

EXHIBITORS

AS OF JUNE 30, 2010

Our conference exhibitors offer a wide-range of valuable products and services for the industry. Come learn what's new in Assisted Living and see what the exhibitors have to offer.

Air Duct Services
 Andrews Pharmacy
 ARS Restoration
 Atria Senior Living Group
 Bank of America Merrill Lynch
 Beacon Hospice
 Benchmark Assisted Living
 C.E. Floyd Company, Inc.
 Care Solutions, Inc.
 CARETenders Home Health Care and Rehabilitation
 Casella Waste Systems, Inc.
 Charlesbank Home Care and Hospice
 Cutler Associates, Inc.
 Disposables Delivered, LLC
 Diversified Specialty Pharmacy
 Dolphin Resource Group, Inc.
 Eaton Apothecary
 Eco Clean Systems/Sunshine Services
 Emeritus Senior Living
 Evercare Hospice and Palliative Care
 Excella Healthcare, Inc.
 Executive Office of Elder Affairs - Prescription Advantage
 GE Healthcare
 Hebrew SeniorLife
 Hospice of the North Shore
 Job Corps

Kindred Healthcare
 Leasing Associates
 Levi + Wong Design Associates, Inc.
 Lyndon Furniture
 Make'm Wireless
 Massachusetts Commission for the Blind
 Massachusetts Commission for the Deaf and Hard of Hearing
 Matthews Buses
 Medical Resources Home Health Corp
 MyWay Village
 New England Fitness Distributors
 Onsite Dental Care of New England
 Painters Pride, Inc.
 Pro-Care, Inc.
 Proctor and Gamble Professional
 Quality Van Sales, Inc.
 Resident Salon Services
 Ropes and Gray, LLP
 Rx Care Assurance Powered by OPUS
 Sallop Insurance
 Sea Bay Game Co.
 Senior Helpers Boston North
 Senior Living Residences, LLC
 Senior Whole Health
 ServiceMaster by Gilmore
 Sheehan Health Group
 Sostek Home Care
 The Driscoll Agency
 The Northbridge Companies
 UHF Purchasing Services
 Veterans Financial, Inc.
 VistaCare Hospice
 William H. Johnson, Social Work Staffing

Continuing Education Units: Mass-ALFA is an approved provider of nursing home administrator continuing education. Applications have been submitted for CEU's for Social Workers and Activities Professionals.

This continuing nursing education activity was approved by the Massachusetts Association of Registered Nurses, Inc, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Approval of this continuing education activity does not imply either ANCC Commission on Accreditation or MARN endorsement of any commercial products.

Parking: Preferred parking for the DCU center is at the Worcester Municipal Parking Garage located off of Rt. 290 at 30 Major Taylor Blvd. The garage is less than a two-minute walk from the DCU Center. For more information, please contact 508-792-0314.

Cancellations/Refund Policy: Please notify Mass-ALFA in writing of any cancellations by August 15, 2010. No refunds will be made after that date. Substitutions are permitted. If substituting, please submit information in writing.

Accommodations: Located adjacent to the DCU Center, the Hilton Garden Inn is the host hotel for the Mass-ALFA conference. Guest rooms are reserved under the name "Mass-ALFA" at a special discounted rate of \$119/single for the night of September 22, 2010. To receive this rate, reservations must be made prior to August 23, 2010 by calling the hotel at 508-753-5700.

