

Day #1		Tuesday		April 14, 2026	
8:00-8:30am		Easton Grand Ballroom: <b>Breakfast &amp; Welcome</b>			
8:30-10:00am		Easton Grand Ballroom: <b>KEYNOTE: Jacob Brown “Leading from the Core™: Courage, Care, and Resilience in Times of Change”</b> <i>Leadership in Assisted Living is human, high-pressure work. In this keynote, Jacob Brown shares his Leading from the Core and Fail Forward frameworks to help leaders navigate change with clarity and confidence. Using his A.V.O.C.A.D.O. Leadership model, he shows how values-driven leadership builds trust, resilience, and psychological safety. Attendees leave with practical tools to lead with clarity, compassion, and courage.</i>			
		<b>REGENT 1</b>	<b>REGENT 3</b>	<b>EASTON D &amp; E</b>	<b>EASTON C</b>
10-10:30am		Morning Break & Trade Show			
10:30-12:00pm		<b>Workshop: Branding Your Dining Services</b> Molly Armstrong <i>Knowing and delivering on a well-defined brand statement will help you differentiate your dining venue in a way that your guests value. A good brand statement can even build culture for your team.</i>	<b>Bridging the Gap Between Clinical, Sales &amp; Operations: Turning Information into Action</b> Trisha Cole <i>Assisted Living communities collect large amounts of information across sales, clinical, and operations teams — yet much of it fails to translate into meaningful action. This session explores why information breaks down between departments and how communities can improve alignment, reduce duplication, and make better decisions using the data they already collect.</i>	<b>Minimizing Drug Diversion -</b> Jill Nowacki & Beth Husted <i>Drug diversion threatens resident safety, staff integrity, and regulatory compliance. This session breaks down why diversion happens, its impact on communities, and the most effective prevention and detection practices. Participants will review key reporting and investigation steps along with strategies to strengthen accountability and safety. Attendees will leave with practical tools to reduce diversion risk.</i>	
12:00-1:00pm		Lunch & Trade Show			
1:00-2:30pm		<b>Where Can I Get Something to Eat? How the Activities Team can Support Nutritional Needs for Persons Living with Dementia.</b> Amy Kotterman <i>Nutrition plays a critical role for people living with dementia, whose needs increase as the disease progresses. This session highlights why knowing each resident’s preferences and eating patterns is essential to supporting quality of life. Attendees will learn strategies for individualized mealtime care, food-based engagement, and creating dining environments that improve health outcomes.</i>	<b>Person-Centered Dementia &amp; Behavior Care: Quality, Communication &amp; Fall Prevention</b> Tonya Moore <i>This presentation will be engaging, and focused on how we can better communicate and provide quality to those who are unable to appropriately communicate their own needs. The presenter will provide education regarding behaviors, behavior care, and case studies. An inter-disciplinary approach to Fall Prevention will be a focus, with tools for attendees to take back to their communities provided.</i>	<b>Disneyfying the Senior Living Experience</b> Bryan Davenport <i>This presentation will present key concepts and ideas that bring the Disney Customer Experience to Senior Living Communities. Participants will learn about the Disney Customer Service concepts and how to incorporate some key concepts into daily operations to enhance the customer’s experience in the Senior Living setting.</i>	
2:30-3:00pm		Afternoon Break & Trade Show			
3:00-4:30pm		<b>Improving Memory Care: Where Compliance Meets Culture</b> Cara Schuster & Karra Weil <i>High-quality memory care requires more than minimum training hours—it takes specialized education, a strong culture, and clear role expectations. The Ohio Masonic Communities has redesigned its approach by making staff training central, using tools like virtual reality, the Virtual Dementia Tour, and hands-on workshops. This session highlights how shifting engagement to the entire team improves both resident outcomes and staff retention. Attendees will leave with practical strategies to elevate their own memory care training.</i>	<b>Leadership Without Fear: Saying Yes to Opportunity Before You Feel Ready</b> Denise Kunkelman <i>True leadership begins when we step outside of our comfort zone. In this session, Denise Kunkelman shares how embracing opportunities—even before you feel fully prepared—can unlock growth for both you and your team. Learn how to lead with confidence, even in the face of uncertainty, and discover practical strategies for empowering others through calculated risk-taking. Attendees will walk away with actionable insights to build resilience, trust their instincts, and create an environment where growth and innovation thrive.</i>	<b>Clinical Zero Trust: Cyber Security in Assisted Living</b> Jake Pease & Dr. Louis DeWeaver <i>Explore how the current state of the insurance market is impacting assisted living operators and what it means for your organization. Building on this foundation, discover essential cybersecurity practices designed to protect your assisted living facility from evolving threats. Finally, learn how to implement the five phases of the Clinical Zero Trust strategy to comprehensively safeguard your clinical workflows, connected devices, and sensitive data.</i>	
4:30-5:30pm		Easton Grand Ballroom: <b>Mix &amp; Mingle Tradeshow Celebration</b>			

**Workspace Central**  
Designated space for conference attendees to catch up on work, email, calls, or collaborate with team members.

