North Carolina Health Care Facilities Association

65th Anniversary Celebration
Annual Convention & Expo
1955 - 2020

FEBRUARY 23-26
Sheraton Greensboro Hotel at Four Seasons
Joseph S. Koury Convention Center
Greensboro, NC

Recognizing Our Past | Focusing on Our Future
Schedule-At-A-Glance

**Sunday, February 23**
- 1:30 PM - 6:00 PM  Registration Desk Open
- 3:00 PM - 4:00 PM  Reimbursement Update
- 4:15 PM - 6:15 PM  Hispanic Workforce: Recruitment & Retention Best Practices
- 6:15 PM - 7:30 PM  Welcoming Reception

**Monday, February 24**
- 7:30 AM - 4:00 PM  Registration Desk Open
- 8:30 AM - 10:00 AM  NCHCFA Annual Business Meeting
- 10:15 AM - 12:15 PM  Keynote! Retention 911: Reviving, Inspiring, Engaging, Retaining
- 12:15 PM - 1:45 PM  Lunch & NCHCFA Winter District Meetings
- 2:00 PM - 3:00 PM  Concurrent Sessions
  (1) Voting for Long Term Care Residents
  (2) Trauma Informed Care: Is it Just "One More Thing" or Will This Really Help the Resident?
  (3) Telling Your Story: Finding and Sharing Positive Post-Acute/Long Term Care News and Events
- 3:00 PM - 4:00 PM  Associate Member Only Session - Understanding Your Skilled Nursing Facility Customer
- 3:15 PM - 4:15 PM  Concurrent Sessions Above
- 6:00 PM - 9:00 PM  2020 Reception & Annual Awards Gala

**Tuesday, February 25**
- 7:30 AM - 4:30 PM  Registration Desk Open
- 8:00 AM - 10:00 AM  Not If, But When: Guidance on Steps to Prevent Cybersecurity Attacks and How to Respond When You Become a Victim - Panel Discussion
- 10:00 AM - 10:30 AM  Networking Opportunity
- 10:30 AM - 12:30 PM  Expo 2020 Seminar for Package Two Attendees
  Nurse & Nurse Aide Day
  Trauma Informed Care: What Does That Mean for What I do for Residents?
  Customer Service Day - Social Workers, Activity Directors & ALL Facility Staff
  Customer Palooza - World Class Attitudes, World Class Service!
- 10:30 AM - 2:00 PM  Expo 2020 - A Roaring Fifties Revival
- 12:00 PM - 1:30 PM  Expo Buffet Luncheon
- 2:15 PM - 3:15 PM  Navigating the Regulatory Obstacle Course
- 3:30 PM - 4:30 PM  Concurrent Sessions
  (1) I'm Smiling But I'd Really Like to Scream - Overcoming Negativity
  (2) The State of Employee Turnover and Retention in the Workplace
  (3) Yoga - Stretch Out the Stress
- 8:00 PM - 11:00 PM  Chair's Evening Extravaganza - 65th Anniversary Celebration

**Wednesday, February 26**
- 9:00 AM - 11:00 AM  Winter Regulatory Update
Convention Highlights

**Sunday, February 23**
6:15 PM - 7:30 PM
Welcoming Reception
Join us in kicking off this year's convention with light hors d'oeuvres as you unwind and visit with colleagues before you head out for dinner. Enjoy the music of Ed Prophet while you get together with old friends, make new acquaintances, and relax as we get this year's convention off to a great start. A host bar will be provided.

**Monday, February 24**
12:15 PM - 1:45 PM
Lunch & NCHCFA Winter District Meetings
NCHCFA will be holding facility district meetings during the annual convention. Attendees will enjoy a boxed lunch and join colleagues in their respective districts for an informative meeting that will begin promptly at 12:45 PM. District meetings allow facility members to interact with peers in a comfortable atmosphere, promoting valuable and productive conversations. Topics to date include brief updates from the North Carolina Healthcare Emergency Coalitions, Alliant Quality, and agenda requests for the fall district meetings scheduled in September of 2020.

The Board of Examiners for Nursing Home Administrators has approved 1.0 hour of continuing education for this event for Administrators.

**The cost of this meeting is included in the Package One registration fee but is an additional charge for Package Two and Three. However, you must preregister for this event.**

6:00 PM - 9:00 PM
2020 Reception & Annual Awards Gala
Celebrating Excellence with Mike Rayburn
Be a part of this special evening with Mike Rayburn and join in recognizing the NCHCFA 2020 Annual Award Winners. Providers, vendors, and community representatives will unite to honor excellence in long term care. The individuals celebrated here best characterize what being a caregiver in North Carolina is all about!

Don’t miss this special evening to celebrate excellence in Long Term Care!

Mike Rayburn is a TEDx Presenter who teaches innovation, change and peak performance using his world-class guitar skills and humor to create a transformational experience. He has headlined Carnegie Hall, Las Vegas, and performed more than 5,000 presentations in 20 countries on five continents. Rayburn is a music/internet pioneering entrepreneur, feature artist on Sirius/XM and Artist In Residence at High Point University. His more than 1,000 corporate clients include most of the Fortune 100, 500, and the top five, including multiple presentations for Walmart, Exxon, Wells Fargo, Lincoln Financial, IBM, Verizon, Ford, Nationwide, MetLife, PepsiCo, Chevron, Sony, and Allianz.

