Michigan Chapter
NADONA/LTC
annual convocation & expo

1990-2010
Then & Now

Celebrating
Two Decades
of
Leadership &
Clinical Excellence

oct. 13-15, 2010 ∙ bavarian inn lodge ∙ frankenmuth
Welcome,

The Michigan Chapter of the National Association Directors of Nursing Administration in Long Term Care is proud to celebrate our 20th anniversary in cooperation with the Health Care Association of Michigan. Join us for the 2010 convocation and expo, Oct. 13-15, at the Bavarian Inn Lodge in Frankenmuth, Mich.

For two decades, the Michigan Chapter NADONA/LTC has provided unparalleled education and networking events for long-term care professionals in Michigan. This year’s theme—Then & Now—commemorates this 20 years of leadership and clinical excellence. Nowhere else can you find such a diverse lineup of quality education programs and networking opportunities that meet the needs of long-term care nurses.

On behalf of the Michigan Chapter NADONA/LTC, I request the honor of your presence at the 2010 convocation. Come and learn; network with colleagues and industry vendors; and seize this opportunity to promote long-term care and the quality of care for those you serve. I look forward to seeing you there.

Warm Regards,

Shari L. Carson, RN, BSN, CRRN, CDON, NHA
President, Michigan Chapter NADONA/LTC
**Tuesday, Oct. 12**
6-7 p.m. **Board Meeting**
Board Dinner & Sponsored Presentation
Board of Directors Business Meeting & Convocation Briefing
7-8 p.m.

**Wednesday, Oct. 13**
8-9 a.m. **Opening Day**
Registration & Area Networking
9-9:20 Opening Remarks by Chapter President Shari Carson
9:20-10:20 **Keynote:** What Makes the Great Ones Great
10:20-10:40 Networking Break
10:40-11:40 **General Session:** Genuine Hospitality
11:40-12 Networking Break
12-1 p.m. **Sponsored Luncheon Presentation**
1-1:20 Networking Break
1:20-2:20 **Concurrent Breakout I**
Transforming Resistance to the Changes You Believe In
Pain in the Elderly: Myths, Facts & Barriers
Navigating Challenging Compliance Waters
2:20-2:40 Networking Break
2:40-3:40 **Concurrent Breakout II**
Are Nurse Stations Valuable to Patient Care?
Symbiotics: Powerful Defense Against Antibiotic Associated Diarrhea
Developing a Culture of Collaboration
3:40-4 Networking Break
4-5 **Concurrent Breakout III**
Aging with Dignity: Starring My Mother & Me
Huntington’s Diseases: Becoming a Good Dance Partner
RAC to the Future: Current Development & Appeal Strategies
6:30-8 **Banquet & Scholarship Presentations**

**Thursday, Oct. 14**
8-8:30 a.m. **Vendor Appreciation Day**
Registration
8:30-9:30 **General Session:** Regulatory Update: A State Agency Perspective
Networking Break
9:30-9:50 Networking Break
9:50-10:50 **General Session:** Integrating Relational Nursing Capacities into Practice: Part I
10:50-11:10 Networking Break
11:10-12:10 p.m. **General Session:** Integrating Relational Nursing Capacities into Practice: Part II
12:10-12:20 Networking Break
12:20-1:20 **Sponsored Luncheon Presentation**
1:20-1:30 Networking Break
1:30-2:30 Networking Break
**General Session:** How Valuable is My License and What Does RN Mean From a Board of Nursing Perspective
2:30-5 Networking Break
7:30-9 **Vendor Expo Show**
Closing Night Celebration

**Friday, Oct. 15**
8-8:30 a.m. **Closing Day**
Registration & Networking Breakfast Buffet
8-9 **Case Studies/Poster Presentations**
8:30-9:20 Michigan Chapter NADONA/LTC General Assembly Meeting
9:20-9:40 Networking Break
9:40-10:40 **Concurrent Breakout IV**
Controlled Substances: Resident Care & Regulatory Compliance
Diabetes in Long-term Care
Be Prepared for MDS Coding & Reimbursement Changes
10:40-11 Networking Break
11-12 p.m. **Concurrent Breakout V**
Past Noncompliance, Plans of Correction & IJ Trend Barriers
Conformability Influencing Antimicrobial Activity of Wound Dressings
Hemodialysis: Essentials for DONs in Evaluating Quality of Care
A very special thanks to our presenters, whose willingness to share their time, knowledge and expertise helps each of us continue our journey toward professional quality and excellence each and every day.

**Keynote Presenter**

**DON YAEGER | TEAM 180**

“What Makes the Great Ones Great”

As the author of 17 books, four of which became instant *New York Times* best-sellers, Don has developed a reputation as one of America’s most provocative journalists. His award-winning writing career, including 10 years as associate editor of *Sports Illustrated*, has led to guest appearances on every major talk show in America—from *Oprah* to *Nightline*; from *CNN* to *Good Morning America*. Using lessons learned from a lifetime of sports, Don shares the formula that he has seen in the great winners he’s worked with and explains how that formula can work for others.

**Sponsor Acknowledgement**

As something new and fun this year to help celebrate the 20th anniversary of the Michigan Chapter NADONA/LTC, the closing night celebration will feature the hilarious and creative talents of the Musical Comedians for a comedy show that truly rocks! Comedians Michael Mack, Ron Feingold and Keir promise an evening of music and stand-up comedy, along with a closing jam session that has to be seen to be believed! All three comedians have been heard on the nationally-syndicated radio program *Bob and Tom*, and they have also been seen on national television, including *Comedy Central* and *ABC’s America’s Funniest People*.

Laughs will start promptly at 7:30 p.m. on Thurs, Oct. 14. A cash bar will be available, as well as complimentary caramel corn.

**Presenters Acknowledgement**

Vickie Burlew, Lebenbom & Rothman P.C.
Lisa Cini, Mosaic Design Studio
Margie Clark, Lansing Community College
Jan Dressander, My Dignitywear
Cean Eppelheimer, PHI
Eric Gernert, In-House Hospice
Aysha Kuhlor, Saint Mary Home
Richard Mainzer, Remedi Senior Care
Andrew Marxen, Convatec
Linda Mondoux, Strategies for Long Term Care
Melanie Nabozny, Plante & Moran PLLC
Howard Schaefer, MI Dept. of Community Health
Teresa Schell, HomeTown Pharmacy LTC
Emily Self, Hospice of Michigan
Maureen Sheahan, PHI
Lynn Spalding, Food & Nutrition Consultant
Stacey Starling, Core Consulting Inc.
Amanda Toy, The Westin Book Cadillac Detroit
Andrew Wachler, Wachler & Associates P.C.
Jennifer Winegarden, In-House Hospice
Trina Zabarsky, Cleveland VA Medical Center

**This event is kindly sponsored by:**

**All Med Medical Supply LLC**
In-House Diagnostic Solutions
In-House Hospice
Specialized Pharmacy Services/Omnicare
What Makes the Great Ones Great • Don Yaeger
This opening keynote presentation is to inspire participants in their pursuit of personal and professional greatness, specifically in the areas of managing adversity, valuing associations and understanding the minds of great competitors. Using lessons learned from a lifetime in sports, Don will share the formula that he has seen in the great winners he’s worked with - and explain how that formula can work for others.

Genuine Hospitality • Amanda Toy
What is genuine hospitality? Where does this phrase come from and how do we offer it to our guests? Learning about specific customer service experiences, the good, the bad and the ugly will open your eyes to better serve those who depend on you for so much. Join Amanda Toy in a journey through the eyes of the receiver and be open to new ideas on how to obtain the gift that keeps on giving, genuine hospitality.

Transforming Resistance to the Changes You Believe In • Maureen Sheahan & Cean Eppelheimer
To improve the quality of our nursing homes, we need employees to embrace change; but often, the first response to our initiatives is resistance. Leaders’ response to that resistance makes all the difference about how successful our change efforts will be. In this session, participants will explore new approaches to resistance that can result in newfound commitment to our change efforts.

