

## Accommodations

The 2010 Fall A+ Academy will be held in Seatac, Washington, at the Red Lion Hotel.

The Red Lion Hotel has been selected as the hosting hotel for housing accommodations in Seatac. It is located close to the Seatac airport and offers onsite amenities like a restaurant, lounge, workout center and convenient free parking as well as free shuttle service from the airport to their front door.



Please contact the hotel directly to make reservations. **Be sure to mention you are attending the WHCA A+ Academy in order to receive the negotiated conference rate of \$115.00 per room night.**

### The Red Lion Hotel

18220 International Boulevard  
Seattle, Washington 98188

Telephone

**(206) 248-8188**

## Cancellation Policy

We understand that things could happen to prevent your participation at the A+ Academy after you register. Therefore, we are happy to refund your conference registration fee if you cancel in writing on or before October 6, 2010, and there will be a \$50 cancellation fee per registered attendee. Unfortunately, we are unable to make any refund for cancellations made after October 6, 2010.

## Continuing Education Units

This program has been approved for 26 continuing education units certified by the Washington State Board of Nursing Home Administrators. This program fulfills the requirement for required administrator training in assisted living and is state-specific for Washington.

## Daily Schedule

9:00 a.m.	Morning Session Begins
10:15 a.m.	Morning Break
10:30 a.m.	Morning Session Resumes
12:00 noon	Lunch (included)
1:00 p.m.	Afternoon Session Begins
3:00 p.m.	Afternoon Break
3:15 p.m.	Afternoon Session Resumes
4:30 p.m.	Afternoon Session Concludes

Dinner is not included; attendees are free to enjoy local eateries and restaurants during the evening time.

## Provisos

- All sessions will start on time; please be punctual.
- All cellular phones and/or pagers must be turned off or on vibrating mode. Any calls that must be taken must be done outside of the meeting room. Ample break time is allotted for returning calls.
- Training sessions are for registered attendees and instructors only.
- ALL attendees must pre-pay for this course.
- A take-home test must be completed and returned by November 16, 2010, before a certificate of completion will be issued.
- Cancellations made in writing on or before October 6, 2010, will incur a \$50.00 cancellation fee per registered attendee. All other cancellations will receive no refund.

## Program Fees

Registration includes entry to all sessions, a complete binder of handout materials and program information, access to presenters for question and answer session, morning refreshments, lunch, afternoon refreshments and up to 26 continuing education units.

WHCA Member	\$579 per attendee
Non-WHCA Member	\$799 per attendee

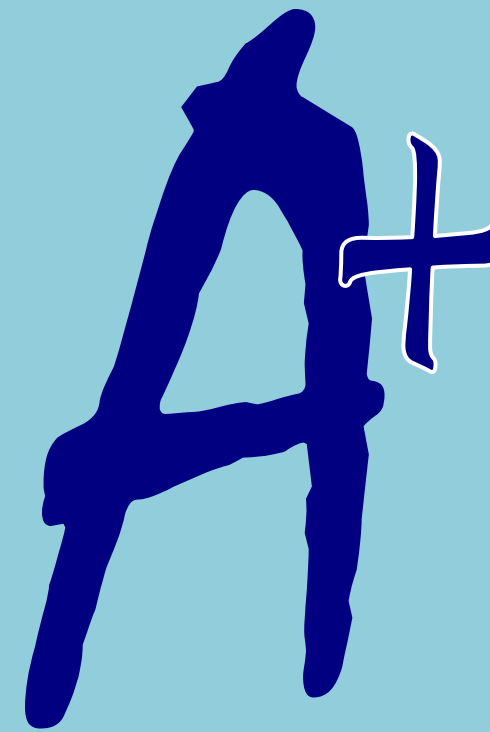
## Registration is Easy!

WHCA now offers online registration for all workshops, seminars and conferences. **To register, go to [www.whcaonline.com](http://www.whcaonline.com) and click the "Education" tab. Then, select the A+ class, and complete the online registration process.**



Washington Health Care Association

If you have questions, call us at (800) 562-6170.



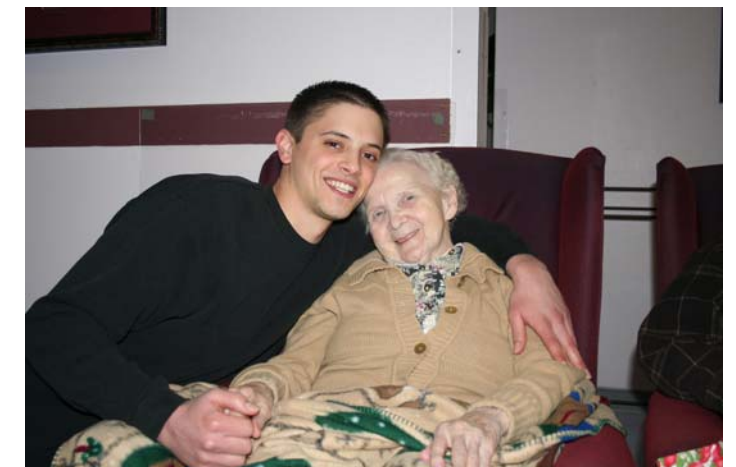
## Training Administrators in Excellence

October 19-22, 2010

The Red Lion Hotel  
18220 International Blvd.  
Seattle, Washington  
(206) 248-8188

Room Rate  
**\$109.00**

26 CEU'S



**whca**  
Washington Health Care Association

The A+ Program has been specifically designed by professionals to enable assisted living and boarding home administrators to excel in their administrative duties and achieve success in their profession. The curriculum has been written and compiled by the presenters and trainers under the direction of the Washington Health Care Association and meets the requirements for administrator training, WAC 388-78A-2520.

For four days, administrators will embark on a journey of education, training and proficiency that will culminate with confidence, capability and efficiency. Administrators at every level and with any amount of experience will be professionally enhanced by this training program.

**Day Day One,** Vicki McNealley, Robin Dale, Instructors

#### **Introduction to Washington's Assisted Living and Boarding Home Care**

- What is Assisted Living?
- How is a Boarding Home Different from Assisted Living?
- The Aging Process
- Washington's Regulatory Agencies
- What is Regulated in a Licensed Boarding Home?
- Washington's WACs and RCWs
- Staff Training Requirements

#### **The Regulatory Environment in Washington**

- The Inspection Process
- Complaint Investigations
- The Enforcement Tree
- Quality Assurance Strategies
- Statements of Deficiencies & Plans of Correction

#### **Resident Rights**

- What Are Resident Rights?
- Educating the Residents
- Training Employees
- The Long-Term Care Ombudsman Program

#### **Informal Dispute Resolution Process**

- Preparing for the IDR
- Managing the IDR process

**Day Two,** Jill Bellis, Instructor

#### **Business Planning and Finance**

- Developing a Business Plan
- Reporting to Investors and Owners
- Accounting and Financial Practices
- Safeguards
- Debt-Service Covenants
- Accounts Receivable
- Accounts Payable
- Budget Variance Reports
- Expense Management

#### **Marketing Strategies**

- Developing a Marketing Plan
- Doing a Competitive Analysis
- Knowing and Using Your Brand
- Promotions, Advertising and Collateral Development
- Internal Marketing
- Tracking Marketing Efforts

**Day Three,** Jeff Turner, Instructor

#### **Managing Human Resources**

- A Systems Approach to Human Resources
- Human Resources—A Competitive Advantage
- Ethics Among Providers

#### **Employment Law**

- The Legal Environment in Human Resources
- Personnel Policies and Employee Handbooks
- Employee Files
- "At Will" Employment
- Federal and State Laws that Govern
- Harassment Issues
- Preventing Equal Employment Opportunity Claims
- Conducting an EEO or Harassment Investigation
- Workers' Compensation Overview