The Board of Examiners for Nursing Home Administrators has approved 1.0 hour of continuing education for this event for Administrators.

**NCHCFA Annual Award winners are judged and selected by the NCHCFA Education & Programs Committee!**
Through her own personal experiences, Ashley Crevier knew at a very young age that she wanted to be a Certified Nursing Assistant. She will work all day and night to do whatever it takes to make the resident's lives better in her care. Ashley has a no quit attitude and an admirable work ethic. She is the heart and soul of Peak Resources in Pinelake. She brings so much joy and happiness to all the residents, staff and family members. Ashley is definitely one of a kind!

LaToya Bailey has been a Certified Nursing Assistant for twenty-two years! Throughout her years of dedication and service, LaToya has been an exemplary team member and role model for her peers. She always maintains a friendly and professional demeanor with a smile, even during hectic or challenging moments. With an upbeat and positive personality, she leaves a lasting impression on the residents under her care and their families.

Maria Canuto-Sosa was born in Mexico in a small town that was stricken with poverty and little work opportunities. She watched her mom take care of her siblings and other adults selflessly and it inspired Maria to do the same thing. She has been a Certified Nursing Assistant for over 7 years and was nominated by a very special group, the facility Resident Council. Administrator Chip Lacy-Sellers says, “In 20 years I have never seen the Resident Council agree on something so quickly and easily!”

Linda Thompson’s ability to evoke comfort and love by just a touch is amazing to watch! She has been a Certified Nursing Assistant for 17 years and currently serves as a Care Partner for White Oak Manor of Charlotte. In this role, she is responsible for mentoring and helping all new CNA’s get oriented to the residents they will care for. Linda is an incredible role model and demonstrates the best care possible which helps make the transition of care seamless and exceptional.

Pam Farrow has been a Certified Nursing Assistant for twenty-three years! On a regular basis department heads and Nurse Managers check the schedule and say, “Pam’s here – today is going to be a great day.” They know her residents will be well cared for, there will be coordination between departments, and that nothing will pass by her unnoticed. She never limits her work to or thinks in terms of “my assignment” and the quality care she provides is excellent.
Convention Highlights

Tuesday, February 25
10:30 AM - 2:00 PM
Expo 2020 & Buffet Lunch – A Roaring Fifties Revival
Visit all 170 booths of the 2020 Expo and recognize NCHCFA’s Trade Associate members for 65 years of continuous support. The theme for Expo 2020 is A Roaring Fifties Revival. Booths will be “souped” up with great memorabilia from this vibrant era. Be sure to have your validation card to be eligible for the Grand Prize drawing.

Before you turn it in, don’t forget to vote for the company that best incorporates this year’s theme.

Many exciting prizes from exhibitors will be awarded throughout the day. Keep in mind that winners must be in the exhibit hall to receive their prizes.

For a relaxing break, a buffet lunch will be served from 12:00 PM - 1:30 PM. Dessert stations will also be available in the exhibit hall during this time. Lunch is included with Package Two registration but is an additional charge for Packages One and Three.

8:00 PM - 11:00 PM
Chair Jim Martin’s Evening Extravaganza
65th Anniversary Celebration
Calling all “T-Birds” and “Pink Ladies.” Are you ready to have a “blast?” We are turning back the hands of time to 1955, and Chair Jim Martin and the Board of Directors are throwing a “bash!” Join us in celebrating the Association’s 65th Anniversary commemorating our founding members (several pictured left Marguerite Dunham, Edith Chance, and Estelle Russell) and extraordinary leaders from the past, present and future. There will be food, games, and great recollections from times past.

The roaring fifties introduced the world to James Dean, fast cars, American Bandstand, the bouffant and pompadour hairstyles, and so much more! “Grease” back that hair, put on your vintage 1950’s threads, and help NCHCFA celebrate this prolific decade. Be a part of the nostalgia while you grab a burger and fries in the diner before you check out all the numerous games.

Challenge your colleagues to a few of the classics including air hockey, ping pong, or a game of pool. If you are in the mood to “burn rubber,” “goose it” on the remote-control racetrack and Daytona USA Racing Simulators. Golfers, you can't "split" until you “make the scene” on the driving range. Champions will be crowned for the longest drive as well as additional challenges on the golf simulator. Then, be sure to stop in the photo booth before you dance the night away. DJ Doc Mike is back by popular demand and will be playing all your favorite hits throughout the night.

A photographer will be on hand and the best-dressed male and female will be recognized. Great prizes will be awarded so start working on your outfit today. Heavy hors d'oeuvres will be served.
Sam Clark, NCHCFA Vice-President of Finance will be presenting a review, an update and an outlook of reimbursement related topics that impact nursing facilities. Quite a few changes have taken place since last year. If there is a specific topic that you would like to have addressed during this session, please send your thoughts and ideas to Sam Clark at samc@nchcfa.org.

Sam Clark is the NCHCFA Vice-President of Finance and is primarily responsible for issues related to reimbursement of nursing facility services. In addition to acting as an information resource on matters pertaining to reimbursement, Sam is also the staff contact for the Health Insurance Portability and Accountability Act (HIPAA), Certificate of Need and Life Safety Code.

One of every 6 people is a Latino. One out of every 5 Millennials is a Latino. One out of every 2 babies born today is a Latino. Latinos represent over 75% of the growth in the American workforce.

Join Veronica Cool for an interactive and informative session addressing the current opportunities with the Hispanic segment, reviewing current demographics trends, and learning about the cultural, characteristics and behavioral traits and patterns of this complex community.

Participants will learn initiatives to improve recruitment, onboarding and retention of the Latino worker, as well as addressing cultural awareness and competence to improve overall morale and engagement.

Veronica Cool is back by popular demand! She was the highest evaluated speaker at the Intersection of Quality and Workforce Summit last June. Dominican-born Veronica founded Cool & Associates, a consulting firm to connect organizations to the Hispanic community; offering strategy, training, marketing/PR & language services. She and her team published the first of its kind: Hispanic Heritage Month: Essential Toolkit to facilitate the acknowledgement and engagement of the Latino segment in the United States. Committed to empowering her community, she established the Latino Innovators Pitch to scale Latino businesses profitably; along with two Facebook Groups, that provide resources and opportunities for jobseekers and entrepreneurs. Additionally, she serves on the boards of MedStar Good Sam Hospital, Open Society Institute, ALPFA-Baltimore, Governors Workforce Development Board, AHCC and Montgomery College HBTI.

Veronica has been recognized by First Lady Michelle Obama, and is the proud recipient of various awards, including the NFL Hispanic Heritage Leadership award, Innovator of the Year, and US Hispanic Chamber Corporate Leader of the Year. She lives near Baltimore with her husband and two teenagers; keeping busy writing columns for the Daily Record and Mundo Latino and traveling.

Jim Martin, Chair, NCHCFA Board of Directors, Presiding

We encourage all representatives of NCHCFA member facilities to be present during the Association’s Annual Business Meeting. Jim Martin, Chair of the Board of Directors will call the session to order promptly at 8:30 AM. Chair Martin will provide a report on the Association’s activities, Secretary/Treasurer Ted Goins will provide a financial report, and Adam Sholar, NCHCFA President & CEO will provide a report on the Association’s Strategic Plan and additional business. The members will also hear a report from the Nominating Committee and vote to elect the 2020-2022 officers and members of the Board of Directors.
Our 2020 Annual Convention begins what could be a landmark year for our profession. Following the overhaul of the Medicare payment system in October of 2019, and as efforts continue in Washington D.C. to limit Medicaid funding, many public policy decisions in 2020 will be extremely impactful to members and those they serve. The 2020 elections promise to consume much of the conversation in both Raleigh and Washington. To help provide an overview of what to expect, and to explain how we can help advocate for our profession and those who need skilled nursing care, we will be joined in the Annual Business Meeting by American Health Care Association President & CEO Mark Parkinson. This is a session not to be missed.

Additional agenda details will be available in weekly convention updates closer to the event. **Reminder, the Annual Business Meeting is restricted to representatives of NCHCFA facility members only.**

### 10:15 AM – 12:15 PM

**Keynote! Retention 911: Reviving, Inspiring, Engaging, Retaining!**

No more “churn and burn.” No more wishing, hoping, or finger-crossing to keep folks from rushing to the exits! Are you ready to make this the “Year of Retention?” First question: Where did things go south? The relationship between the applicant and organization starts off so promising. The courtship begins with the interview and moves to hiring. Each side enters this union bright-eyed and optimistic about a long and satisfying relationship. Every day afterward is another opportunity to choose the level of physical, mental, and emotional commitment. Organizations that fail to fully appreciate, coach, and inspire their staff, lose the battle to retain them in an industry notorious for burn out and under-appreciation. Great news ahead! This session promises to transform the energy traditionally reserved for handwringing, complaining, and worrying about the workforce crisis into strategies that create inclusive, positive, and cooperative work environments.

As Director of Workplace Culture for a Pennsylvania-based CCRC and Social Services Management Company, Christopher Ridenhour develops and delivers high-impact staff education focused on World Class Hospitality, Elevated Employee Engagement, New Supervisor Training, Aspects of Inspired Leadership, Total Team Commitment, among other critical employee competencies. For the last 16 years, Christopher has traveled across North America and Canada keynoting and training for National Aging Associations including Argentum, LeadingAge, American College of Healthcare Administrators, American Healthcare Association, Pioneer Network, National Center for Assisted Living, and the Ontario Association for Non-Profit Homes and Services for Seniors. Extraordinary participant evaluations have resulted in earning Christopher the distinction of becoming LeadingAge’s highest-rated speaker/trainer (LeadingAge’s Facilitator of the Year Award, 2015).

