



33rd Annual Conference & Trade Show

Blueprint for the Future-Let's Get to Work!

Saratoga Hilton • Saratoga Springs, NY • April 29 - May 2, 2012

ESAAL 2012 Conference Schedule at a Glance*

Sunday, April 29, 2012		
11:00 a.m.–5:00 p.m.	Registration	
1:00 p.m.–2:00 p.m.	Opening Session	Government's Increasing Focus on Assisted Living: A Legislative & Regulatory Update- Lisa Newcomb, ESAAL Executive Director
2:00 p.m.–3:30 p.m.	General Session	Hello, ESAAL? What Should I Do? A Review of the Legal Issues that Providers Encounter – Lori Sievers, Esq., Hinman Straub
3:45 p.m.–5:45 p.m.	General Session	Care giving for People with Dementia, and their Families: Creative & Practical Tips for Getting Through the Day – Teepa Snow, MS, OTR/L, FAOTA, Positive Approach LLC
6:00 p.m.–7:00 p.m.	Welcome Reception	
Monday, April 30, 2012		
7:30 a.m.–4:00 p.m.	Registration	
7:30 a.m.–8:30 a.m.	Full Breakfast for All	
8:30 a.m.–10:30 a.m.	Keynote	Laugh to the Top: A Hilarious Guide to Achieving Your Goals - Mack Dryden, motivational speaker, comedian, actor and writer
10:45 a.m.–12:15 p.m.	Concurrent Session	Safe Medication Practices in the Assisted Living Setting –Dr. William Hallett, Pharm. D., MBA, CGP
10:45 a.m.–12:15 p.m.	Concurrent Session	Opportunities & Challenges for the Assisted Living Program (ALP) in these Changing Times -facilitated by Claire Bukzin-Hakim, ESAAL Board Member & ALP Committee Chairperson
12:15 p.m.–1:15 p.m.	Lunch for All	
1:15 p.m.- 3:15 p.m.	Concurrent Session	Recreational Programming for Baby Boomers-the “New” Type of Senior – Susan Wilson, Ph.D., Associate Professor, SUNY Cortland
1:15 p.m.–3:15 p.m.	Concurrent Session	From Ordering to Disposal and Everything in Between: Medication Assistance in Assisted Living – a panel of ACF/ALR/ALP providers
3:30 p.m.–5:30 p.m.	Concurrent Session	Redefining Sales in the New Economy – Traci Bild, President & Founder, Bild & Company
3:30 p.m.–5:30 p.m.	Concurrent Session	Communications & Media Strategies for all Occasions: The Good, the Bad & the Ugly - Paul Larrabee, Executive Vice President & Managing Director, Corning Place Communications
5:30 p.m.–8:30 p.m.	Trade Show Kick Off	
Tuesday, May 1, 2012		
7:30 a.m.–4:00 p.m.	Registration	
7:30 a.m.–8:30 a.m.	Continental Breakfast for All in Trade Show	
8:30 a.m.–10:30 a.m.	General Session	Your Regulator and You – senior officials from the newly reorganized NYS Department of Health
11:00 a.m.–12:30 p.m.	Concurrent Session	Leveraging Brain Wellness Techniques and Software to Improve Quality of Life & Increase Occupancy – Yuval Malinsky, CEO, Vigorous Mind, Inc.
11:00 a.m.–12:30 p.m.	Concurrent Session	Controlling the Spread of Communicable Diseases- Beth Nivin, NYC Department of Health & Mental Hygiene
12:30 p.m.–1:30 p.m.	Trade Show & Lunch	
1:30 p.m.–3:30 p.m.	General Session	Revitalize Your Staff...Without Changing Their Jobs – Sr. Anne Bryan Smollin
3:45 p.m.–5:45 p.m.	Concurrent Session	Ask the Attorneys –Hot legal topics for ACFs & ALRs – Jon Federman, Esq., Hinman Straub; Patrick Formato, Esq., Abrams Fensterman; Jerry Levy, Esq., Duane Morris; and Melissa Zambri, Esq., Hiscock & Barclay
3:45 p.m.–5:45 p.m.	Concurrent Session	The Challenge of the Difficult Person: Working with Residents, Families & Staff to Achieve the Best Outcomes - Dr. Robert Figlerski, Clinical Director, R.G. Psychological Services
6:30 p.m.–7:30 p.m.	Reception	
7:30 p.m.–9:30 p.m.	Banquet	
Wednesday, May 2, 2012		
8:30 a.m.–10:30 a.m.	Concurrent Session	Conducting a Productive Interview and Dealing with Bullying & Horizontal Violence in the Workplace- Ken Kruger, President, Executive HealthSearch, Inc.
8:30 a.m.–10:30 a.m.	Concurrent Session	Keeping Up with the Ever-Changing Labor Law -Presenters to be announced
10:30a.m.–12:30 p.m.	General Session	Marketing: Invigorating Occupancy under Fire - Christine Wirthwein, President Wirthwein Corporation-Marketing & Advertising, Senior Living Specialists
12:30 pm-1:00 p.m.	Box Lunch for All	
12:30 p.m.–2:00 p.m.	General Session	Preventing and Investigating Resident Theft –New York State Trooper George Murphy, Troop G, Schools and Community Outreach Coordinator
2:00 p.m.–3:30 p.m.	General Session	Regulatory Compliance in Areas of Operation Where There Is Policy Debate & Uncertainty – Lisa Newcomb, ESAAL Executive Director

*Subject to Change