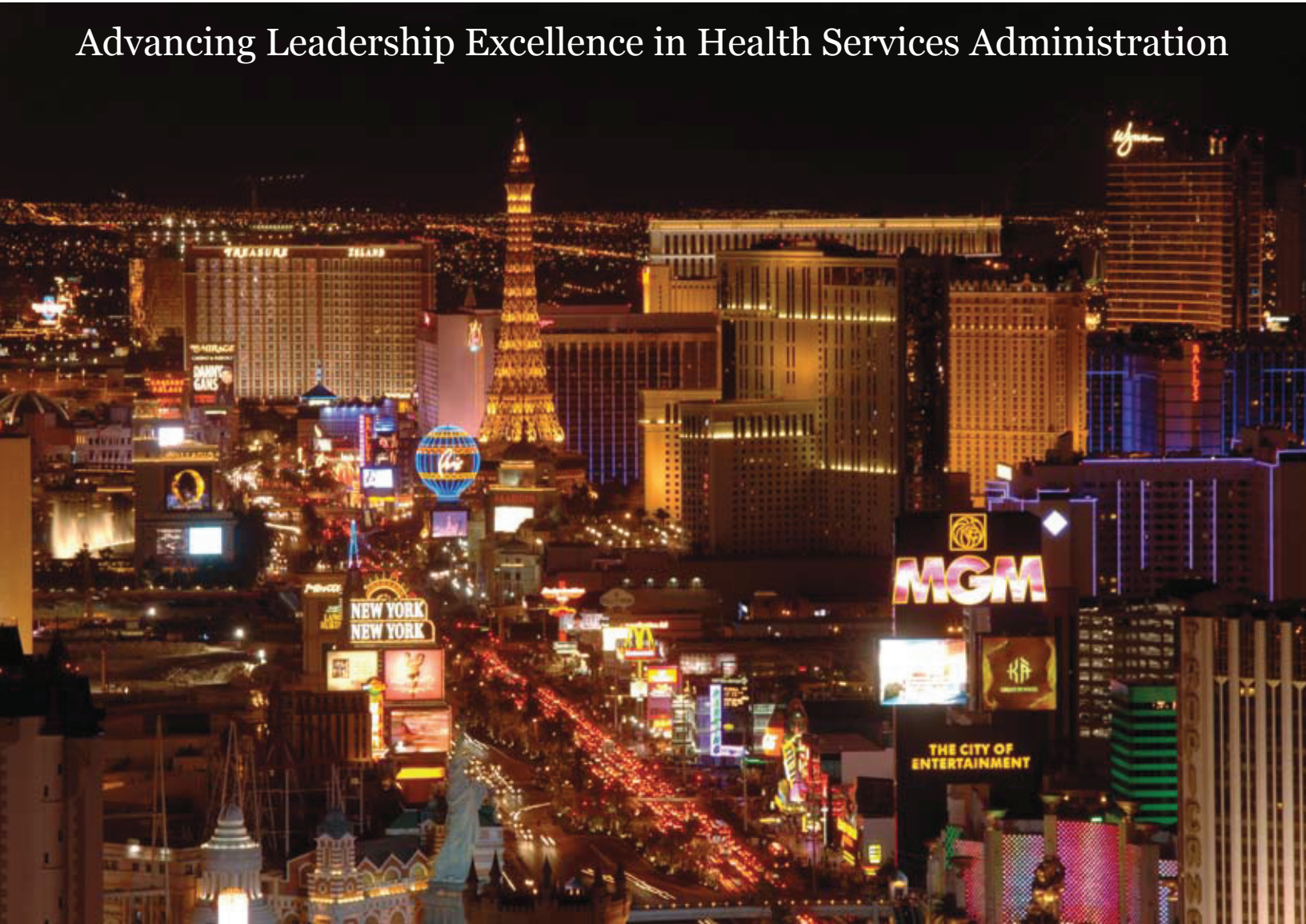


15th Annual Winter Marketplace



Advancing Leadership Excellence in Health Services Administration




Las Vegas

December 12-14, 2008 | Planet Hollywood Resort & Casino

Earn up to 15 CEUs/CNEs | Registration now open

Schedule at a Glance

Friday, December 12

8:30-10:00 am (1.5 CEUs)	L1 Leading for Success: Assess Your Leadership Style. -Ealey 11 Analyzing Workforce and Customer Satisfaction: National Ratings -Shiverick W1 Creating a Culture of Wellness: Maximize Resident Potential -Green 
10-10:15 am	Refreshment Break
10:15-11:45 am (1.5 CEUs)	L2 Building a Mission-Driven Organization -Smikle 12 Improving Transitions of Care for Better Outcomes -Vance W2 Aligning Staff Values with a Wellness Culture -Musial-Olson 
11:45 am-1:15 pm	Lunch on your own
1:15-2:45 pm (1.5 CEUs)	L3 Seeding & Weeding: Strategies for Growing Mission Driven Leaders -Smikle 13 Interfacing Technology for Successful Operations -Klusch W3 Designing an Environment to Support a Wellness Culture -Green, Musial-Olson 
2:45-3:00 pm	Refreshment Break
3:00-4:30 pm (1.5 CEUs)	L4 Leadership: Creating an Effective Vision for the Future -Burlew 14 Making the Business Case for an Effective Wound Care Program -Scarborough W4 Systematic Programming for a Successful Wellness Culture -Pace 

