

Day #1	Tuesday			October 21, 2025
8am - 8:30am	Easton Grand Ballroom: Welcome & Breakfast – 8:15 – Annual Meeting			
8:30am - 10am	Easton Grand Ballroom: Keynote: <i>Justin Jones-Fosu</i> Your Why Matters NOW: Reconnecting Purpose and Passion with Everyday Work and Life In a world filled with busyness and burnout, reconnecting with your WHY isn't just a luxury – it's a necessity. This dynamic and transformative keynote challenges participants to move beyond waiting for purpose to magically appear and instead take intentional steps to live their WHY right now.			
	Regent I	Regent 3	Easton D & E	
10am - 10:30am	Morning Break & Trade Show / Workspace Central - Open in Easton C			
10:30am - 12pm	Nursing Leadership <i>Nattishia Orr</i> N / L / O Attendees will gain practical insights into cultivating and sustaining successful nursing teams. Drawing from firsthand experiences, the speaker will outline four foundational strategies that have been proven effective in fostering team cohesion, enhancing staff retention, and ultimately improving resident care.	Lead on Purpose: Activating Your Team's WHY in Real-Time <i>Justin Jones-Fosu</i> N / O / L / M / A / D M Purpose isn't just a personal motivator – It's a leadership multiplier. This engaging and practical session builds on the Your WHY Matter NOW framework to help leaders inspire deeper engagement, uncover individual motivators, and create a culture of alignment and ownership	Future-Focused Foodservice: Designing Dining Expectations <i>Amy Bollam</i> N / O / L / M / A / D M / D Explore how foodservice is evolving at the intersection of technology, person-centered care models, and culinary innovation. Examine how shifting resident demographics, emerging care strategies, and tech-enables service models are shaping the future of dining.	
12pm - 1pm	Lunch & Trade Show / Workspace Central - Open in Easton C			
1pm - 2:30pm	Effective Leadership Starts with Trust: What does it Take? <i>Aaron Helton</i> N / O / L / M / A / D M Effective leadership hinges on the ability to build and maintain trust. Delve into the fundamental element of trust, including integrity, courageous authenticity, and vulnerability, and how to nurture these critical aspects for the development of stronger personal and professional relationships.	Grieving as We Work - Working as We Grieve <i>Dr. L. Mark Hensley</i> N / O / L / M / A / D M Enable participants to understand the unique grief and loss experience of the healthcare professional and other helping professionals, and to provide attendees remedies to manage their grief and loss	Optimism Works: A Holistic Approach to Health & Retention <i>Dr. Gina Boerger</i> N / O / L / M / A / D M Optimism is not magic; it is a science. This presentation will provide interactive experiences, a take-home toolkit, and will leave you thinking, "Why aren't we doing this?" The future of healthcare must include holistic, realistic, and most importantly achievable solutions.	
2:30pm - 3pm	Afternoon Break & Trade Show / Workspace Central - Open in Easton C			
3pm - 4:30pm	Emotionally Smart Leadership: Strategies for Assisted Living Professionals <i>Michael O'Donnell</i> N / O / L / M Learn how your brain processes emotions, how to remain composed under pressure, and how to identify behavior patterns that may undermine their effectiveness. By deepening their emotional intelligence, leaders can create more supportive workplaces, reduce burnout, and lead with greater confidence and empathy	Bridging the Gap: The Certified Medication Aide <i>Karen Harrell</i> N / L / O This session will provide attendees with information about how the Certified Medication Aide functions as part of the health care team. Learn what it takes to become a CMA, regulations that need to be followed and steps to establishing your own training program.	Medicaid Application Support & Pre-qualifications <i>Jackie Collins</i> N / O / L Discuss how to have a successful Medicaid application from start to finish. Cover OPA review, guardianship avoidance, and alternatives to Medicaid like VA Aid and Attendance. This session will also dive into baseline knowledge of Medicaid and best practices to requalify residents to avoid Medicaid denials.	
4:30 - 5:30pm	Mix & Mingle & Honoring Excellence Celebration Join us in the Grand Ballroom for complimentary drinks and Hors d'oeuvres! Over the last several years, the OALA Mix & Mingle has grown to become an anticipated event. We are excited to also celebrate our Honoring Excellence award winners during this event!			

Day #2

Wednesday



October 22, 2025

8am - 8:30am	Breakfast & Trade Show		
	Regent I	Regent 3	Easton D & E
8:30am - 10pm	Navigating Social Media & AI Shellie Young N / O / L / M / A / DM Session will cover the fundamentals of social media marketing, emphasizing its role in boosting brand awareness, and community engagement. Learn how to leverage social platforms for recruitment & retention, create impactful local content and understand the value of ads spent on reaching target audiences. Also explore AI in streamlining content creation & enhance engagement strategies.	Ethical Leadership in Assisted Living: Everyday Problems & Solutions Dr. Jim Collins N / O / L / M / A / DM Will examine the powerful impact of leaders driven by ethical and moral principles including integrity, respect, and dignity, within AL communities. Everyday ethical dilemmas and issues are presented along with resident-centered ethical decision-making solutions.	Adapting to Sensory Changes in Dementia: Positive Outcome Renee Bowles N / O / L / M / A / DM Recognize the sensory challenges commonly associated with dementia and how these changes impact communication, mobility, and engagement. Through a person-centered lens, you'll explore practical strategies for adapting environments and interactions to reduce distress and enhance quality of life interventions which also maximize efficiency of care staff.
10am - 10:30am	Morning Break & Trade Show / Workspace Central - Open in Easton C		
10:30pm - 12:pm	Managing Wounds in Assisted Living Dr. Joette Greenstein N / L / O This session will explore common types of wounds encountered in assisted living residents, with a focus on practical strategies and available resources for effective wound management. Attendees will gain a deeper understanding of the stages of pressure injuries and learn how to support residents in aging in place safely and comfortably within the assisted living setting.	Why Farm to Table: How to Walk the Walk & Talk the Talk Greg Cini & Tammy Meyers & Amy McCray N / O / L / M / A / DM / D Learn how fresh, locally sourced food enhances seniors' health by improving digestion, cognitive function, and overall well-being. Learn practical strategies for balancing high quality meals with budget-friendly purchasing, seasonal menu planning, and waste reduction. As well as the broader impact of supporting local marginal farmers, creating sustainable partnerships that strengthen the community and ensure ethical food sourcing.	Small Groups, Big Impact: Redefining Resident Engagement David Sawyer & Melanie Schrock Perry N / O / L / M / A / DM Explore the data-driven shift towards a "small group mentality" in senior living, highlighting the tangible benefits of intimate, tailored interactions over broad, one-size-fits-all approaches. Attendees will learn how to leverage data to design engagement strategies that prioritize quality over quantity, driving better outcomes for residents while aligning with sales and operational goals.
12:pm - 1pm	Lunch & Trade Show / Workspace Central - Open in Easton C		
1pm - 2:30pm	Easton Grand Ballroom: Keynote: Bruce Boguski ACHIEVING THE IMPOSSIBLE This powerful presentation will help you to develop and implement confidence-building techniques that really work and learn to change your belief systems to achieve amazing success. You will discover the advantages of a positive mental attitude and learn how to change frustration and negativism into a "can-do" environment. Bruce will demonstrate the power of setting goals, visualizing them and following through. You will reflect, laugh, and cry as you learn Bruce's amazing Secret of Life.		

Key: N = Nursing / L = Leadership / O = Operations / M = Marketing / A = Activities / DM = Dementia / D = Dietary