Pain in the Elderly: Myths, Facts & Barriers • Eric Gernert
This session is designed to increase knowledge on caring for pain in elderly residents. This session will explain the importance of appropriately assessing pain. Additionally, participants will review signs of pain and how to properly manage pain.

Navigating Challenging Compliance Waters • Trina Zabarsky & Aysha Kuhl
This session will provide an in-depth review of the factors that facilitate the prevention of infections in long-term care facilities, as well as the important guidelines that aim to address this rampant issue. Participants will walk away with a clear understanding of the critical role they play in preventing and curtailing these infections, and will be provided with practical and proven techniques for improving surveillance and balancing the myriad of expectations surrounding this issue.

Are Nurses’ Stations Valuable to Patient Care? • Lisa Cini
Skilled nursing units or SNFs tend to perpetuate the 1940s hospital model of the “spoke and hub” layouts; the “spoke” being the nurses’ station or command central where all of the charting and observation takes place. Nurse call systems and pull stations are typically tied to lights above patient doors so that “command central” can easily view those in need. But are nurses’ stations valuable to patient care? Learn what Cini has to say and join in on the discussion.

Synbiotics: Powerful Defense Against Antibiotic Associated Diarrhea • Lynn Spalding
There is an enormous variety of prebiotics and probiotics on the market. Some clinicians claim they are not effective, while others are firm believers in their efficacy. One reason for this discrepancy is that they are rarely selected and used appropriately. It is important to understand that not all probiotics work for all indications. This presentation will discuss the pre- and probiotics that are appropriate for the prevention of antibiotic associated diarrhea and Clostridium difficile.

Developing a Culture of Collaboration • Emily Self
This presentation explores how hospices and nursing homes can work together to reduce survey risks and improve quality of care. Developing a culture of collaboration examines Conditions of Participation Sec. 418.112 (hospices provide hospice care to residents of a nursing home); and allows participants to apply introductory knowledge of Sec. 418.112 through review and discussion of Hospice Plan of Care and Coordination of Services case studies. Participants receive tools, guidelines and other resources essential to developing a culture of collaboration.

Aging with Dignity: Starring My Mother & Me • Jan Dressander
It was once said, “Life for me is like a play in which I was made to put on the wrinkles and confinements of old age and pushed out on the stage; but I knew that it was still me inside.” In this presentation, Jan will take you through the scenes of aging, change, role reversal and dignity with style. With humor, stories and practical advice, participants will be taken through the drama of aging.

Huntington's Disease: Becoming a Good Dance Partner • Jennifer Winegarden
During this presentation, participants will gain an understanding of the unique neurologic and psychiatric features of Huntington’s disease. They will characterize its genetic and profuse course, as well as become familiar with the health maintenance issues and medications for HD patients. Finally, this session will help participants understand the specific needs of the HD patient and the dilemmas faced by caregivers and facilities.

RAC to the Future: Current Developments & Appeal Strategies • Andrew Wachler
This presentation will provide information about the latest developments related to the Recovery Audit Contractors (RACs) and the impact of RACs on long-term care providers, including skilled nursing facilities, home health agencies and hospice. This session will include a discussion of the current landscape of audits and will evaluate the RAC-approved issues affecting long-term care providers in Michigan. This presentation will also focus on successful appeal strategies and proactive measures for long-term care providers.
Regulatory Update: A State Agency Perspective · Howard Schaefer
The Acting Director of the MDCH Division of Nursing Home Monitoring will update participants on anticipated changes to the federal nursing home survey and enforcement protocols as the elements of national health care reform are defined and implemented, and on anticipated changes within the MDCH Bureau of Health Systems as 2011 approaches. You won’t want to miss this informative presentation!

Integrating Relational Nursing Capacities into Practice (Parts I & II) · Stacey Starling
This two-part presentation is designed to advance relational knowledge and capacity in nursing professionals. It emphasizes concepts such as subjective experience, person-centered philosophy, meaning making, relational communication and power. The relational core of nursing practice is explicated as an approach that emphasizes the unique context and experience of each individual or situation and as a process of collaboration that focuses on the evolving dialogue between nurse and patient. In collaboration, the dialogue is open, caring, mutually responsive and non-directive. The nurse attends to that which is of concern to patients in relation to their health predicament and the meaning in the health experience unfolds. Nurse and patient reach insight that represents more useful ways of comprehending and acting on their health care needs.