Saturday, December 13

8:30-10:00 am (1.5 CEUs)	L5 The Personal Side of Leadership -Baddeloo 15 Exploring Legal Implications of MDS Data Management -Klusch HR1 Using Rewards to Improve Staff Performance and Retention -Pratt 
10:00-10:15 am	Refreshment Break
10:15-11:45 am (1.5 CEUs)	L6 Manage Change or It Will Manage You -Pratt EL1 Is Your Independent Contractor Actually an Employee? -Lyncheski, Hardy  HR2 Strategies for Managing the Real Cost of Staff Turnover -Gilster 
11:45-12:00 noon	Refreshment Break
12:00-1:30 pm (1 CEUs)	11 Lunch/Keynote: How Boomers Will Transform Healthcare Forever -Thornhill
1:30-1:45 pm	Refreshment Break
1:45-3:15 pm (1.5 CEUs)	L7 Selling Your Services Using Influence and Persuasion -Stackpole EL2 Labor and Employment Law: What's on the Horizon -Lyncheski, Hardy  HR3 Creating an Effective Administrator and DON Partnership -Gilster 
3:15-3:30	Refreshment Break
3:30-5:00 (1.5 CEUs)	L8 Customer Satisfaction Is Cheap, Customer Loyalty Is Priceless -Stackpole T1 Technology: an Enabler of Innovation, Efficiency and Profitability -Fugaro HR4 Addressing Employee Absenteeism: A Person Centered Approach -Farrell 

Sunday, December 14

8:30-9:30 am (1 CEU)	L9 The Art of Self-Preservation in a Tough Environment -Ealey T2 Trends in Healthcare Technology -Shearon, Clement C1 Professional Certification Readiness I: Process Overview -Knapp
9:30-9:45 am	Refreshment Break
9:45-10:45 am (1 CEU)	16 Models of Excellence - Unique Solutions to Challenges You Face Every Day
10:45-11:00 am	Refreshment Break
11:00-12 noon (1 CEU)	L10 Diagnosing Your Leadership Potential -Olson T3 10 Ways to Jazz Your Website -Rotella C2 Professional Certification Readiness II: Sample Test Review -Knapp

Tracks:

Leadership
Technology

Wellness Culture
Employment Law

Human Resources
Professional Certification



Certificate Program – this symbol identifies courses required to earn each themed certificate

Please join us for the 15th Annual Winter Marketplace,

December 12-14 at Planet Hollywood in Las Vegas!

✓ Earn up to 15 CEUs by attending sessions designed for leaders across the continuum of care:

- Leadership Development
- Employment Law
- A Wellness Culture
- Human Resources
- Technology
- Professional Certification

✓ Gain **new insight and perspective** on the challenges – and rewards – of your profession.

✓ Attend The College's exclusive "Models of Excellence" program and discover **unique solutions** to challenges you face every day.

✓ Set aside time to network with your colleagues – **make new contacts** and strengthen existing relationships.

✓ Choose among three unique **certificate programs**.

Take advantage of the extraordinary networking opportunities, dynamic speakers, and educational opportunities that distinguish College conferences from all the rest. You'll return to work exhilarated, with a renewed passion for your work – and greater effectiveness as a leader.

Register today!

Complete the attached registration form or register online at www.achca.org. ACHCA has negotiated a special room rate of \$109/night at Planet Hollywood! To reserve hotel accommodations, visit www.achca.org or call 866-517-3263.

About The College

Founded in 1962, the American College of Health Care Administrators is the only professional association devoted solely to meeting the professional needs of today's long-term care administrator. The College's mission focuses on advancing leadership excellence in long term care through the provision of leadership education, promotion of professional advancement programs such as Fellowship and professional Certification, and facilitation of leadership development. The College's diverse membership includes administrators and executives throughout the continuum of care. For more information about The College, call the National Office at 703-739-7900, visit www.achca.org.





15th Annual Winter Marketplace Registration Form

December 12-14, 2008 | Planet Hollywood Resort & Casino | Las Vegas, NV

Please include payment with registration form.
 One form per person. Please print clearly. Make copies if necessary. Register on site after December 3, 2008.

ACHCA Member Number _____ Name _____
 Title _____ Organization _____
 Address _____
 City _____ State _____ Zip Code _____
 Telephone _____ Fax _____
 Badge Name _____ Email _____
 License # _____ License Type NHA AL RN State Licensed in _____
 Special Assistance: Please describe your special requirements. Requests will be individually acknowledged.

Registration Categories and Fees

	Pre-conference	On-site	Total
Member			
Primary Registrant	\$465	\$565	\$ _____
Additional Registrant <i>(must be from the same organization/facility)</i>	\$365	\$465	\$ _____
Nonmember			
Registrant	\$665	\$765	\$ _____
Student <i>(Full time student in an administrator program at a recognized university)</i>	\$125	\$125	\$ _____
Membership Dues			
SAVE \$200 (off nonmember rate) by joining ACHCA and registering at the same time! Sign up to be a member now and enjoy member rates on this event. <i>Membership is valid for 12 months.</i>		\$281	\$ _____
		Total	\$ _____

Check enclosed (Payable in US dollars to ACHCA)
 Visa Mastercard AmEx Card # _____ Exp date _____
 Name on card _____ Signature _____
 Billing Address _____
Cancellations must be received in writing prior to November 7, and are subject to a \$75.00 processing fee. Refunds will not be issued for cancellations after November 7, 2008.

FAX to: 866-874-1585 (credit card payment only)
 If paying by check, mail to: ACHCA | 12100 Sunset Hills Rd. Suite 130, Reston, VA 20190
 Questions: Call 703-234-4140 ext. 3 | Online: www.achca.org