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*presents*

*everyday*

**HERO**

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### ***A Message from FALA's CEO***

On behalf of the Chair of Florida Assisted Living Association (FALA), our Board of Directors and our Annual Conference Committee, I am excited to welcome you to the 2020 inaugural educational summit.

During this 2020 global pandemic of COVID-19, the Everyday Heroes in our profession have continued to show their passion and commitment, even in the face of adversities we never could have imagined. Over the past 27 years, FALA has been there to guide and assist members throughout the state so that our profession and the people who work in it are respected and recognized for their hard work and dedication. Each year FALA honors extraordinary individuals who act as Everyday Heroes to not only the association but also their local communities. That tradition will continue this year with the inclusion of several exciting new award categories. Stay tuned for details on all FALA awards, eligibility, and opportunities to nominate your community's Heroes.

Each day of this Summit brings a talented lineup of individuals who are teaming up to deliver serious opportunities for learning. Education sessions are designed by experts who are diverse in their areas of resident care and services, regulatory and legal expertise, and the business of assisted living. Amid all that has changed and continues to change in our world and our lives, it is important to recharge yourself and your teams through education, networking, and new ideas to help lead our profession.

I hope you take advantage of all the opportunities FALA offers, not only through this Summit, but throughout the year.

Thank you for all that you and your teams do to care for Florida's most vulnerable population. Each of you are a FALA Everyday Hero.

Sincerely,  
Veronica Catoe, LPN, QAS  
Chief Executive Officer







Everyone deserves quality health care.

UnitedHealthcare Health & Home Connection is a coordinated care management program for people who are eligible for Florida long term care (LTC). Our mission is to help people live independently in a safe environment.

We are proud to partner with the Florida Assisted Living Association to help build healthy, safe and inclusive communities for all.



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FALA 2020 VIRTUAL SUMMIT



Vote for your  
everyday  
HERO

Nominations Open

Administrator of the Year  
Associate Member of the Year  
Activity Engagement Award  
Compassionate Care Award  
Culinary Creation Award  
Maintenance in Excellence Award  
Hero of Hope Award  
Volunteer Award

[www.FALA.org](https://www.FALA.org)

Deadline for Nominations: September 4th



# SUMMIT INFORMATION



## MISSION STATEMENT

Promoting excellence in assisted care communities by providing education, standards, advocacy and consumer awareness.

## VISION STATEMENT

Ensuring Floridians have the best choices and quality services in the assisted care communities where you can live and age with dignity

## VALUES STATEMENT

The board and staff are committed to these values while advancing a healthy vision for the future of the industry

- Integrity
- Compassion
- Professionalism
- Innovation

## DON'T MISS IT!

### SPECIAL GUEST

**TUESDAY, AUG 11TH**

**2:45 pm - 4:00 pm**

### FRONTLINE STRENGTHENING

Secretary Mary Mayhew, AHCA

Secretary Mary Mayhew, AHCA, will be addressing frontline staff. She is Secretary of the Florida Agency for Health Care Administration, and in this role, Mary leads a \$29.4 billion health care enterprise, representing close to 31% of Florida's total state budget, and is responsible for health policy and planning for the State of Florida. As Secretary, she administers the state's Medicaid program ensuring the comprehensive healthcare needs of close to 4 million Floridians are met every month. Additionally, her oversight extends to the licensure and regulation of over 50,000 health care facilities across the 3rd largest state in the nation, and is charged with promoting the transparency of consumer health care information through the Agency's Florida Center for Health Information and Transparency.