For directions, please visit  www.dcucenter.com

Questions? call 781.622.5999 or visit www.massalfa.org



135 Beaver Street, Suite 202, Waltham, MA 02452

Fall Conference and Trade Show 2010

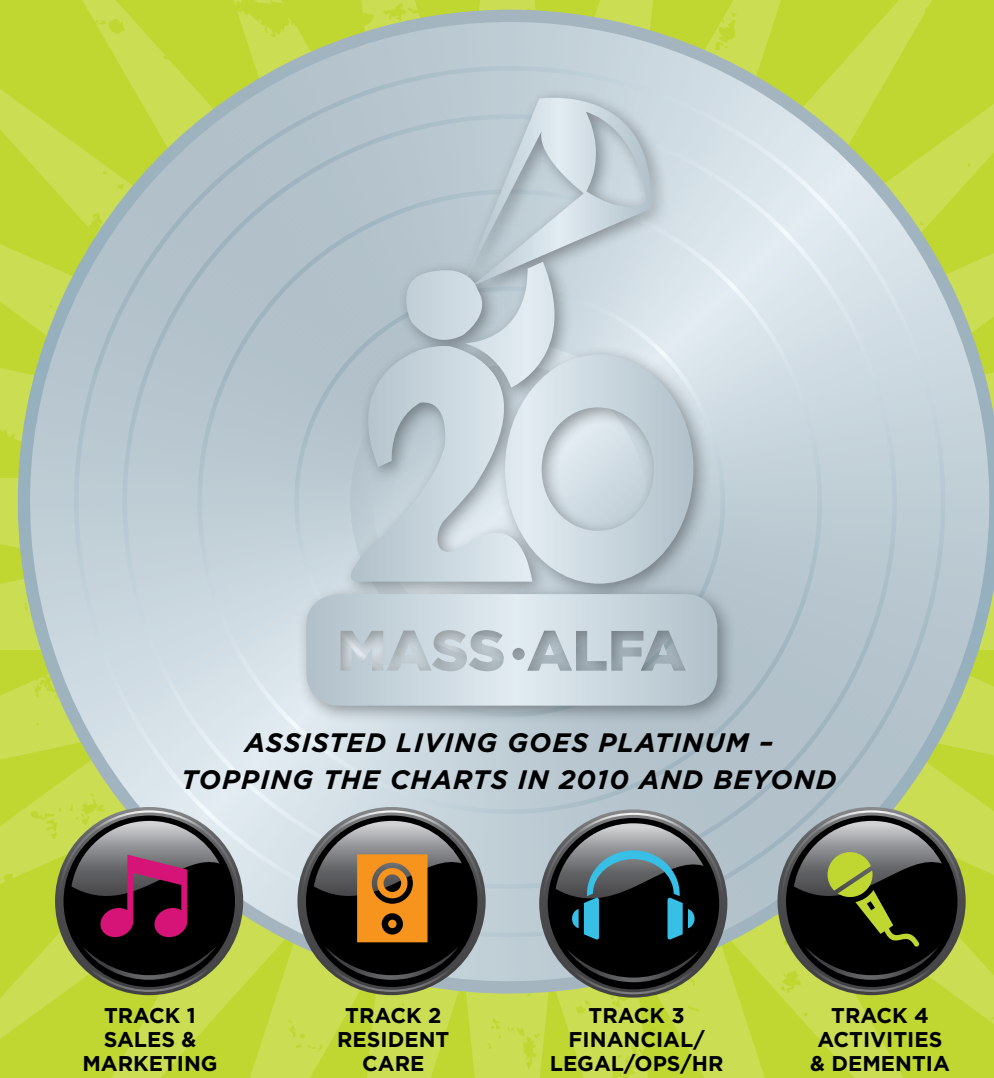
TAKE ADVANTAGE OF MULTIPLE REGISTRATION DISCOUNT

ASSISTED LIVING GOES PLATINUM - TOPPING THE CHARTS IN 2010 AND BEYOND





MASS·ALFA

SEPTEMBER 23
 DCU CENTER
 WORCESTER, MA

Fall Conference and Trade Show 2010



ASSISTED LIVING GOES PLATINUM - TOPPING THE CHARTS IN 2010 AND BEYOND

			
TRACK 1 SALES & MARKETING	TRACK 2 RESIDENT CARE	TRACK 3 FINANCIAL/ LEGAL/OPS/HR	TRACK 4 ACTIVITIES & DEMENTIA

MASS-ALFA 2010 Anniversary Sponsors

CONDUCTOR

Benchmark Assisted Living
 Excella Healthcare, Inc.
 Sallop Insurance Agency
 Senior Living Residences, LLC

SOLOIST

Emeritus Senior Living

FIRST CHAIR:

Atria Senior Living Group
 The Northbridge Companies

ACCOMPANIST:

Bank of America Merrill Lynch
 Nationwide Health Properties, Inc.
 Ropes and Gray, LLP
 Welch Healthcare & Retirement Group, Inc.

PATRON:

EPOCH Senior Living
 Johnson Haley, LLP
 MassHousing
 National Development
 Sunrise Senior Living
 Surface Logic
 WilmerHale

CONFERENCE SPONSOR: SALMON Health and Retirement

Mass-ALFA Fall Conference and Trade Show Schedule At-A-Glance: THURSDAY, SEPTEMBER 23, 2010



TRACK 1: SALES & MARKETING <small>TRACK SPONSORED BY:</small> EXCELLA HEALTHCARE, INC.	TRACK 2: RESIDENT CARE <small>TRACK SPONSORED BY:</small> SENIOR LIVING RESIDENCES, LLC	TRACK 3: FINANCIAL/LEGAL/OPS/HR <small>TRACK SPONSORED BY:</small> SALLOP INSURANCE AGENCY	TRACK 4: ACTIVITIES & DEMENTIA <small>TRACK SPONSORED BY:</small> EMERITUS SENIOR LIVING
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8:00 – 10:15 am Continental Breakfast & Visit With Exhibitors (in Exhibit Hall)

8:45 – 9:45 am  **MORNING KEYNOTE (in Exhibit Hall)**
Older Boomers, New Technology & the Future Face of Senior Living
 Joseph Coughlin, Ph.D., Founder and Director, MIT Age Lab is a world leader in the disruptive demographics of aging, where business, aging, and technology converge. Joe is a witty and articulate speaker with a mind-opening message that applies to virtually every business and industry.

