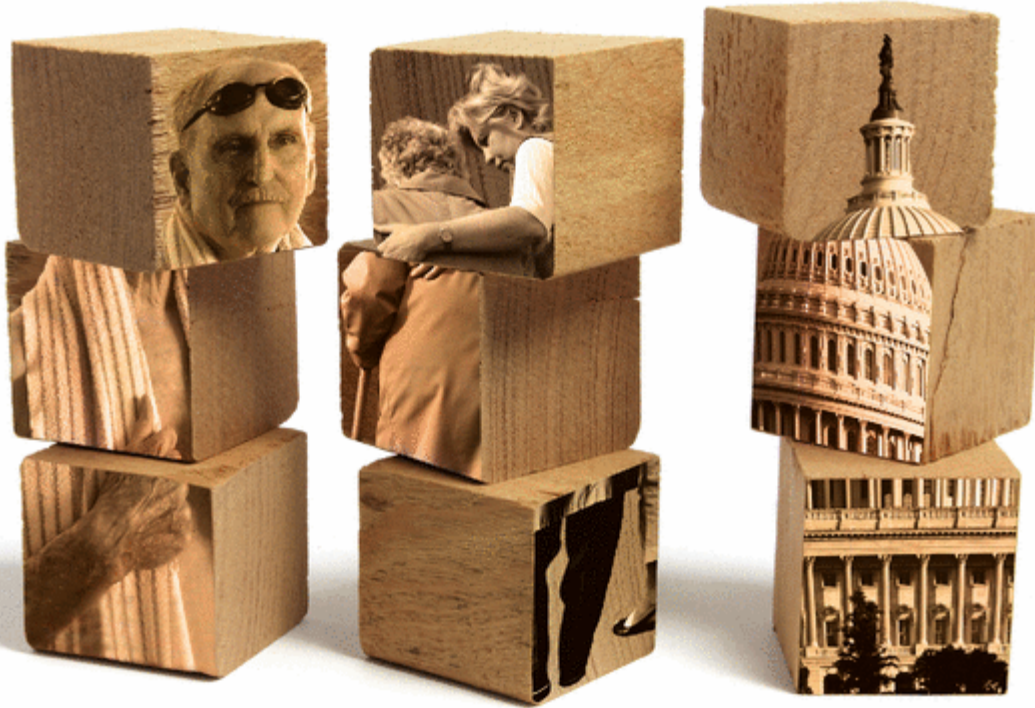


serve



inspire

advocate

**LeadingAge™**  
Maine & New Hampshire  
*an association of not-for-profit  
senior living and care communities*

**CALL FOR PRESENTATIONS**  
**2012 Annual Conference**  
**May 16 – May 17, 2012**

Marriott at Sable Oaks  
South Portland, Maine

**CALL FOR PRESENTATIONS**

**LEADINGAGE MAINE & NEW HAMPSHIRE'S  
2012 ANNUAL CONFERENCE  
May 16-17, 2012  
South Portland, Maine**

**Conference Theme: “Inspire. Serve. Advocate.”  
Submission Deadline: Monday, January 30, 2012**

We invite you to submit a proposal to be a presenter at LeadingAge Maine & New Hampshire’s 2012 Annual Conference to be held May 16-17 at the Marriott at Sable Oaks in South Portland, Maine.

**AUDIENCE:** The Annual Conference brings together providers from diverse organizations across the continuum of aging services including assisted living; CCRCs; home- and community-based services; independent, market-rate and subsidized senior housing; and skilled nursing and rehab.

**EDUCATION SCHEDULE AND PROGRAMS:** The conference schedule is as follows:

<b>Wednesday, May 16</b>	
8:30am-11:45am	Pre-conference program
12:00pm-1:00pm	Keynote Address
1:00pm-2:00pm	Lunch and Awards
2:00pm-3:30pm	Exhibits
3:30pm-5:00pm	Four concurrent education sessions
5:00pm-6:30pm	Networking reception with exhibitors
	Evening free for dinner with attendees
<b>Thursday, May 17</b>	
8:00am-9:30am	Breakfast and General Session
9:45am-11:15am	Four concurrent education sessions
11:30am-1:00pm	Four concurrent education sessions

The education programs will cover topics across multiple job titles, offering continuing education credits for a wide variety of professional disciplines. Concurrent sessions are offered in three, 1.5 hour timeslots and organized according to the following four education tracks:

**Care & Services/Wellness & Life Enrichment.** Suggested content in this category may include:

Resident engagement; identifying and preventing physical/emotional/financial elder abuse; clinical care issues; memory support; end-of-life; use of technology to enhance quality of care; culture change initiatives; consistent assignment; dining strategies; service delivery models that facilitate independence and aging in place; or programming, education and therapeutic activities that promote resident physical health, intellectual stimulation, social engagement and spiritual connectedness regardless of care setting or level of cognition or ability.

