

The North Carolina Health Care  
Facilities Association

Presents

***FULL DAY WORKFORCE SUMMIT***

*Presented by Cara Silletto, MBA  
President, Crescendo Strategies*



June 27, 2017  
Hilton Charlotte University Place  
8629 J M Keynes Drive  
Charlotte, NC 28262  
(704) 547-7444

June 28, 2017  
Raleigh Marriott Crabtree  
4500 Marriott Drive  
Raleigh, NC 27612  
(800) 627-7468

***REGISTER TODAY...SPACE IS LIMITED!***

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## About the Presenter

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Workforce thought leader Cara Silletto, MBA, is the President of Crescendo Strategies, a firm committed to reducing unnecessary employee turnover by bridging generational gaps and making leaders more effective in their roles. Cara currently sits in a unique sweet spot for her specialty of bridging the great generational divide, because she is an early Millennial herself, born in 1981, yet she is equipped with an MBA and more than 14 years of experience learning the unwritten expectations of older managers and business owners in order to advance her own career. Workforce Magazine named Cara a “Game Changer” and Recruiter.com named her in their “Top 10 Company Culture Experts to Watch.” Cara is also the co-author of “What’s Next in HR.”



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## About the Program

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Tired of the revolving door of employee turnover? Increase your staff's professionalism by joining us for our Workforce Summit, where we'll tackle your staffing challenges head on!

Come learn insights about the shifting demographics of the workforce, employees' evolving expectations, and strategies for improving staffing stability and reducing unnecessary employee turnover. We'll also dive into the mindset of your Millennial workers, those under 37, to explain exactly why they think and work so differently than previous generations.

By the time you leave this workshop, you'll discover the true cost of employee turnover, know how to assess your brand as an employer and walk away with realistic plans for improving your workforce woes.

### Learning Objectives:

- Identify the current and shifting workforce demographics
- Discuss the evolution of employee expectations over the past decade
- Learn how generational differences impact the workforce and why today's youngest generation of workers thinks and acts differently than previous generations
- Discover strategies for reducing unnecessary employee turnover and increasing staffing stability

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## Agenda

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<b>8:30 AM – 9:00AM</b>	<b>REGISTRATION/BREAKFAST</b>
<b>9:00 AM – NOON</b>	<b>PROGRAM</b>
<b>NOON – 1:00 PM</b>	<b>LUNCH</b>
<b>1:00 PM – 4:00 PM</b>	<b>PROGRAM</b>

Notes: There will be two 15-minute breaks

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## Who Should Attend?

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<b>Administrators &amp; Executive Directors</b>	<b>Corporate/Regional Staff &amp; Consultants</b>
<b>Directors of Nursing &amp; Quality Improvement</b>	<b>Department Heads</b>
<b>HR Professionals &amp; Hiring Managers</b>	<b>Leading Front Line Supervisor</b>

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## Fees

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The cost to attend this program for members is \$210. Registration for non-members is \$420. This fee includes all handouts and meeting materials, breaks, and lunch. **Receive 5% off each additional registrant per facility or per corporate office staff!**

**YOU MAY REGISTER AND PAY ONLINE!** Please visit our Web site and click on **FULL DAY WORKFORCE SUMMIT** to register today! Members may be invoiced. Non-members must submit payment online or mail with registration. Registration is open to anyone who would like to attend!

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## CEU Information

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This program offers 5.5 contact hours for nursing home administrators. The North Carolina Health Care Facilities Association is a Registered Sponsor of continuing education with the NC State Board of Examiners for Nursing Home Administrators. Comments regarding the Registered Sponsor Course may be addressed to: NCBENHA, 3733 National Drive, Suite 110, Raleigh, NC 27612.

NCHCFA will issue a certificate of course completion with 5.5 education contact hours for all other disciplines.

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## Overnight Accommodations

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NCHCFA has reserved a **limited** block of rooms at the venue location the night prior to the session. Participants are responsible for making their own overnight accommodations and payment. **Please call and make overnight reservations today!** Unused rooms will be released for general sale by the date listed below.

**June 27<sup>th</sup>, 2017**

**Hilton Charlotte University Place  
8629 J M Keynes Drive  
Charlotte, NC 28262  
(704) 547-7444**

**Room Cut-Off Date: June 5<sup>th</sup>, 2017**

**Group Rate Reference: NC Health Care Facilities Association**

**June 28<sup>th</sup>, 2017**

**Raleigh Marriott Crabtree  
4500 Marriott Drive  
Raleigh, NC 27612  
(800) 627-7468**

**Room Cut-Off Date: June 13<sup>th</sup>, 2017**

**Group Rate Reference: NCHCFA Workforce Summit**

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## Special Considerations/Questions

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Please e-mail or call Karen Lennon at the Association office at [karenL@nchcfa.org](mailto:karenL@nchcfa.org) or (919) 782-3827 should you require any special arrangements including special menu considerations, hearing devices, wheelchair access, or if you have any additional questions regarding this program.



North Carolina Health Care Facilities Association

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**5109 Bur Oak Circle**

**Raleigh, NC 27612**

**(919) 782-3827    (919) 787-8418**

**[www.NursingHomesNC.com](http://www.NursingHomesNC.com)   [nhcfa@nhcfa.org](mailto:nhcfa@nhcfa.org)**

# **FULL DAY WORKFORCE SUMMIT**

You may complete the form below and fax OR **REGISTER AND PAY ONLINE!** GO TO [www.NursingHomesNC.com](http://www.NursingHomesNC.com) and click on **FULL DAY WORKFORCE SUMMIT** seminar registration. Members may be invoiced; Non-members must submit payment along with registration! Room temperatures are difficult to regulate in large settings, so please bring a sweater. **Register today....Space is limited!**

**LOCATION:**

**June 27<sup>th</sup>, 2017**  
**Hilton Charlotte University Place**  
**8629 J M Keynes Drive**  
**Charlotte, NC 28262**  
**(704) 547-7444**

**June 28<sup>th</sup>, 2017**  
**Raleigh Marriott Crabtree**  
**4500 Marriott Drive**  
**Raleigh, NC 27612**  
**(800) 627-7468**

**TIME:**

**REGISTRATION BEGINS AT 8:30 AM; CLASS BEGINS AT 9:00 AM!**

Name (Full Price) \_\_\_\_\_

Name (5% off) \_\_\_\_\_

Name (5% off) \_\_\_\_\_

Name (5% off) \_\_\_\_\_

Name (5% off) \_\_\_\_\_

Facility/Organization Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

**PAYMENT OPTIONS:**

Please Invoice (members only)

Check Enclosed

**CANCELLATION POLICY**

Written cancellations must be received **ten** business days prior to each program in order to be fully reimbursed. There will be a 50% handling fee for all cancellations received less than ten business days prior to each program but received at least five business days prior to each program. **No refunds will be available for cancellations made after five business days before each program.** Substitutions are welcome.

**FAX THIS FORM TO (919) 787-8418**  
**OR MAIL TO: 5109 BUR OAK CIRCLE, RALEIGH, NC 27612**