrics and the use of IT to facilitate performance and compliance. Through the use of actual case studies and comparisons to state and national benchmarks, participants will also get a sense of best practices and associated results.





12:30 pm – 2:15 pm

Luncheon & General Session



Jacob Hacker, Ph.D

Yes We Can? The Difficult Past & Uncertain Future of American Health Reform

Jacob S. Hacker is professor of political science at Yale University. An expert on the politics and character of U.S. social policy in historical and cross-national perspective, he is currently heading a Social Science Research Council project on the “privatization of risk.” In recent years, he has been a participant in the American Political Science Association’s Task Force on Inequality and American Democracy, a Junior Fellow of the Harvard Society of Fellows, and a member of the advisory board of the Robert Wood Johnson Foundation’s “Covering America” project, for which he wrote the proposal, “Medicare Plus: Extending Health Coverage by Expanding Medicare.” In July 2006, legislation based on “Medicare Plus” was introduced in the U.S. House of Representatives.

2:30-4:00 pm

Concurrent Sessions

**Culture Change in Dementia Care:
Opening Minds Through Art (OMA)**

Elizabeth Lokon, founder of the Opening Minds through Art (OMA) program from Scripps Gerontology Center, will present the possibility of using visual arts programming to initiate organizational and societal culture change to promote the personhood of people with dementia. Art programming enables us to discuss person-centered dementia care in very concrete terms. Participants will learn what is possible when people with moderate or even later stages of dementia are given creative self-expression opportunities. Participants will learn about the philosophy and methodology of a visual arts program (Opening Minds through Art or OMA) that works well with people who have moderate dementia. Participants will understand in very practical, applied and concrete terms the ideas of person-centered care within the context of dementia care.

The Sitrin Model:

A New Paradigm for Long-Term Care

Charles T. Sitrin Health Care Center, located in New Hartford, N.Y., has undergone a profound institutional transformation from a traditional long-term care facility run on a medical delivery model to a residential community model delivered in newly built cottage style homes. Sitrin’s research investigates the impact of the new environment on staff, residents and family members. In this session, Jacqueline Warmuth, director of clinical rehabilitative services will discuss how Sitrin's new living environment enhances quality of life for long-term care residences, explore in-depth research methodology and findings for the new Sitrin model including resident, staff and family satisfaction and outline staff patterns and resident roles with the new Sitrin model.

Religious Diversity:

Successfully Creating a Culture of Respect

This customized session presented by Joyce Dubensky, executive vice president for the Tanenbaum Center for Interreligious Understanding, will help AJAS members understand the variety of ways in which religious beliefs and practices impact the health care workplace – both in creating more positive and respectful employee relationships as well as in improving staff interactions with residents around religious beliefs and practices. During this session, participants will recognize how their own religious lens (or lack thereof) affects their relationship with colleagues and residents. This session will explore how religious beliefs and practices impact staff interactions as well as affect residents’ health care decision-making and compliance. Participants will learn concrete skills and communication tools to manage these issues and create productive work environments.

Capital Markets: A Look Back and a Look Ahead

Sims will briefly describe the events leading to the current capital market situation. The presentation will explain the impact of these events on financing for the senior living and long-term care industry. With interest rates rising and capital limited, commercial bankers, institutional lenders and bond funds have drastically tightened their credit criteria. Sims will explain how to navigate such troubled waters. Strategies for gaining access to capital will be detailed. Moreover, Sims will describe the new financing trends such as bank qualified bonds and HUD financing. Roderic Rollett, executive vice president at Herbert J. Sims & Co., will provide case studies of these new financing techniques. Seminar attendees will be well-equipped to seek financing for their strategic plans.





5:00 pm – 6:00 pm
Networking Roundtables

Best Practices

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

7:00 pm
Buses depart to Georgia Aquarium

Buses will depart from the Grand Hyatt Atlanta promptly at 7 pm.

7:30 pm – 9:30 pm
Celebrating 50 Years of Success: The Golden Years & Beyond
Presentation of Dr. Herbert Shore Award of Honor

Arctic Room — Georgia Aquarium

Established 50 years ago, the North American Association of Jewish Homes and Housing for the Aging (NAJHHA) has evolved to become the Association of Jewish Aging Services, representing Jewish sponsored homes and residences for the Jewish elderly throughout North America. Join AJAS members, sponsors and affiliates on Tuesday, April 13 to celebrate this major milestone and honor Dr. Herbert Shore, the organization’s first president and founding executive vice president. The event will be an opportunity to remember and honor those who have helped create the AJAS we know today.

Come celebrate in the Arctic Room at the Georgia Aquarium and enjoy a private viewing of the Beluga Whales! Hors d’oeuvres and cocktails will be served. Special thanks to Morrison for sponsoring the 50th Anniversary Celebration.

Guests are welcome! Additional tickets may be purchased for \$50 per person.

Wednesday, April 14

8:00 am
Buses depart for the William Breman Jewish Home

8:15 am – 12:00 pm
Insider Look: The William Breman Jewish Home
Presentation of AJAS Programming Awards

Our local AJAS member organization, the William Breman Jewish Home, will host the final day of the 2010 Conference. The day will begin with breakfast and the presentation of the 2010 AJAS Programming Awards. Following the awards ceremony, get ready for an inspiring session, “Culture Change: Our Journey,” presented by Beth Laxton, chief operating officer. Culture change team leaders from the nursing, housekeeping, dietary and administration departments will discuss the key roles played in developing and implementing this important resident-focused program. Following the presentation, there will be a guided tour of the Home for you to experience firsthand how the William Breman Jewish Home executes this innovative approach to healthcare. The 2010 AJAS Annual Conference will adjourn after the tour. Transportation will be provided to and from the Grand Hyatt Atlanta in Buckhead.



12:00 pm
Buses depart from the William Breman Home to Grand Hyatt Atlanta