How Valuable is My License & What Does RN Mean from a Board of Nursing Perspective · Margie Clark
Participants will be provided with expert information on the role, function and governance of the Michigan Board of Nursing. Participants will also learn about the Task Force on Nursing Education for the State of Michigan’s recommendations and implementation over the next year, as well as how it will impact the nursing professional.

Other Convocation Information

Continuing Education Credits
This program provides 12 nurse contact hours. The Health Care Association of Michigan (HCAM) Clinical Committee is an approved provider of continuing nursing education by the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. In addition, the Michigan Chapter NADONA/LTC will apply for 12 administrator clock hours with the Michigan Nursing Home Administrators Board. All disciplines will receive a certificate of attendance.

Printing Session Materials
In an effort to be environmentally responsible, HCAM & MCAL are trying to reduce the amount of paper we use at our education programs. Electronic program materials and handouts will replace paper and will be accessible online before, during and after this program on the association Web site:

www.HCAM.org

Certification Examination
Since 1989, NADONA/LTC has certified directors of nursing and assistant directors of nursing for long-term care facilities. More than 1,800 individuals have been certified through this program. For more information about the Certified Director of Nursing in Long Term Care examination, please visit:

www.NADONA.org
Oct. 15 • Closing Day: Education Overview

**Controlled Substances: Resident Care & Regulatory Compliance** • Richard Mainzer
Providing controlled drugs to your residents has never been more challenging or risky. A road map to help you successfully navigate these dangerous issues is a must. Learn the nuances of the Controlled Substance Act and what it takes to be sure you don’t become its next victim. Most importantly, understand how your clinical team will work together to ensure that residents receive the medications needed to preserve their quality of life.

**Diabetes in Long-term Care** • Teresa Schell
A new look at an old problem, this presentation focuses on the most recent research regarding diabetes care with special attention to resident-centered care and evidenced-based practice. A guided look at applying the Evidenced Based Practice Model to your facility to tackle some of the tough issues which arise when dealing with the diabetic resident will be facilitated by Schell.

**Be Prepared for MDS Coding & Reimbursement Changes** • Melanie Nabozny
This session will instruct participants on how to evaluate current Medicare operations both clinically and financially, as well as how the key metrics can impact the overall Medicare operations and how to be successful in maintaining a sound PPS program. We will examine the major changes in the PPS system as outlined in the Federal Register Final Rule of August 2009. We will also identify the proposed RUG IV classification elements and identify the changes in the ability to qualify in the combination group of the Rehab Plus and Extensive Services categories. Finally, we will discuss the major changes in the MDS 3.0 in relation to resident-centered scripted interviews and key section revisions.

**Past Noncompliance, Plans of Correction & IJ Trend Barriers** • Vickie Burlew
Twenty years...and, finally, the answer! Past noncompliance. Learn why past noncompliance has always been unattainable to all but a few. In this session, we will unveil the secret to past noncompliance. It is a quality improvement process—something we should be doing everyday. It is only when achieving this becomes an “extra duty or chore” that we fail.

**Conformability Influencing Antimicrobial Activity of Wound Dressings** • Andrew Marxen
Moist wound healing has become a standard of care since George Winter found that wounds heal up to 50 percent faster than wounds that are allowed to dry out or “breathe.” However, there is still an epidemic of wounds not treated with moist wound healing products. To complicate this fact, there is a vast array of dressings available in all different shapes, sizes and composition. Most dressings lack strong clinical and laboratory data. This session will review clinical data and versatility of various dressings in the management of chronic wounds.

**Hemodialysis: Essentials for DONs in Evaluating Quality of Care** • Linda Mondoux
Care coordination for residents receiving hemodialysis therapy often seems to revolve around scheduling transportation rather than focusing on communication and collaboration between the facility and dialysis center related to the resident’s status and any relevant changes in condition. Staff frequently do not have specialized skills. The intent of this session is to highlight some components of coordination, competencies and documentation so that as the DON, you can assure that your residents are receiving seamless care.

---

**Announcing a New Partnership!**

HCAM is pleased to announce its new partnership with the Michigan Chapter NADONA/LTC. On May 26, 2010, the Michigan Chapter NADONA/LTC entered into a three-year agreement naming HCAM its exclusive management company for all Michigan Chapter NADONA/LTC continuing nursing education activities during calendar years 2011, 2012 and 2013.

For many years, HCAM has managed the Michigan Chapter NADONA/LTC annual convocation and expo. Each year, this program significantly contributes to the continuing education and professional development needs of Michigan's long-term care nursing community.

This enhanced partnership will allow for a more comprehensive and robust calendar of continuing nursing education activities co-sponsored by both the Michigan Chapter NADONA/LTC and HCAM to best meet the needs of Michigan's valuable long-term care nurses, including an annual director of nursing boot camp, as well as an additional in-person program and an additional virtual education program, each calendar year through 2013.

Together, HCAM and the Michigan Chapter NADONA/LTC will adopt a calendar of educational offerings that assures Michigan long-term care nurses the opportunity to obtain nurse contact hours in accordance with their professional licensure requirements; plan a variety of education programs, both virtual and in-person, that promote the provision of quality care and services at the beginning and intermediate staff nurse level; and retain long-term care nurses as they're promoted within the profession through advanced-level learning opportunities.
2010 Michigan Chapter NADONA/LTC Board

President
Shari Carson
slcarson@comcast.net

Vice President
Bonnie Beulla
bbeulla@marwoodmanor.org

Treasurer
Michele Scicluna
msciluna@nexscarehealth.com

Corresponding Secretary
Carol Timmer
c timer@grandvue.org

Recording Secretary
Vacant

Scholarship
Robert Willis & Donna Beebe
rgsawil@att.net & dbeebe@mpro.org

Nominating
Julie Pudvay
julie.pudvay@sbcglobal.net

Bylaws
Linda Mondoux
stratltc@gmail.com

Membership
Ellie Poster
ekposter@aol.com

Programs
Shari Carson
slcarson@comcast.net

Media
Mary Keane
mkeane@synergymedical.org

2010 Michigan Chapter NADONA/LTC Areas

Area I: Etta Brown
lbrown@fairlanescr.com
Macomb, Oakland & Wayne counties

Area II: Lynae Carson
lcarson@saginawscr.com
Bay, Gratiot, Isabella, Midland & Saginaw counties

Area III: Judi Christensen
jchristensen@pilgrimmanor.org
Ionia, Kent, Mecosta, Montcalm, Muskegon, Newago, Oceana & Ottawa counties

Area IV: Beth Beam
bbeam@allegancounty.org
 Allegan, Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph & Van Buren counties

Area V: Vacant
Alcona, Alpena, Arenac, Crawford, Gladwin, Iosco, Montmorency, Ogemaw, Oscoda, Otsego & Roscommon counties

Area VI: Tammy Lehto
tlehto@houghtonmcf.com
Baraga, Gogebic, Houghton, Iron, Keweenaw & Ontonagon counties

Area VII: Brenda Palmer
bpalmer@holtmcr.org
Clinton, Eaton, Ingham, Livingston & Shiawassee counties

Area VIII: Heather Luke
hluke@vgvilla.com
Hillsdale, Jackson, Lenawee, Monroe & Washtenaw counties

Area IX: Vacant
Alger, Delta, Dickinson, Marquette, Menominee & Schoolcraft counties

Area X: Patty McClees
pmcclees@baybluffs.org
Charlevoix, Cheboygan, Chippewa, Emmet, Luce, Mackinac & Presque Isle counties

Area XI: Ellen Brainard
ellen.brainard@gmail.com
Huron, Lapeer, Sanilac, St. Clair & Tuscola counties