Day #2	Wednesday			April 15, 2026	
8:00-8:30am	Easton Grand Ballroom: <b>Breakfast &amp; Trade Show</b>				
	<b>REGENT 1</b>	<b>REGENT 3</b>	<b>EASTON D &amp; E</b>	<b>EASTON C</b>	
8:30-10:00am	<p><b>How to Build a Hospitality Culture in Your Community &amp; Why You Should</b> David Koelling &amp; Phillip Dopson</p> <p><i>This session shows how hospitality can elevate senior living when treated as a strategic philosophy. Attendees will learn how true hospitality—beyond basic customer service—builds loyalty and strengthens reputation. The program covers the four cornerstones of hospitality and how to embed them into culture. Participants will also gain practical strategies to hire, onboard, and empower staff to deliver exceptional experiences.</i></p>	<p><b>Unintentional Weight Loss in the Elderly</b> Lorinda Babb</p> <p><i>This presentation covers unintentional weight loss in older adults, including potential causes and medication contributions. It stresses the importance of identifying and monitoring weight loss, and offers non-pharmacological treatment options. Individualized treatment plans are emphasized, with medication therapy only considered as a last resort. Involving facility staff is also highlighted.</i></p>	<p><b>Crime Prevention Through Leadership</b> Charles Angersbach</p> <p><i>The Ohio Attorney General's Office, Health Care Fraud Section, has original criminal jurisdiction to investigate allegations of abuse, neglect, theft, and related crimes committed against residents of long-term care facilities. This session will highlight real criminal cases, collaboration with outside agencies, and the importance of strong leadership within facilities.</i></p>	<p><b>Workspace Central</b> <i>Designated space for conference attendees to catch up on work, email, calls, or collaborate with team members.</i></p>	
10-10:30am	Morning Break & Trade Show				
10:30-12:00pm	<p><b>Elevating The Experience: Delivering Exceptional Customer Service in Senior Living</b> Gina Mancini</p> <p><i>This session explores how senior living communities can elevate customer service by creating meaningful, personalized experiences for residents and their families at every touchpoint. It highlights practical strategies to empower staff, strengthen communication, and build a culture where exceptional service becomes the standard—not the exception. Attendees will leave with actionable ideas to enhance satisfaction, improve reputation, and drive stronger census through an elevated customer experience.</i></p>	<p><b>Be Stronger, Live Better, Longer: Becoming the Primary Care Provider of Functional Wellness</b> Ron Fleck &amp; Meghan Szakats</p> <p><i>This session highlights how a balanced fitness program—strength, endurance, and flexibility—supports healthier aging in senior living. Participants will learn how each component improves strength, heart health, mobility, and fall prevention. The presentation emphasizes individualized, progressive programs that keep residents engaged. Attendees will leave with practical strategies to boost overall health and independence.</i></p>	<p><b>The HIGH Lights of CBD &amp; Cannabis Use in Senior Living</b> Rob Leffler</p> <p><i>With CBD and cannabis use expanding, senior living leaders must balance resident choice, safety, and compliance. This session clarifies the history, science, and legal landscape of CBD and marijuana products while separating marketing claims from evidence. Attendees will gain practical strategies to address resident use, reduce risk, and guide staff through this evolving area of care.</i></p>		
12-12:45pm	Lunch & Trade Show				
12:45-2:15pm	<p><b>Bullies, Bosses &amp; Bad Behavior, OH MY!</b> Stephanie Chambers</p> <p><i>Bullies from the playground are still among us...and some of them have become our bosses. long term care is tough enough, with patient care, regulations, and the ever-growing demand to do more with less, we need leadership to support us. We will discuss strategies to turn negative bully interactions into positive ones. We will discuss what to expect v. what to accept. Specific strategies for a more peaceful work environment will be examined.</i></p>	<p><b>Medical Law &amp; Ethics: Where to Draw the Lines</b> Jeannie Flossie</p> <p><i>This session examines today's workplace ethics and how organizations can raise professional standards. Participants will explore the fine line between unethical and illegal behavior, with real examples showing how small lapses can lead to major consequences. The workshop also covers risks tied to social media, technology, and emerging legal trends. Attendees will gain practical insight to protect themselves, their teams, and their organizations.</i></p>	<p><b>Crisis Clicks vs. Consideration Searches: Two Digital Playbooks for Senior Living</b> Adam Bird</p> <p><i>Families in crisis and those planning ahead have very different needs and timelines, yet most communities rely on one digital strategy for both. This session provides two clear playbooks: one for converting crisis-driven families quickly and another for nurturing long-term planners. Attendees will learn how to identify each audience and apply the right digital approach to improve relevance and conversion.</i></p>		
2:15-2:30pm	Afternoon Break				
2:30-3:30pm	<p>Easton Grand Ballroom: <b>The Road Ahead: Regulatory Shifts Impacting Ohio RCFs</b> OALA Executive Director Melissa Shanmugam &amp; Director of Regulatory &amp; Compliance Tina Higgins</p> <p><i>This session delivers a fast, focused look at the major regulatory and policy changes impacting Ohio's Residential Care Facilities. We'll cover the shifting political landscape, increased Medicaid scrutiny, and key issues like shared bathroom flexibility, Personal Needs Allowance advocacy, and Senate Bill 154 on electronic monitoring. You'll also get an update on statewide survey trends, the revised CMA rule, and what providers need to know about ALW requirements, reimbursement, HCBS compliance, and the Next Generation MyCare transition. A practical, high-value session for leaders navigating compliance and operational change.</i></p>				