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## **CALL FOR PRESENTATIONS**

**2010 ANNUAL CONFERENCE**  
**"Who Decides?"**  
**MAY 19-20, 2010**  
**Marriott at Sable Oaks**  
**South Portland, Maine**

We invite you to submit a proposal to be a presenter at the association's 2010 Annual Conference to be held May 19-20 at the Marriott at Sable Oaks in South Portland, Maine. If you are interested, please complete the attached form and return it to Rosie Goedel by **February 17, 2010**.

This conference will offer twelve (12) interactive, peer-reviewed educational sessions on **Wednesday, May 19**, and the morning of **Thursday, May 20**, as well as an Opening General Session on Wednesday morning. The Membership Services Committee will select sessions that relate to the **"Who Decides?"** theme as delineated on the attached, and which address one or more elements of the American Association of Homes and Services for the Aging's **"Quality First"** initiative (*also attached*).

Attendees will consist of senior housing and aging service providers from Maine and New Hampshire, seeking to gain practical knowledge and strategies for personal growth and to maintain and improve their services to residents and clients. Conference attendees will include:

- CEOs
- Administrators/Executive Directors
- Volunteer board members
- Senior housing managers
- Directors and Managers of: nursing, service delivery, program development, human resources, dining, facility and environmental services, governance, technology, finance, social work, and marketing/public relations.

The conference goal is to provide information and tools needed to ensure the highest quality services and the most compassionate care to those served by members. Presentations should assist participants in meeting or exceeding expectations related to one or more of the following objectives:

- Customer service
- Financial stewardship
- Culture change
- Strategic planning
- Marketing to a competitive environment
- Team building
- Technology

**PRESENTATION FORMAT:**

The Annual Conference offers concurrent sessions which are 60 and 90 minutes in length. Presenters are required to submit a completed application that includes:

- A descriptive session title;
- An overview of the session's content;
- Session length (60 or 90 minutes);
- Achievable learning objectives.

In addition, presenters seeking honoraria and/or expense reimbursement must submit their specific needs with their proposal.

**PRESENTER BENEFITS:**

Presenters will receive one complimentary registration for the Annual Conference.

**PROPOSAL SELECTION PROCESS:**

Proposals will be evaluated by the Membership Services Committee according to the following criteria:

- Relationship to the "Who Decides?" conference theme;
- Applicability to AAHSA's "Quality First" elements;
- Practical applicability to providers;
- Originality of topic;
- Concept or strategy;
- Completeness and clarity/specificity of proposal;
- Timeliness of subject matter.

Presenters will be notified of the committee's decision on their proposal by no later than March 1.

**PROPOSAL SUBMISSION:**

**Proposals must be submitted by February 17, 2010.** Complete information, utilizing the attached submission form, may be e-mailed, faxed or mailed to:

Rosie Goedtel, Director of Member Services & Communications  
Aging Services of Maine and New Hampshire  
PO Box 16506, Hooksett, NH 03106  
Email: [rgoedtel@agingservicesmenh.org](mailto:rgoedtel@agingservicesmenh.org)  
Fax: (603) 606-1607  
Questions? Call (603) 606-1517 (*office*) or (603) 391-9881 (*cell*)

## **Conference Theme: "Who Decides?"**

Our theme for 2010 poses an ethical, philosophical, practical and thought-provoking question. It is intended to stimulate a rich dialogue as we consider the varying needs of seniors (and other populations) and the models of service and care delivery that will be required to serve them.

*Who Decides?* is more than a question...it is a shift in mindset – a recognition that the current landscape is changing, and as it changes, the role of everyone involved – from consumers to family members to direct care workers to CEOs and boards – is evolving.

Care and service decisions require everyone involved (from the boardroom to the bedside) to be empowered and promote individual choice in an effort to enhance quality of life—and in essence truly be person-centered.

*Who Decides* how the future will look as we strive to serve those in need of long-term care and services? This is the question, the challenge and the opportunity for all of us.

### **Questions to consider as we explore this theme:**

- ✓ Who decides where and what services are needed to sustain the field for new generations?
- ✓ What does it mean to explore culture change initiatives, alter traditional roles and organizational structure and empower staff?
- ✓ And what new leaders and leadership issues will emerge?
- ✓ Who determine the right treatment, duration and location of where care/services are delivered?
- ✓ Who will foot the bill? Or how will the resources flow and with whom?
- ✓ And finally, as life runs its natural course, how will we prepare for the end-of-life with dignity and honor. What wishes will be honored?

