

Summer Symposium – June 23 & 24, 2020

(all sessions times are listed in PDT)

Day 1

8:30 – 8:45

Opening Comments & Excellence in Service Awards

8:45 – 9:45

Opening Keynote featuring Dean Ornish, MD

Undo It - The Power of Lifestyle Medicine & Human Connection

Time	Sales & Marketing	Operations	Dementia Care
9:45 – 10:00			
10:00 – 11:00	Successfully Steering Sales Practices in the Changing Marketplace Carrie Delaney , Carlene Motto , Sidarany Phillips , Christy Van Der Westhuizen	Resetting Expectations & Facilitating Financial Recovery David Boitano	Inspirations – Keeping the “Engage” in Resident Engagement during Challenging Times Nancy Schier Anzelmo , David Troxel
11:00 – 11:15			
11:15 – 12:15	Marketing Strategies for the “New Norm” Deborah Howard , Michelle Park , Jodie Roberts , Ken Claire	Recipe for Success – Operationalizing Dining Services Sean Howard , Randall Lonoza	Collaborative Care Transitions Michael Splaine
12:15 – 1:15	Lunch Break	Lunch Break	Lunch Break
1:15 – 2:15	Digital Marketing Demystified Sam Ruchlewicz	Ask the Attorneys – Beyond California’s Borders Doug Armstrong , Joel Goldman , Payam Saljoughian	Medications – Exploring Risks & Options Carrie McClaughry , PharmD
2:15 – 2:30			
2:30 – 3:30	People, Places & Programming – Revelations from the Research Margaret Wylde , PhD	Safeguarding Communities Before, During, and After Disasters Selena Coppi Hornback , Stan Szpytek , Scott Carlson	Managing Risk & Liability through Clinically Proven Incontinence Mgmt. Sheri Easton-Garrett , RN, Ara Sayabalian , EdD, John Tsumura
3:30 – 3:45			
3:45 – 4:45	20 Sales Strategies to Stay in Sync with Current Consumers Michelle Nessman	Technology Steps in to Help During the COVID-19 Pandemic Ginna Baik , David Lindeman , PhD	The DCPR & Dealing with the Difficulties of Imposed Isolation Claire Day

Day 2

8:30 – 8:45

Opening Comments & Excellence in Service Awards

8:45 – 9:45

Opening Keynote featuring Ken Dychtwald, PhD, Founder & CEO, Age Wave

Changing World, Changing Care

Time	Resident Care/Engagement	Legal & Regulatory	Workforce/Leadership Dev.
9:45 – 10:00			
10:00 – 11:00	Clinical Considerations & Best Practices – COVID-19 and Beyond Josh Allen , RN	Opportunities and Challenges - Finding Stability in the New Normal Kris Morimoto , Ann Olson , William Wilson	Creating an Inclusive Workplace Culture to Withstand Trying Times Catherine Mattice Zundel
11:00 – 11:15			
11:15 – 12:15	The Impact of Loneliness on Resident Well-being Michelle Dhanak , MD	Managing Risk During a Public Health Crisis Doug Armstrong , JoAnne Carlin , RN, Joel Goldman	Team Building Through Change Marty Ramseck
12:15 – 1:15	Lunch Break	Lunch Break	Lunch Break
1:15 – 2:15	Home-Based Primary Care & Senior Living Synergies John-Mark Geiss , DO , Ron Billano Ordon , DNP	Opportunities Amidst Disruption Robert Kramer	Developing Strong Leaders & the Manager Mindset Alan Nelson , EdD, Nancy Nelson
2:15 – 2:30			
2:30 – 3:30	Sound Solutions to Age-Related Hearing Loss Edward Garcia , AuD	Multiple Jobs, Alternative Work Schedules, Leaves & More – California Considerations Diane O’Malley	Add Polish to Your Public Speaking Skills Marcie Mortenson
3:30 – 3:45			
3:45 – 4:45	The Power of Story to Enhance Care & the Resident Experience Beth Sanders	Ask the Attorneys – California Considerations Doug Armstrong , Joel Goldman , Payam Saljoughian	The FUNdamentals of Training Diana Engle , Rhonda Mayer