### 12:15 PM – 1:45 PM

**Lunch & NCHCFA Winter District Meetings**

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### 2:00 PM – 3:00 PM

**Three Concurrent Breakout Sessions - Attendees may pick one session**

#### Voting for Long Term Care Residents

As the calendar turns to 2020, we are reminded that one of the freedoms we enjoy is the right to vote for one’s elected officials. In this election year like so many others, residents of North Carolina’s Skilled Nursing Facilities will want to cast their votes. This session will provide an overview from the NC State Board of Elections on how North Carolina election law provides for residents of SNFs to be able to vote in elections, as well as what role, if any, SNF staff may play in helping their residents with the voting process. Register today to ensure your facility is ready for the 2020 elections.
Nearly every elder cared for in a nursing facility has experienced at least one and often more traumatic events that has essentially "changed" the elder. It is now recognized that those events continue to affect the resident during their senior years. Perhaps they have a phobia, or they experienced abuse of some kind earlier in life, or they witnessed or experienced an unthinkable event sometime in their life. We are all a culmination of the events of our lives. This session will provide a guide for the facility management staff to develop and implement the new requirements for assisting and supporting each resident through those past traumatic memories and current reactions to those memories.

Linda Farrar, RN, LNHA, has dedicated her professional career to providing elders in senior living centers with quality of life and quality of care. Linda received her BSN from The University of Iowa and her post-graduate Licensed Adult Care Home Administrator education from Kansas University. Linda started her senior care career at a large senior living community in Wichita as a unit charge nurse. She then transitioned into the Director of Nursing position at that facility. In the mid-1990's Linda was recruited to a Director of Nursing position in Topeka, so she and her husband moved to northeast Kansas. In 2000, Linda obtained her Nursing Home Administrator's license and has served in the roles of Administrator, Executive Director, Executive Management and Chief Operating Officer. Most recently Linda spearheaded the development of a web-based geriatric medication guide tool for LTC staff to provide improved medication administration and to achieve regulatory compliance. She is a part of the AHCA Quality Network and the Facilitator of the Kansas Dementia Partnership.

The media, unfortunately, focuses way too much on the negative stories that come out of the post-acute/long term care profession. In this session, you will learn how to identify, generate, and share positive stories about our profession. Whether it's on your own social media or pitching to local journalists, you will walk away with the tools necessary to make an impact on how people see our profession.

Drew Thies is the Digital Media Director at the American Health Care Association. He has worked for AHCA since 2013 in various roles, including government relations, grassroots organizing, and media management. He is a proud graduate of Wake Forest University in Winston-Salem, NC.

3:15 PM - 4:15 PM
Three Concurrent Breakout Sessions - Attendees may pick one session
Voting for Long Term Care Residents
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Trauma Informed Care:
Is it Just "One More Thing" or Will This Really Help the Resident?
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Package One Educational Sessions

**Telling Your Story:**
**Finding and Sharing Positive Post-Acute/Long Term Care News and Events**
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**Tuesday, February 25**
8:00 AM - 10:00 AM
**“Not If, But When: Guidance on Steps to Prevent Cybersecurity Attacks and How to Respond When You Become a Victim” - Panel Discussion**
Become aware of cybersecurity risks and steps you can take to guard against them. Learn how to work together with law enforcement if you become a victim of a cybersecurity attack. Be ready to address whether, when and how to report confidential information breaches. Get prepared on investigation tips and how to assist with preserving needed evidence.

Maureen Demarest Murray moderator - Maureen Demarest Murray is a health care attorney in NC who has worked with long term care facilities for over 35 years. She has counseled health care providers on a variety of patient confidentiality and breach of patient confidential information issues, assisted with required reporting on breach of patient information issues and defended suits alleging breach of patient data. She is recognized as a leading individual in health care by US Chambers and serves on the NCHCFA Associate Advisory Committee.

Mark McCreary is a partner and the Chief Privacy Officer at Fox Rothschild LLP. He focuses a segment of his practice on compliance with privacy-related laws, rules and regulations as well as responses in the event of a data breach. He is Certified Information Privacy Professional/United States (CIPP/US) certified by the International Association of Privacy Professionals and was Selected to the "Trailblazers" list for Cybersecurity Law by The National Law Journal (2016). He speaks and writes frequently on privacy and cybersecurity matters.

Adam B. Scholtz is an Army veteran who has worked for the Federal Bureau of Investigation (FBI) for 15 years and is an agent based in NC who focuses on cybersecurity crimes and investigations.

10:00 AM - 10:30 AM
**Networking Opportunity**
Meet with an NCHCFA Associate Member or visit with peers for best practice sharing.

2:15 PM - 3:15 PM
**Navigating the Regulatory Obstacle Course**
Polly Welsh, RN-BC, MPH, NCHCFA Executive Vice-President will address many topics in this informative session. Topics to date include thorough investigations and reportable complaints, and the importance of the medical provider in the preparation and process of the Informal Dispute Resolution (IDR). In addition, she will focus on the maximization of the minimal supply of nursing staff using the North Carolina Board of Nursing's position statement, and tools pertaining to delegation and assessment (RN, LPN, NAI, NAI+4, and NAII).