## **10 Elements of Quality: The Framework for AAHSA “Quality First”**

AAHSA *Quality First* is a philosophy of quality and a framework for earning public trust in aging services.

AAHSA *Quality First* reinforces the commitment that not-for-profit aging services providers have to maximize quality of care and quality of life for older adults. AAHSA *Quality First* allows consumers to have confidence that the aging services they choose for themselves and their loved ones will meet or exceed their needs and expectations.

These *Ten Elements of Quality* serve as the framework for *Quality First*:

- 1. Commitment:** A pledge by aging services providers across the continuum of aging services to maintain and promote ethical practices and the highest standards of quality.
- 2. Governance and Accountability:** Achieving and maintaining high standards of management and governance to improve quality consistent with our mission and values.
- 3. Leading-Edge Care and Services:** Implementing models and practices that are based on evidence of success, represent the tradition of personal service and are adaptable to a changing society.
- 4. Community Involvement:** Engaging in community citizenship and service, social accountability, volunteer involvement and relationship building.
- 5. Continuous Quality Improvement:** Using CQI methods to enhance existing programs, improve effectiveness, and foster a collaborative work environment.
- 6. Human Resources Development:** Providing training, competitive wages and benefits, and a supportive workplace environment.
- 7. Consumer-Friendly Information:** Providing accessible and understandable information for older adults, families and caregivers.
- 8. Consumer Participation:** Engaging residents/clients, family members and other consumers in care and services.
- 9. Research Findings and Education:** Using and sharing the latest research findings to improve care and services for older adults.
- 10. Public Trust and Consumer Confidence:** Committing to a policy of outreach, openness and authenticity to increase public understanding of quality aging services and earn the trust of the people we serve and their families as well as the media, the public and policymakers.



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**CALL FOR PRESENTATIONS – SPEAKER PROPOSAL**

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South Portland, Maine**

Please complete this form and attach any pertinent background documentation that you believe would be helpful to the committee in evaluating your proposal, such as bio and reference letters. Proposals must reach the association by email, fax or mail by **February 17, 2010** to be considered.

**1. Title of Presentation:** \_\_\_\_\_

**Submitted as:**       **Educational Program**      *-or-*       **Opening General Session**

**2. Session Description (Please provide a 50-word description for this session as you propose it to appear in the conference brochure):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. Educational Objectives: "As a result of attending this session, the attendee will be able to:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. Presenter or Lead Panelist:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Primary Responsibilities: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pertinent experience that qualifies you as speaker on this topic: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**5. Applicability to the following AAHSA "Quality First" elements (select all that apply):**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Commitment                     | <input type="checkbox"/> (6) Human Resources Development           |
| <input type="checkbox"/> (2) Governance & Accountability    | <input type="checkbox"/> (7) Consumer-Friendly Information         |
| <input type="checkbox"/> (3) Leading-Edge Care and Services | <input type="checkbox"/> (8) Consumer Participation                |
| <input type="checkbox"/> (4) Community Involvement          | <input type="checkbox"/> (9) Research Findings and Education       |
| <input type="checkbox"/> (5) Continuous Quality Improvement | <input type="checkbox"/> (10) Public Trust and Consumer Confidence |

**6. Who is the audience for your presentation? (Select all that apply so we can attract the best audience for your session):**

- |  |  |
|--|--|
| <input type="checkbox"/> Administration      | <input type="checkbox"/> Management    |
| <input type="checkbox"/> Facilities/Security | <input type="checkbox"/> Marketing     |
| <input type="checkbox"/> Finance/Accounting  | <input type="checkbox"/> Nursing       |
| <input type="checkbox"/> Fundraising         | <input type="checkbox"/> Public Policy |
| <input type="checkbox"/> Governance          | <input type="checkbox"/> Social Work   |
| <input type="checkbox"/> Human Resources     | <input type="checkbox"/> Other: _____  |

**.....who are professionals in:**

- |   |   |
|---|---|
| <input type="checkbox"/> Adult Day Care                     | <input type="checkbox"/> Housing          |
| <input type="checkbox"/> Assisted Living                    | <input type="checkbox"/> Nursing Care     |
| <input type="checkbox"/> CCRC                               | <input type="checkbox"/> Residential Care |
| <input type="checkbox"/> Home- and Community-Based Services |   |

**7. Audio Visual Needs:**

- TV/VCR                       LCD Projector                       Flipchart
- Other: \_\_\_\_\_

**8. Why should this session be included in the 2010 Annual Conference?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please include information on any additional presenters:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Primary Responsibilities: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Pertinent experience that qualifies him/her as a speaker on this topic: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_