**Leadership, Financial Management, and Operations.** Suggested content in this category may include: Strategic partnerships; implementing home- and community-based services; succession planning; community benefit/social accountability; change management and leadership practices; survey/certification; continuous quality improvement; customer/staff satisfaction and facilities management; use of technology in relation to systems and processes and effective operations strategies; reimbursement; capital planning; current lending environment.

**Marketing, Philanthropy & Public Relations.** Suggested content in this category may include:

Subjects related to occupancy issues including sales techniques, market research, emerging customer trends and effective print/online media strategies; public relations, branding and fund development approaches.

**Human Resources Development.** Suggested content in this category may include: Employment law; improving staff retention; workforce structures; employee empowerment; education and professional development; peer mentoring programs; dealing with negative and challenging behaviors; providing a supportive workplace environment; employee benefits; employee wellness programs; hiring/firing best practices.

**SESSION CONTENT AND PRESENTATION STRUCTURE:** LeadingAge Maine & New Hampshire is seeking original, thought-provoking presentations that enable participants to share with and learn from one another. To create a rich, engaging learning experience, sessions should incorporate interactive educational methods, provide replicable hands-on knowledge, and demonstrate measurable outcomes/results. Sessions are intended to educate/support learning and therefore should not sell, promote or pitch any specific product or service.

**PRESENTATION FORMAT:** Presenters are required to submit a completed application that includes a descriptive session title, an overview of the session's content, and achievable learning objectives. In addition, presenters seeking honorarium and/or expense reimbursement must submit their specific needs with their proposal. Submissions that do not include this information will not be considered. Presenters who offer to waive the honorarium or speaking fee may be given preference.

**EVALUATION CRITERIA.** A committee of LeadingAge Maine & New Hampshire members will review all proposed submissions using the following criteria:

- Timeliness and relevance of topic to aging services;
- Practical and replicable applicability of concepts for aging services providers;
- Overall quality of session content and education methods that enable a rich, engaging learning environment; and
- Qualifications, expertise and experience level of speaker(s).

**CALL FOR PRESENTATIONS – SPEAKER PROPOSAL**  
**2012 ANNUAL CONFERENCE**  
**May 16-17, 2012**  
**South Portland, Maine**

Please complete and return this form via email by no later than Monday, January 30, 2012. All those submitting a proposal will be notified no later than February 10 of the outcome of the committee's deliberations.

**1. Title of Presentation:**

**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 attendees will....."**

**4. Educational Track:**

- Care & Services/Wellness & Life Enrichment
- Leadership, Financial Management, and Operations
- Marketing, Philanthropy & Public Relations
- Human Resources Development

**5. Audio Visual Needs\*: TV/VCR     Flipchart    Other:**

*\*We assume speakers will bring their own laptops but, if unable to do so, please advise so that we may make arrangements to provide one. Additionally, if your laptop is a MAC, please bring an adaptor for the LCD projector.*

**6. Presenter(s):**

Name:

Job Title:

Organization:

Street Address:

City, State, ZIP:

Phone:

Email:

Educational Background (*required for NAB submission for CEU approval; please complete in its entirety and do not include resume/CV*):

- 1) Institution:
- 2) Major:
- 3) Degree:
- 4) Year of Graduation:
- 5) Primary Responsibilities:
- 6) Pertinent experience that qualifies you as a speaker on this topic:

If seeking honorarium and/or expense reimbursement, please note that information here:

**Additional Presenter:**

Name:

Job Title:

Organization:

Street Address:

City, State, ZIP:

Phone:

Email:

Educational Background (*required for NAB submission for CEU approval; please complete in its entirety and do not include resume/CV*):

1) Institution:

2) Major:

3) Degree:

4) Year of Graduation:

5) Primary Responsibilities:

6) Pertinent experience that qualifies you as a speaker on this topic:

If seeking honorarium and/or expense reimbursement, please note that information here: