

Kentucky Senior Living Association (KSLA)

2021 Conference & Exhibition

September 15-16, 2021

Holiday Inn East, Louisville, KY



Provider Registration Package

Early Bird Registration Deadline: August 13, 2021

Final Registration Deadline: August 31, 2021

You're Invited ...

*From Ted Burfict, Education Action Team Chairperson
& Jessica Heck, Education Action Team Co-Chairperson*

KSLA's Education Action Team is excited to invite you to the 2021 Conference & Exhibition at The Holiday Inn East Louisville, 1325 South Hurstbourne Parkway, Louisville, KY! Our theme, "Motivate, Innovate & Integrate," will provide the opportunity for our communities to learn new ideas in many aspects of the senior living industry. This year's conference will offer two General Sessions and eight Education Sessions. There will be an opportunity to earn contact hours (for nurses) and continuing education units (for all others).

We are excited about several events: (1) the two exhibitor receptions on the first day; (2) the keynote luncheon with Lou Ann Brubaker; (3) the cocktail reception at the end of our first day and (4) two General Sessions. These events, combined with our annual awards luncheon and business meeting, will provide unique opportunities for learning and networking.

The exhibits in the atrium lobby of the Holiday Inn will provide you with direct access to our vendors throughout the first day of the conference. We extend a special thanks to our sponsors, speakers, and exhibitors for their participation!

If you have any questions, please don't hesitate to contact the KSLA office at 502.938.5102 or KSLA@KentuckySeniorLiving.org. We look forward to seeing you at KSLA's 2021 Conference & Exhibition on September 15-16, 2021 in Louisville!

Who Attends KSLA's Conference?

KSLA's 2021 conference is designed to benefit industry professionals at all levels of operations. From owner/operators to large corporations, from the executive level management team to front-line caregivers, the 2021 conference will provide the opportunity to learn new approaches to daily operations, network with industry professionals and invest in your community.



Introducing Our Keynote Speaker

Lou Ann Brubaker is the Founder and President of Brubaker Consulting, a company providing census development, supervisory training, staff stability programming and board governance support. For over 32 years she has taught thousands of senior care professionals, including Executive Directors, Administrators and Directors of Nursing, RNs, LPNs and CNAs, physicians, admission marketers, HR staff, dietitians, therapists, customer service teams, as well as individuals at the C-suite (executive) level of their organizations. She speaks at state and national conferences multiple times each year.

A graduate of Kent State University (B.S., Public Policy/Political Science), Ms. Brubaker's senior care management and marketing seminars have earned her national recognition as one of America's leading education providers. Her program, *Boot Camp for Senior Care Managers* is considered a flagship in skills development of front-line supervisors working within active adult and post-acute care communities.

Clients have included the nation's leading direct senior care providers, ranging from multi-facility chains and CCRCs of 1500+ residents to individual SNF and ALF facilities of less than twenty. Her expertise is also valued highly by senior care ancillary services companies. For more than 20 years she has provided sales education programs to ancillary organizations wishing to expand their market share within the senior care environments.

Conference Fees & Registration Deadline

Conference fees are payable in advance and include entry to the Conference and participation in all conference events. Participants may invite a guest to accompany them to an Education Session or Lunch for a small fee, listed below. Those guests would not participate in conference activities other than the Education Session and/or lunch for which they're registered.

Split Registrations: Can't get away for the entire two-day conference? Split your registration with another person! Just indicate this option on your registration form or when registering on-line.

The early bird registration deadline is August 13, 2021. The final registration deadline is August 31.

Early Bird Registration Fees

KSLA Member Fee (1st participant): \$295

KSLA Member Fee (2nd participant): \$195

Each additional participant from your company: **\$125**

KSLA Non-Member Fee (1st participant): \$470

KSLA Non-Member Fee (2nd participant): \$345

Each additional participant from your company: **\$200**

"Guest" Education Session Only Fee: \$30 per Session

"Guest" Lunch Only Fee: \$50 per Lunch

Final Registration Fees

KSLA Member Fee (1st participant): \$325

KSLA Member Fee (2nd participant): \$225

Each additional participant from your company: **\$125**

KSLA Non-Member Fee (1st participant): \$500

KSLA Non-Member Fee (2nd participant): \$375

Each additional participant from your company: **\$200**

"Guest" Education Session Only Fee: \$30 per Session

"Guest" Lunch Only Fee: \$50 per Lunch

Sponsorships

KSLA offers several sponsorship opportunities to all conference exhibitors and providers. There are several levels of sponsorship for your consideration. Each Sponsor will be recognized in the conference binder and on signage throughout the hotel, as well as on the KSLA website and social media platforms. To help you decide which event you'd like to sponsor, the Conference schedule is included in this packet.

Premier Sponsor - \$3,000

Luncheon Sponsor - \$1,500

General Session Sponsor - \$1,000

Cocktail Reception Sponsors - \$1,000

Education Session Sponsor - \$500

If you'd like to sponsor one of these events, please contact Bob White, KSLA Executive Director, at KSLA@KentuckySeniorLiving.org or 502.938.5102 as soon as possible to insure that you are given proper recognition in the Conference binder and on Conference signage, as well as on the KSLA website and social media platforms.
Thank you for your consideration!

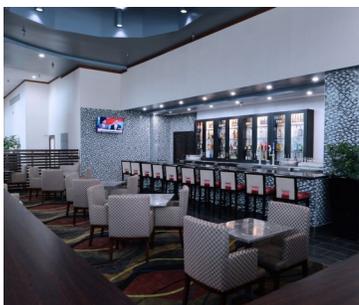
How to Register

1. Visit our website, <https://kentuckyseniorliving.org/2021conference/>. Complete and submit the on-line Provider registration form. KSLA will send you a receipt.

Or

2. Complete and send the last two pages of this packet, with your payment, to Kentucky Senior Living Association (KSLA), 133 Evergreen Road, Suite 212, Louisville, KY 40243. Or, send your registration and credit card payment forms to KSLA@KentuckySeniorLiving.org or fax them to 502.805.0589.

Hotel Accommodations



Our venue this year is Holiday Inn East, located at 1325 South Hurstbourne Parkway, Louisville, KY 40222. It's located one block from I-64 and in close proximity to a variety of restaurants and shops. The two exhibitor receptions will take place in the hotel's beautiful, light and airy lobby/atrium area, which is connected to the hotel's lounge, pictured here.

KSLA has reserved a block of rooms at a preferred rate of \$119/night. **Make your reservation by August 31, 2021 to qualify for this preferred rate.** After August 31, the rate will increase.

Visit <https://kentuckyseniorliving.org/2021conference/> to reserve your room, by August 31, 2021.

You may contact the Holiday Inn East Louisville with any hotel-specific questions at 502.426.2600 or 800.315.2621.

How to Dress

Business casual is recommended for the entire Conference. All Conference participants are encouraged to bring a light jacket or sweater, or to dress in layers, to accommodate varying room temperatures.

Conference Ambassadors

It can be uncomfortable attending a large event the first time. Where do I go? What do I do? Who should I sit with? Do I know anyone? If this has been you in the past, consider being a Conference Ambassador to a "first-timer" this year. It's easy, and we'll even pair you up with a newbie! Then, just show them the ropes, invite them to sit with you during general sessions, meals and the cocktail hour, and introduce them to people you know. If you're willing to be a Conference Ambassador, please indicate that when registering. Thanks—we appreciate it!

Door Prizes & Grand Prizes ...

- ◆ **Bring your business cards! Exhibitors will collect business cards from Conference participants and draw door prizes.** Door prizes will be distributed at the end of the General Session on Thursday, September 16.
- ◆ **KSLA will award a grand prize to one Conference participant at the end of the Conference.** In order to qualify for this grand prize, Conference participants are required to visit each exhibitor, learn a little about their products and services, and request that the exhibitor initial the "Exhibitor Form" that will be included in the Conference binder. The Grand Prize will be awarded at the end of the General Session on Thursday, September 16.

Cancellation Policy, Liability and Agreement

- ◆ If a notice of cancellation is received in writing by August 31, 2021, a 50% refund of your registration fees will be provided.
- ◆ No refunds will be made for cancellations received after August 31, 2021.
- ◆ Registration and payment of fees signifies an understanding of, and agreement to, abide by all rules and requirements outlined above.

Conference Schedule

Wednesday, September 15, 2021

8-9 a.m.	Registration
9:05-10:20 a.m.	Education Sessions <ul style="list-style-type: none">◆ #1A - End of Life Decisions, Hosparus Health◆ #1B - Change Management, LouAnn Brubaker, Brubaker Consulting
10:20-10:30 a.m.	Break
10:30-Noon	Exhibitor Reception <p><i>Bring your calling cards, from which our Exhibitors draw door prizes. Also, ask our exhibitors to initial your "Conference Exhibitors" page in your conference binder to be entered into a grand prize drawing. Door prizes and the Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.</i></p>
12-1:30 p.m.	Keynote Luncheon with Lou Ann Brubaker, Founder of Brubaker Consulting
1:30-2:45 p.m.	General Session: The Thrive Center & The Traeger Institute Panel Discussion
2:45-3 p.m.	Break
3-4 p.m.	Exhibitor Reception <p><i>Bring your calling cards, from which our Exhibitors draw door prizes. Also, ask our exhibitors to initial your "Conference Exhibitors" page in your conference binder to be entered into a grand prize drawing. Door prizes and the Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.</i></p>
4:05-5:20 p.m.	Education Sessions <ul style="list-style-type: none">◆ #2A - Sales & Marketing, Mike Marlow, Life Care Services◆ #2B - Psychosocial Aspects of Sexuality in the Aging Person with Cognitive Impairment, Tammy Evanow, Norton Healthcare
5:25-7:15 p.m.	Cocktail Reception with Heavy Hors D'Oeuvres <p><i>Join us to network and socialize with KSLA Members and Exhibitors</i></p>

Thursday, September 16, 2021

9-10:15 a.m.	Education Sessions <ul style="list-style-type: none">◆ #3A - The Times, They Are a Changin': A Review of the AL/PC Bill Mark Lee, Paragon Development Consultants◆ #3B - Leadership Strategies for Creating a Work Life Balance, Alice Tucker, Five Star Senior Living
10:15-10:30 a.m.	Break
10:30-11:30 a.m.	Annual Business Session <p><i>Delegates from each community will elect KSLA directors & officers</i></p>
11:30-1 p.m.	2021 Awards Luncheon <p><i>Always a highlight of the conference! The best of the industry will be recognized during this luncheon.</i></p>
1:05-2:20 p.m.	Education Sessions <ul style="list-style-type: none">◆ #4A - Preparing for Senior Care (Legal Documents, Veteran Pension Benefits, Avoiding Guardianships), John Dotson, Kentucky ElderLaw◆ #4B - The 2021 General Assembly and the Importance of KALPAC, Kelley Abell, The Rotunda Group
2:20-2:30 p.m.	Break
2:30-4:30	General Session: DAIL & OIG <p>Breakout - Personal Care/OIG Breakout - Assisted Living/DAIL <i>Get your regulatory and statutorial questions answered!</i></p>
4:30 p.m.	Exhibitor Door Prize Distribution, Grand Prize Drawing & Closing

Education Sessions

*Please select one education session for each time slot,
and note these selections on your registration form.*

Wednesday, September 15

9:05-10:20 a.m.

- #1A - End of Life Decisions**
Presented by: Christa Sprouse, MSW, LCSW, Hosparus Health

- #1B - Change Management**
Presented by: Lou Ann Brubaker, Founder, Brubaker Consulting

4:05-5:20 p.m.

- #2A - Sales & Marketing**
Presented by: Mike Marlow, President, The Marlow Group

- #2B - Psychosocial Aspects of Sexuality in the Aging Person with Cognitive Impairment**
Presented by: Tammy Evanow, MSN, APRN, PHMNP, Geriatric Nurse Practitioner, Norton Neuroscience Institute

Thursday, September 16

9-10:15 a.m.

- #3A - The Times, They Are a Changin': Review of the AL/PC Bill**
Presented by: Mark Lee, President, The Paragon of Madisonville & Owner, Paragon Development Consultants

- #3B - Leadership Strategies for Creating a Work Life Balance**
Presented by: Alice Tucker, Senior Regional Director of Operations, Five Star Senior Living

1:05-2:20 p.m.

- #4A - Preparing for Senior Care (Legal Documents, Veteran Pension Benefits, Avoiding Guardianships)**
Presented by: John Dotson, Partner, Kentucky Elderlaw

- #4B - The 2021 General Assembly and the Importance of KALPAC**
Presented by: Kelley Abell, Partner, The Rotunda Group

2021 Conference Participant Registration Form

Early Bird Registration Deadline: August 13, 2021

You may register on-line at <https://kentuckyseniorliving.org/2021conference/> or you may complete and return this registration form, with payment (next page), to KSLA to confirm your participation.

KSLA Member (Early Bird Rates) - These fees provide access to all conference events. Please note if two people are "splitting" a registration (one person attends the first day only, the other person attends the second day only)

\$295 for First Registrant Regular Registration "Split" Registration..... \$ _____
\$195 for Second Registrant Regular Registration "Split" Registration..... \$ _____
\$125 for Each Additional Registrant from your Company \$125 X ____ = \$ _____

KSLA Non-Member - These fees provide access to all conference events

\$470 for First Registrant Regular Registration "Split" Registration..... \$ _____
\$345 for Second Registrant Regular Registration "Split" Registration..... \$ _____
\$200 for Each Additional Registrant from your Company \$200 X ____ = \$ _____

Guest Fees - These fees provide guest access to lunches or education sessions only

Lunch Only (\$50 per guest, per day) \$50 X ____ = \$ _____
Education Session Only (\$30 per guest, per Education Session) \$30 X ____ = \$ _____

Total Early Bird Fees \$

Business Name: _____

Telephone Number: _____ **E-mail Address:** _____

Please print each registrant's name, title and the assigned number for each Education Session the registrant will attend. Those numbers are found on the "Education Sessions" (pg. 6) section of the registration packet. If the registrant is splitting the registration with another individual, please list both names/titles and Education Session selections on a single line below.

First Registrant Name and Title: _____

First Registrant Education Session Selections # ____ # ____ # ____ # ____ I'll Be a Conference Ambassador!

Second Registrant Name and Title: _____

Second Registrant Education Session Selections # ____ # ____ # ____ # ____ I'll Be a Conference Ambassador!

Third Registrant Name and Title: _____

Third Registrant Education Session Selections # ____ # ____ # ____ # ____ I'll Be a Conference Ambassador!

Fourth Registrant Name and Title: _____

Fourth Registrant Education Session Selections # ____ # ____ # ____ # ____ I'll Be a Conference Ambassador!

Guest #1 Name & Title: _____

Guest #1 Will Attend: Lunch on September 15 Lunch on September 16 Education Session # _____

Guest #2 Name & Title: _____

Guest #2 Will Attend: Lunch on September 15 Lunch on September 16 Education Session # _____

(If adding more registrants, please attach on a separate sheet)



2021 Conference Participant Payment Form

Early Bird Registration Deadline: August 13, 2021

Company Name: _____

Contact: _____ Phone: _____

Address: _____

City, State, Zip: _____

Fax: _____ E-mail: _____

Credit Card Information *(please provide if different from above)*

Company Name on Credit Card: _____

Contact Name on Credit Card: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Registration Fees *(from yellow box on previous page)*: \$ _____

Sponsorships: _____ \$ _____

Total Due to KSLA: _____ \$ _____

Event Sponsoring: _____

Levels of Sponsorship
Premier Sponsor - \$3,000
Luncheon Sponsor - \$1,500
General Session Sponsor - \$1,000
Cocktail Reception Sponsors - \$1,000
Education Session Sponsor - \$500

Select Payment Method:

Visa Master Card AmX Discover Check Please Use Carried Over Fees From 2020

Credit Card Number: _____

Expiration Date: _____ 3 Digit Code on Back of Card: _____

Please Return Completed Registration and Payment Form to:

Kentucky Senior Living Association
133 Evergreen Road, Suite 212, Louisville, KY 40243
502.938.5102 • (fax) 502.805.0589
KSLA@KentuckySeniorLiving.org • www.KentuckySeniorLiving.org