9:45 – 10:15 am Morning Break and Visit with Exhibitors


Data-Driven Marketing and Senior Housing Fundamentals: Recent Trends and Insights Hilda Flower , National Investment Center for the Seniors Housing and Care Industries (NIC)	Medication Management in the 21st Century Joan Hyde Ph.D., CEO, Ivy Hall Senior Living; Daniel Gold , Managing Director of Connected Health, American Medical Alert Corp.; and Justin Pimpare , Regional Pretreatment Coordinator, EPA	When Things Go Wrong: How To Stay Out Of Court Andrea Teichman , SVP, General Counsel, Benchmark Assisted Living; and Martha Everett Meng , Esq., Murtha Cullina, LLP	Best Friends Approach To Alzheimer's Care David Troxel , MPH, Writer, Speaker, Consultant
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10:30 – 11:15 am **EXHIBITOR SESSION (in Exhibit Hall) Building Strong Industry Partnerships (Part 2)**
 This business partner and provider panel will continue the dialogue begun at Mass-ALFA's 2009 Trade Show. Moderator: Joseph Coughlin, PhD., Founder & Director MIT Age Lab

Not Your Parent's Assisted Living – Planning and Marketing for Tomorrow's Generation of Seniors Bob Larkin , President, Senior Living Residences, LLC; Garth Johnson , Principal and Director, Senior Living Division, Cutler Associates, Inc.; Paul Selnau , AIA, VP, Henry Schadler Associates, P.C.	Sound Advice: Implications of Hearing Loss for Assisted Living Residents Carol Rossick , Massachusetts Commission for the Deaf and Hard of Hearing	Creating the Best Dementia Care Staff: Campaigns for Success David Troxel , MPH, Writer, Speaker, Consultant	The Next Generation of Activities: Cheap But Fun! Sharon Ricardi , VP, Operations; and Jeannette Carney , Activity Director, The Northbridge Companies
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12:30 – 1:15 pm Lunch in exhibit hall

1:15 – 1:45 pm Visit with Exhibitors

1:45 – 2:45 pm  **AFTERNOON KEYNOTE (in Exhibit Hall)**
Facts Tell, But Stories Sell
 Hear how successful professionals increase sales closure rates, develop market identity, advance their careers and become top level Story-SELLERS with Matt Rix of MATTRIXX Persuasive Presentations, LLC. Matt is fascinating and entertaining. He is a coach, story-teller and humorist who provides clear, precise concepts using personal stories that hold audiences spellbound.

2:45 – 3:15 pm Afternoon Break and Visit with Exhibitors

"Going From Invisible to UNFORGETTABLE! Signature "Story-Selling" Secrets for Leadership, Sales, and INCREASED Occupancy Rates Matt Rix , MATTRIXX Persuasive Presentations, LLC	Applying CSI Techniques to Your Investigations and Incident Reports Nina Edwards, RN, Esq. , Donoghue, Barrett & Singal, P.C.	Keeping Your Head Above Water- Are You Prepared for Disaster? Rich Pilch , Founder and President, ARS Restoration Specialists; Steve Sorkin , VP, ARS Restoration Specialists; and Marilyn Stasonis RN, BSN , Executive Director Bayberry at Emerald Court	Living with the Glass Half Full: Discovering the Desires, Strengths and Talents of those with Alzheimer's Disease Gary Davis , BS, LSW, CDP, Tapestry Program Director; Workshop Sponsored by: SALMON Health & Retirement
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4:15 pm End of Conference [More information about each workshop and presenter(s) is available online at <http://www.massalfa.org/events/conference-2010>.]

Registration

Complete this form and return to: **Mass-ALFA, 135 Beaver Street, Suite 202, Waltham, MA 02452**, or via fax to **781-622-5979**.

Residence/Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 Name and title of attendee _____
 Name and title of attendee _____
 Name and title of attendee _____ (Please attach a separate sheet to list additional attendees)

REGISTRATION FEES (ALL RATES ARE PER PERSON)

_____ \$ 299 each member _____
 _____ \$ 259 each three or more from same company _____
 _____ Non-Members \$359 each _____
Total: _____

FORM OF PAYMENT (PLEASE CHECK ONE)

Check Enclosed MC Visa AMEX Send me a Bill (for members only)
 This is a company credit card This is a personal credit card

Name on Card _____
 Company on Card _____
 Billing address _____ City _____ State _____ Zip _____
 Card Number _____ Security Code _____ Expiration Date _____
 Signature _____

1. How did you hear about the Conference? (Check all that apply)
 Email Brochure Website Word of Mouth Other: _____

2. How long have you worked in the Assisted Living industry?
 2 years or less 3-5 years 5-10 years 10+ years Other Industry: _____

3. Tell us about yourself. (Check all that apply)
 1st time attendee I changed jobs in the past 12 months

4. Please rank your top three reasons (1-3) for attending this conference ("1" being the most important)
 _____ Continuing education credit
 _____ Leading-edge, thought-provoking content
 _____ Meeting with assisted living professionals outside of your company
 _____ Meeting with business partners
 _____ Support Mass-ALFA and exhibitors
 Other: _____