## Keynote Speaker

Secretary Mary Mayhew, AHCA

Responding to COVID and securing a strong continuum of care for Florida





**Monday, August 10**

**VIRTUAL SUMMIT KICKOFF**

08:45 am

Veronica Catoe, CEO Welcomes Attendees & Virtual Summit Lobby Opens

**Tuesday, August 11**

**MORNING CLARITY FOR PRODUCTIVE DAYS**

08:00 am - 09:15 am

Speaker: Chuck Kimball

*"HR Bootcamp for New Managers or a Refresher for the Experienced Captain"*

**LUNCH N' LEARN WITH LAW AND POLITICS**

Sponsored by: LHC Group

11:45 am - 01:15 pm

Speakers: Shaddrick Haston & Willie Long

*"Risk Management: Investigating, Reporting, and Defending the Inevitable"*

**FRONTLINE STRENGTHENING**

Sponsored by: UnitedHealthcare Community Plan

02:45 pm - 04:00 pm

Speaker: Secretary Mary Mayhew, AHCA

*"Responding to COVID and Securing a Strong Continuum of Care for Florida"*

*FALA Award Announcements, Foundation Scholarships*

**Wednesday, August 12**

**CONQUERING YOUR KRYPTONITE**

Sponsored by: Florida Community Care

08:45 am - 10:15 am

Keynote Speaker: Rita Buck-Crockett

*"You are a Hero to Someone"*

**AGELESS GRACE**

Sponsored by: FALA Foundation

10:30 am - 11:45 am

Speaker: Marghi McClearn

*Ageless Grace® Brain Health is a Brain Body fitness program based on the science of neuroplasticity*

**HOUR OF FOCUS**

Sponsored by: Florida Community Care

01:30 pm - 02:45

Speaker: Maria DeNicola

*"The Person Centered Way - Best Practices in Food, Nutrition, and Dining Services"*

**Thursday, August 13**

**MORNING CLARITY FOR PRODUCTIVE DAYS**

Sponsored by: Bio-Safe Surfaces

08:00 am - 09:15 am

Speaker: Pilar Carvajal

*"Remembering the Forgotten Middle Market"*

**LUNCH N' LEARN WITH LAW AND POLITICS**

Sponsored by: Liberty Partners of Tallahassee, LLC

11:45 am - 01:15 pm

Speakers: Jennifer Green, Tim Parson, Melanie Bostick (Liberty Partners), Brian Bursa, Ron D'Addio, William Large, Bruno Portigliatti

*"Election conversations with Liberty Partners of Tallahassee and Candidate Bruno Portigliatti including Tort Panel Discussion"*

**FRONTLINE STRENGTHENING**

Sponsored by: Kustom Disaster Recovery & Restoration

02:45 pm - 04:00 pm

Speaker: Kathleen Weissberg

*"Bullying Among Older Adults: Not Just a Playground Problem"*

**FAMILY NIGHT**

Sponsored by: FALA Board/FALA Foundation

06:00 pm - 07:30 pm

Speaker/Host: Tina Carlyle

*Family Night Games: Open to families to watch and play along*

**Keynote Speaker**

**Rita Buck-Crockett**

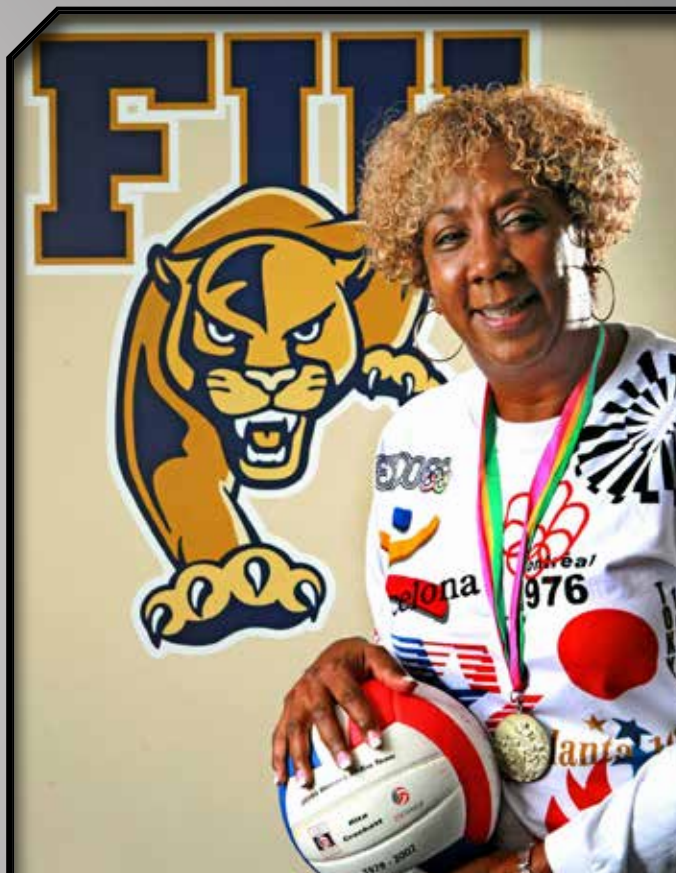
Wednesday 8:45 am

*"You are a Hero to Someone"*

Sponsored by:



**FLORIDA**  
COMMUNITY CARE



**Monday, August 17**

No Scheduled Sessions

We recognize that your Mondays are usually busy days! Focus on your residents and staff - we will start back up tomorrow!

**Tuesday, August 18**

**MORNING CLARITY FOR PRODUCTIVE DAYS**

Sponsored by: Ullman Bursa Law

08:00 am - 09:15 am

Speaker: Michele Matthews

*"Tips You Should Know About OSHA Inspections and Common Citations"*

**LUNCH N' LEARN WITH LAW AND POLITICS**

Sponsored by: Plastridge Insurance

11:45 am - 01:15 pm

Speaker: Jeffrey Howell

*"Florida Law - What Every ALF Manager Should Know About Regulation and Liability"*

**FRONTLINE STRENGTHENING**

Sponsored by: Sunshine Health

02:45 pm - 04:00 pm

Speaker: Tracy Wilson, Brittany Austin, Staci Freudiger

*"Identifying and Preventing Risks of Functional Decline in ALFs"*

**Wednesday, August 19**

**CONQUERING YOUR KRYPTONITE**

Sponsored by: Sunshine Health

08:45 am - 10:15 am (Part 1)

10:30 am - 11:45 pm (Part 2)

Keynote Speaker: Joshua Freitas

*"Transformative Dementia Care Communication and Response"*

**HOUR OF FOCUS**

Sponsored by: UnitedHealthcare Community Plan

01:30 pm - 02:45

Speaker: William Nelson

*"Memory Care Marketing from the Perspective of One Living with Dementia"*

**Thursday, August 20**

**MORNING CLARITY FOR PRODUCTIVE DAYS**

08:00 am - 09:15 am

Speaker: Frances Grinstead

*"Present Challenges Facilities Face in Trying to Maintain a Healthy Environment in Your Facility When Battling Outbreaks"*

**LUNCH N' LEARN WITH LAW AND POLITICS**

Sponsored by: Liberty Partners of Tallahassee, LLC

11:45 am - 01:15 pm

Speakers: Jennifer Green, Tim Parson, Melanie Bostick, Senator Aaron Bean, Luis Collazo

*"Post-primary election review with 2021 Session Guest Speaker Senator Aaron Bean and Luis Collazo"*

**HOUR OF FOCUS**

Sponsored by: UnitedHealthcare Community Plan, Florida Community Care, Sunshine Health

01:30 pm - 02:45 pm

Speaker: Von Stephens-Oatman

*"AFCH - Improving the Interview Process and Best Practices"*

**FRONTLINE STRENGTHENING**

Sponsored by: Guardian Pharmacy of Florida

02:45 pm - 04:00 pm

Speaker: Waqas Ahmed, MD & Muhammad Farooq, MD

*"Telemedicine & Connected HealthCare Model for Senior Living Facilities"*

**Keynote Speaker**

**Joshua Freitas**

Wednesday 8:45 am & 10:30 am

"Transformative Dementia Care Communication and Respense"

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TOGETHER AND WILL  
COME OUT STRONGER  
ON THE OTHER SIDE.

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***A Special Thanks to  
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**Florida Assisted Living Association**

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