#### **Employee Relations**

- Adopting a Model
- The Service Profit Chain
- Effective Recruiting Strategies
- Effective Retention Strategies
- Risk Management

#### **Best Practices in Human Resources**

**Day Four,** Beth Johnston, Instructor

#### **Health and Nursing Services**

- The Resident Assessment
- Individualized Service Planning
- Communicating the Resident's Needs
- Identifying Changes of Condition
- Mediation and Negotiating Risk

#### **Medications Management**

- Your Role
- Providing Assistance
- Documentation Requirements
- Storing Medications
- Disposing Medications
- Pharmacy and Physician Relationships

#### **Dementia**

- Difference between Dementias
- Alzheimer's Disease
- Providing Specialized Care
- Activities for Residents with Dementia
- Managing Dementia Behavior
- Special Staffing Needs
- Support for the Family and Coping with Death

#### **Mental Illness and Developmental Disabilities**

- Mental Illnesses
- Developmental Disabilities
- Assessing, Documenting and Managing Care

#### **Nutrition and Hydration**

- Special Dietary Needs
- Working with a Dietician
- Communications and Documentation



**Jeff Turner** is an authority on high-impact human resources, organizational development and training practices. His passion is working with companies to increase their competitive advantage by maximizing the value of people.

Jeff is a unique blend of educator, trainer, consultant and lawyer. He has extensive experience in all aspects of human capital management and has worked with firms in the U.S. and Canada in the areas of recruiting and retention, employee relations, corporate training, risk management and organizational and management effectiveness. Jeff makes certain that he understands the organization's business and what it must execute well, and then recommends solutions to support high performance.

Prior to co-founding Praxis HR, a human resources and organizational development consulting firm, Jeff served as vice president of human resources for a multi-state healthcare company. He is a former Associate Dean of Business and an Assistant Professor of Management for a Texas university where he taught management, strategic human resources and entrepreneurial management.

**Robin Dale** is a Partner in the Olympia office of Lane Powell and serves members of the Washington Health Care Association under contract. Mr. Dale has an active litigation practice. He concentrates his practice on governmental regulatory law, with a special focus on long term care issues. He represents long-term care providers in a wide range of disputes including certification, licensing, certificate of need, survey, reimbursement, as well as labor and employment issues. Prior to joining Lane Powell, he served as an Assistant Attorney General assigned to represent the Aging and Disability Services Administration of the Department of Social and Health Services in Long Term Care issues. Mr. Dale is admitted to practice in Washington, Oregon and Idaho. He received his J.D., cum laude, from the University of Puget Sound, School of Law.

**Vicki McNealley, PhD, RN, MN,** is the Director of Assisted Living Services for the Washington Health Care Association. She graduated from the University of Washington and Washington State University. She has worked in the long term care setting, taught nursing courses and worked with the Department of Social and Health Services as a boarding home licensor, a boarding home quality improvement consultant and in the training unit.

**Beth Johnston, RN,** has worked in long term care in Washington since 1978. In addition to staff nurse and Director of Nursing positions, Beth has consulted with nursing homes and boarding homes across the state. She is a registered nurse, certified in gerontological nursing, and holds a Master's degree in Public Administration. Beth has been teaching long term care providers for over 20 years. She is a popular speaker who is well-known for her sense of humor and her ability to communicate her extensive knowledge in an easy-to-understand manner. Beth is currently the Administrator at Alpine Way Retirement Apartments.

**Jill Bellis** is the administrator at Channel Point Village in Hoquiam, Washington and has been involved in senior housing and assisted living care for more than twenty years. Prior to becoming the administrator at Channel Point Village, she was the marketing director for Village Concepts—that owns Channel Point Village—and her focus was on marketing, consulting, sales, operations, census building, budgeting and public relations. Jill is a member of the WHCA Board of Governors and is actively involved in the local community through various charitable organizations. She is also a board member of the Grays Harbor Chamber, a past Hoquiam City Council member and alumnus of Grays Harbor Leadership. She enjoys photography and spending time with family during her free time.