Polly Welsh is the NCHCFA Executive Vice-President and focuses on long term care policy, regulation, and quality issues, serving on many advisory committees, task forces and other government policy collaboratives with the Division of Health Service Regulation, the Division of Medical Assistance, and the Division of Aging, within the Department of Health and Human Services. Polly conducts statewide, as well as national, educational sessions on leadership, quality, and regulatory issues.
Good grief, statistics tell us that 78% of conversation daily is negative. Are you part of the problem or the solution? Come and meet the hysterically funny negative Nelda! As a whining, complaining, pessimistic ol' gal, she will help you see and hear the personification of negativity. Truth is, she may even help you see that self-defeating behavior in yourself and ultimately give you some tools to deal with it. Guaranteed to improve your attitude, in this session you'll learn the importance of humor in every situation.

To say that Jenny Nolen's humor is contagious is an understatement. As a very unconventional presenter, Jenny will go to any length to make sure her audience is relaxed, has fun, and is ready to learn and retain! Attendees will leave not only having laughed a lot, but also with valuable lessons in wit, wisdom and wonder. Known as “one funny lady,” Jenny Nolen has been in the national spotlight as an entertainer, speaker and trainer for well over a quarter of a century. She is an absolute must for any group looking to strengthen its team capabilities, overcome issues of stress and negativity, and create a new vision for leadership.

The State of Employee Turnover and Retention in the Workplace
Finding and keeping high-quality staff is a continual challenge in healthcare, especially in a tight labor market. Employee retention programs can help you protect your most valuable assets: your people. This session will offer new ideas and specific strategies and tools for addressing challenges in hiring, retention, and turnover.

Sandi Lane is an Associate Professor and Program Director of the Master of Health Administration at Appalachian State University, a Fellow in the American College of Healthcare Executives (ACHE), and a licensed nursing home Administrator. Dr. Lane's operational experience includes work in acute care, long term care and outpatient ancillary services. She has also served on the Greater Charlotte Healthcare Executives Group (GCHEG) board. Dr. Lane is currently a reviewer for the National Association of Long Term Care Administrator Boards, National Continuing Education Review Service. Her scholarly work has been published in Health Care Management and Review, Journal of the American Board of Family Medicine, the Gerontologist, Journal of Health Administration Education, Prehospital and Disaster Medicine, and Journal of Asthma. She has presented internationally, nationally and locally on topics such as enhancing quality and factors contributing to medication errors and adverse drug events in long term care, building a resilient workforce, ethics in healthcare, and nursing home emergency preparedness. Dr. Lane's interests' center around the structural characteristics and management processes impacting the quality of health services, and the impact of health system structure, policy and financing on quality of care for older adults.

Yoga - Stretch Out the Stress
Take a break and regain focus while you replenish your energy with afternoon yoga. Yoga is a physical discipline that focuses on strength, balance, and flexibility by developing control of the mind and body through postures and breath. Some research finds yoga can boost your mood, reduce stress, and improve overall health. This class is appropriate for all ages and fitness levels. This program does not qualify for continuing education credit.

Wednesday, February 26
9:00 AM - 11:00 AM
Winter Regulatory Update
The implementation and survey of Phase 3 Requirements of Participation (RoP) have been challenging. Cindy Deporter, MSSW, State Agency Director, Division of Health Service Regulation, will provide an update for members on specific topics related to the past six months and implementation of phase three of survey and certification. There will be time for questions and discussion during the program. Cindy's presentations are always in great demand, and this is one you will not want to miss.

Cindy Deporter, MSSW, was appointed as State Agency Director of DHSR in May of 2016. Since 2013 she has also served as the Acting Assistant Section Chief of the Acute and Home Care Section. In addition, she is the Manager for the Quality Evaluative Systems Nursing Home Section, which is responsible for training, Internal Dispute Resolution, Civil Money Penalty Grants, and Independent Internal Dispute Resolution.
Package Two Educational Session

Expo 2020 Seminar for Package Two registrants will include topics appropriate for Nurses, Nurse Aides, Social Workers, Activity Directors, Dietary & ALL facility staff that are involved in customer service. Only those registered for Package Two can attend these seminars.

Tuesday, February 25
10:30 AM - 12:30 PM
Customer Service Day - Social Workers, Activity Directors & ALL Facility Staff
Customer Palooza - World Class Attitudes, World Class Service!

Great service is like a great relationship. Attention to details helps everyone feel valued and cared about. And just like great relationships, EXCEPTIONAL customer care takes practice, motivation, and commitment in order to create amazing outcomes for every one of our stakeholders, including our staff. This training will hit home with interactivity, tools for success, real-life challenges, celebration, and lots of belly laughs. All levels of staff will recognize their role in creating World Class Service experiences for internal and external customers. The session culminates in the entire audience ROCKING OUT in a raucous performance of teamwork and synergy!

As Director of Workplace Culture for a Pennsylvania-based CCRC and Social Services Management Company, Christopher Ridenhour develops and delivers high-impact staff education focused on World Class Hospitality, Elevated Employee Engagement, New Supervisor Training, Aspects of Inspired Leadership, Total Team Commitment, among other critical employee competencies. For the last 16 years, Christopher has traveled across North America and Canada keynoting and training for National Aging Associations including Argentum, LeadingAge, American College of Healthcare Administrators, American Healthcare Association, Pioneer Network, National Center for Assisted Living, and the Ontario Association for Non-Profit Homes and Services for Seniors. Extraordinary participant evaluations have resulted in earning Christopher the distinction of becoming LeadingAge's highest-rated speaker/trainer (LeadingAge's Facilitator of the Year Award, 2015).

Nurse & Nurse Aide Day
Trauma Informed Care: What Does That Mean for What I do for residents?

Nearly every resident residing in a nursing facility today has a history of some traumatic event that essentially "changed" them. Facilities are now required to have a better understanding of that "whole" person to achieve and maintain the resident's highest physical, mental & psychosocial well-being.

This session will provide information to nurses, CNAs and all direct care partners to help each resident feel safe, happy and fulfilled during their entire life through appropriate assessment, care planning, and care plan interventions implementation, and appropriate referral to behavioral health resources as necessary.

Linda Farrar, RN, LNHA, has dedicated her professional career to providing elders in senior living centers with quality of life and quality of care. Linda received her BSN from The University of Iowa and her post-graduate Licensed Adult Care Home Administrator education from Kansas University. Linda started her senior care career at a large senior living community in Wichita as a unit charge nurse. She then transitioned into the Director of Nursing position at that facility. In the mid-1990’s Linda was recruited to a Director of Nursing position in Topeka, so she and her husband moved to northeast Kansas. In 2000, Linda obtained her Nursing Home Administrator's license and has served in the roles of Administrator, Executive Director, Executive Management and Chief Operating Officer. Most recently Linda spearheaded the development of a web-based geriatric medication guide tool for LTC staff to provide improved medication administration and to achieve regulatory compliance. She is a part of the AHCA Quality Network and the Facilitator of the Kansas Dementia Partnership.

An important reminder, if a facility registers two staff for Package Two, a third staff member may register for Package Two at no charge!
Questions & Answers

What should I wear?
Attire for the 2020 NCHCFA Annual Convention and Expo is business dress with two exceptions. Great prizes will be awarded to the best-dressed male and female at the Chair's Evening Extravaganza - 65th Anniversary Celebration so start working on your outfit today. “Grease” back that hair, put on your vintage 1950's threads, and help NCHCFA celebrate this prolific decade. The 2020 Annual Awards Gala is cocktail attire.

Are room temperatures difficult to control?
Yes - Please remember to bring a sweater to educational sessions if you are cold natured.

Do I have to pre-register for Educational Sessions?
Yes - Attendees MUST sign up for each individual educational session they wish to attend. Changes will be accepted until Friday, February 14, 2020. After that date, changes may only be made on a space-available basis; exceptions cannot be made to this requirement.

What do I need to do with my Certificate of Attendance?
NCHCFA will utilize scanning technology to validate participant CEU's/Certificate of Attendance. Individual name badges will be printed with a unique barcode that electronically includes attendees name and administrator license number (where applicable) as registered through the North Carolina Board of Examiners for Nursing Home Administrators (NCBENHA). Members of the Education and Programs Committee will be available at the conclusion of each session to validate attendance. To ensure that you receive proper credit for attending sessions, participants must have name badges scanned immediately after completion of the program. This process will allow participants access to view and/or print individual CEU's/Certificate of Attendance from NCHCFA's website.

Will event tickets be available on-site for social events?
Yes - If you do not preregister for an event, attendees can have their name badge scanned at the entrance of the social event. NCHCFA will invoice for these tickets after the 2020 Annual Convention & Expo.

Convention Important Information

Convention Headquarters
Sheraton Greensboro Hotel at Four Seasons / Joseph S. Koury Convention Center
3121 West Gate City Boulevard - Greensboro, NC 27407
Direct (336) 292-9161 - Reservations (800) 242-6556 - Online Reservations https://tinyurl.com/v5yhqas

2020 NCHCFA Annual Convention & Expo Theme
NCHCFA is celebrating its 65th Anniversary! The 2020 NCHCFA Annual Convention & Expo theme is 2020 Vision | Recognizing Our Past | Focusing on Our Future. Join us as we commemorate our founding members and extraordinary leaders from the past, present and future. The 2020 NCHCFA Annual Convention & Expo has advanced educational programs led by nationally renowned speakers, opportunities to reconnect with old friends, as well as network with some new faces. In addition, Expo 2020 A Roaring Fifties Revival will introduce you to the newest cutting-edge products and services available in long term care.

NCHCFA Convention App
The NCHCFA Annual Convention & Expo App will provide all the information you need to get the most out of your convention experience. Details will be sent to all attendees prior to the meeting with download instructions. It will include the convention schedule, session handouts, a list of exhibitors with products & services so you can navigate the trade show, and lots more. Be sure to provide your email address on the registration form.

Smile! You May Be in Photos
By entering the event premises, you consent to interview(s), photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for promotional purposes, advertising, inclusion on websites, social media, or any other purpose by NCHCFA. Images, photos and/or videos may be used to highlight and/or promote similar NCHCFA events in the future. You release NCHCFA, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, video and/or sound recordings. You waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, or other publication of these materials.
Hotel Reservation Information
To make your overnight rooms at the Sheraton Greensboro Hotel at Four Seasons visit https://tinyurl.com/v5yhqas or call (800) 242-6556. To receive the special $164 room rate, mention the NC Health Care Facilities Association 2020 Convention when making your reservation. Wireless internet access is complimentary for all guests staying at the Sheraton Greensboro Hotel at Four Seasons in overnight rooms, as well as in all meeting rooms used for educational programs. There is no additional fee for parking.

The deadline for room reservations is Wednesday, January 22, 2020. After this date, rooms reserved for NCHCFA Convention attendees will be released. The $164 rate is for a single or double room. Check-in is 3:00 PM and check-out is 12:00 PM. All overnight room reservations must be guaranteed for late arrival. Deposits will be refunded only if cancellation notification is given 72 hours prior to your arrival date. In the event a guest checks out prior to the guest's reserved check-out date, an early departure fee equal to 50% of one-night room and tax will be charged. Please contact the Sheraton Greensboro Hotel at Four Seasons for further information.

How to Register
Complete the registration form included with this brochure and email to robynw@nchcfa.org, fax to (919) 787-8418, or mail to NCHCFA Annual Convention, 5109 Bur Oak Circle, Raleigh, NC 27612. You can register and pay online. Visit https://www.NCHCFA.org and click on 2020 Annual Convention & Expo Registration.

All employees of member facilities must register as Package One or Package Two. An employee of a member facility cannot register as Package Three (spouse or guest). Registration for convention activities is as follows:

Package One Registration
This comprehensive package includes all scheduled activities except for some food functions. Tickets (codes on name badges) must be purchased separately for the Expo 2020 Buffet Lunch and the 2020 Annual Awards Gala. Use the front side of the registration form to register for Package One.

Package One registration includes admission to educational sessions (excluding Expo 2020 educational seminar), NCHCFA Business Meeting (NCHCFA facility members only), Welcoming Reception, refreshment breaks at all educational sessions, Lunch & NCHCFA Winter District Meeting, admission into Expo 2020, convention packet and souvenir, eligibility for grand prize drawing at Expo 2020, and Chair's Evening Extravaganza - 65th Anniversary Celebration.

Package Two Registration
This package is designed to offer educational opportunities and participation in the trade show to facility staff members who are unable to attend the entire convention. It includes all scheduled activities on Tuesday, February 25, 2020, except for the 2020 Annual Awards Gala, and the 8:00 AM educational session. Tickets (codes on name badges) for the Lunch & NCHCFA Winter District Meeting, 2020 Annual Awards Gala, and the Chair's Evening Extravaganza - 65th Anniversary Celebration must be purchased separately. Use the backside of the registration form to register for Package Two.

Package Two registration includes Expo 2020 educational session on Tuesday (10:30 AM sessions only), refreshment break, souvenir, Expo 2020 buffet luncheon, and admission to Expo 2020. If a facility registers two staff for Package Two, a third staff member may attend Package Two at no charge.

Package Three Registration
This package is intended for the spouse or guest of an attendee only. Except for the Welcoming Reception and Chair's Evening Extravaganza - 65th Anniversary Celebration, all other food function tickets (codes on name badges) must be purchased separately. Use the back of the registration form to register for Package Three. This registration does not include entry into any educational sessions or the NCHCFA Business Meeting.

Package Three registration includes Welcoming Reception, admission to Expo 2020, and Chair's Evening Extravaganza - 65th Anniversary Celebration.
“Green” Initiative – Handouts Online Only
NCHCFA has initiated a “green” electronic handout policy for NCHCFA educational events in 2020. Printed handouts will no longer be available in notebooks for all attendees. Handouts will be available online on NCHCFA’s website prior to the event and can also be downloaded and viewed on the mobile app prior to and during the event.

Password information to download handouts will be sent out when the presentations are posted.

Administrator in Training (AIT) Program
NCHCFA is excited to offer complimentary Package One registration for individuals enrolled in the Administrator in Training (AIT) program through the NC North Carolina Board of Examiners for Nursing Home Administrators (NCBENHA). Register today and be sure to indicate that you are an AIT on the registration form.

Cancellation Policy
Convention registration fees will be fully refunded with written cancellations made on or before Friday, February 7, 2020. There will be a 50% handling fee for all cancellations made after Friday, February 7, 2020, but received on or before Friday, February 14, 2020. No refunds will be available for cancellations made after Friday, February 14, 2020. Phone cancellations will not be accepted.

Early Registration
There is a reduced fee for registrations received in the Association office on or before Friday, February 7, 2020. Registration forms received after this date or at the door will be charged a higher registration fee. Please register early! For more information, contact NCHCFA at (919) 782-3827.

Continuing Education Credit
Important Reminder – The program Yoga - Stretch Out the Stress does not qualify for continuing education credit.

NCHCFA has requested a total of up to 16.5 hours of continuing education credit for North Carolina Nursing Home Administrators for Package One educational programs and the 2020 Annual Awards Gala (includes 1.0 hour of continuing education). If made, changes will be noted in Update Weekly “Convention Highlights.”

This program has been submitted (but not yet approved) for continuing education for up to 13.0 total clock hours from National Association of Long Term Care Administrator Boards/National Continuing Education Review Service (NAB/NCERS). Please note the following additional programs do not qualify for NAB/NCERS continuing education: NCHCFA Annual Business Meeting, NCHCFA Winter District Meetings, and the 2020 Annual Awards Gala. Call NCHCFA at (919) 782-3827 for further information.

NCHCFA will issue a certificate for up to 15.5 education contact hours for nurses for all Package One educational programs except for the 2020 Annual Awards Gala.

NCHCFA will issue a certificate for 2.0 education contact hours for nurses for the Package Two programs Trauma Informed Care: What Does that Mean for What I do for Residents? and Customer Palooza - World Class Attitudes, World Class Service! on Tuesday, February 25, 2020, at 10:30 AM.

NCHCFA has applied for 2.0 education contact hours for social workers through the North Carolina Chapter of the National Association of Social Workers (NASW-NC) for the Package Two program Customer Palooza - World Class Attitudes, World Class Service! on Tuesday, February 25, 2020, at 10:30 AM. Important Reminder: Approval pending.

NCHCFA has applied for 2.0 education contact hours for activity directors through the National Certification Council for Activity Professionals (NCCAP) for the Package Two program Customer Palooza - World Class Attitudes, World Class Service! on Tuesday, February 25, 2020, at 10:30 AM. Important Reminder: Approval pending.
2020 Trade Associate Members

360Care
Accelerated Care Plus
Access Dental Care
Ageless Innovation’s Joy for All Companion Pets
All South Flooring
Allied Health Resources
American Health Associates Clinical Laboratories
American HealthTech
American Medical Technologies Aon
Apollo Corporation
Ballistic Photography
Basic American Medical Products BD/Bard
Blue Ridge Pharmacy
BOK Financial
Brame Specialty
Broad River Rehab
Broome & Associates
BSI Supplies, Inc.
Carolina Medical Lab
Carolina Speech Pathology LLC
Carolina Therapy Services
Carolina Thomas, LLC
Centralina COG/AAA
Clifton Larson Allen
Clinical Laboratory Services, Inc.
Consolidated Laundry Equipment, Inc.
Consonus Healthcare
Consulate Health Care
Culinary Services Group
Davidson, Holland, Whitesell & Co., PLLC
Design Source
DHG Healthcare
Direct Supply
Domtar Personal Care
Dynamic Mobile Imaging
EarlySense, Inc.
ECU Dept of Public Health BSOM
Encore Rehabilitation Services
Excel Staffing Services, Inc.
EZaccessMD North Carolina
First Quality Products
Fox Rothschild LLP
Genesis Rehabilitation Services
Gordon Food Service
Grove Med
Hagwood and Tipton PC
Hall Booth Smith, P.C.
Harold K. Jordan & Co., Inc.
Hartmann USA
Health Systems Services
Healthcare Services Group
Healthlines
HealthPRO Heritage
Hearing Life Corporate
HPS
HPSI Purchasing Services
IH Services
Interstate Transportation Sales & Service, Inc
Invacare
It's Never 2 Late
Kindred at Home
Lancaster Pollard
Langdon & Company LLP
Legacy Healthcare Services
LifeSource, Inc.
Longevity Health Plan
MaintenX International
McGriff Insurance Services
McKesson Medical Surgical
McMillan Pazdan Smith Architecture
Medicaid Done Right
Medipack Pharmacy
Medline Industries, Inc.
Med-Mizer, Inc.
MedTech/MedCare
National Health Care Solutions, LLC
National Mobile X-Ray
NC Culture Change Coalition
NCDONA, LTC
NCHCFA/PAC
Neil Medical Group
Newmark Knights Frank
NH Med Services, LLC
Nutrition Plus
Nutrition That Works, LLC
Ocean Spray Cranberries
Omnicare/a CVS Health Company
PharMerica
Physicians Eldercare
Pinnacle Bank
PointClickCare
Poyner Spruill
Principle LTC
ProCare Medical Company
Progressive Medical Concepts
PruittHealth
QMX Mobile Health
Quality Surgical Medical (QSM)
Rakestraw Insurance Center, Inc.
RC Consulting
RDM Medical
RehabCare
Reinhart Foodservice
Reliable Medical Supply
S&D Coffee
Schedule Pop
Seagrove Rehab Partners
Select Rehab
Senior Dental Care
SeniorTV
Senwell Senior Investment Advisors
Signal Technologies
SimplyThick LLC
Skil-Care Corporation
Smith Drug Company
Southeastern Paper Group
Southern Pharmacy Services
Span-America
Sprint
TeamHealth
The Commonwealth Group
Therapy Partners Consulting
Trident Care
Trident Care Rx
Trinity Rehab
Unified Alerts
UnitedHealthcare/Optum
UNIX Industries, Inc.
US Foods
Vantage Point Services
VGM Education
Vista Clinical Diagnostics
Vohra Wound Physicians
WellCare Health Plans, Inc.
White Oak Pharmacy, Inc.
WolffPackaging
Wound Healing Technologies (WHT)
Young Moore & Henderson, PA

NCHCFA
Leadership | Purpose | 1955 - 2020
SIXTY FIVE YEARS
“It was my very first convention and I thoroughly enjoyed it. It was extremely informative”

“Great conference, looking forward to the next”

“One of the best, most informative conferences”

“This year we had the best speakers I have ever heard”

“Well done! Learned valuable information in every session attended”