Area XII: Cheryl Patton
cheryl@meadowbrookmcf.com
Antrim, Benzie, Clare, Grand Traverse, Kalkaska, Lake, Leelanau, Manistee, Mason, Missaukee, Osceola & Wexford counties

Area XIII: Mary Forsythe
maryfors@comcast.net
Genesee county

Founder: Peggy Godfrey
pgodfrey@aol.com
Registration Form (please print)

Name: __________________________ Title: __________________________

Facility/Company: __________________________

Address: __________________________ __________________________ City, State, Zip: __________________________

County: __________________________ MI Chapter NADONA/LTC Area Number (previous page): __________________________

Phone: __________________________ Cell Number (for emergencies): __________________________

Fax (required): __________________________ E-mail (required): __________________________

Are you a NADONA/LTC member? (check one) ____ YES ____ NO • If yes, NADONA/LTC Membership Exp. Date: __________________________

<table>
<thead>
<tr>
<th>Option</th>
<th>Package Description</th>
<th>NADONA Member Rate Before 9/10</th>
<th>NADONA Member Rate After 9/10</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Full, Three-day Package (incl. all convocation activities Oct. 13-15, 2010)</td>
<td>$349</td>
<td>$399</td>
<td>$449</td>
</tr>
<tr>
<td>B</td>
<td>Oct. 13 only (incl. education, breaks &amp; luncheon)</td>
<td>$270</td>
<td>$320</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Oct. 14 only (incl. education, breaks, luncheon, expo &amp; closing night celebration)</td>
<td>$270</td>
<td>$320</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Oct. 15 only (incl. breakfast buffet, general assembly, education &amp; breaks)</td>
<td>$135</td>
<td>$185</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Banquet &amp; Scholarship Package (incl. banquet &amp; scholarship presentations only)</td>
<td>$75</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Guest Meal Package (incl. Oct. 13-15 breakfasts, luncheons, breaks &amp; banquet meals only)</td>
<td>$175</td>
<td>$175</td>
<td></td>
</tr>
</tbody>
</table>

Total Amount Due: $________________________

Select One: ___ Visa  ___ MasterCard  ___ American Express  ___ Discover  ___ Check/Money Order (enclosed)

Credit Card Number: __________________________

Exp. Date: __________________________ Security Code: __________________________ Billing Zip Code: __________________________

Cardholder Name (print): __________________________

Cardholder Signature: __________________________

Total Amount Due: $________________________

Registration

Please utilize this form to register for the 2010 MI Chapter NADONA/LTC Convocation. Please type or print clearly one form per registrant. This form may be duplicated for additional registrants. Completed forms should be mailed or faxed to the address listed below. Telephone reservations will NOT be accepted.

Please make a copy of this registration form for your own records.

Early Registration Deadline

The early registration deadline for NADONA/LTC members is Sept. 10, 2010. NADONA/LTC members will need to register by mail or fax before this deadline to receive the early registration discount. Members registering after this date will be billed at the regular registration rate. Unfortunately, non-members are not eligible to receive this special discount.

Event Confirmation

After your registration form has been processed, an event confirmation will be faxed to your attention. Please be sure to include a current fax number with area code on this form. If you do not receive a confirmation within 14 business days of submitting your registration form to our office, please contact HCAM via e-mail at eventconfirmation@hcam.org.

Payment Information

All registration fees, regardless of membership status, are due at the time of registration. We accept Visa, MasterCard, American Express or Discover. We will also accept a check or money order payable to HCAM. To avoid duplicate charges, please submit only one registration form (either by mail or fax).

Cancellation & Refund Policy

All refund requests must be made in writing by mail or fax to the attention of Aaron Wolowiec. Telephone cancellations will NOT be accepted. Individual registration fees, less a .25% processing fee, will be refunded for cancellations received prior to Sept. 10, 2010. Cancellations received after this date, and no-show registrants, will not receive a refund. Refunds will be issued six to eight weeks following the conference.

Dietary Restrictions

Individuals with special dietary restrictions should contact HCAM in writing by mail or fax no later than Sept. 10, 2010, detailing their request or restriction. It is the responsibility of each participant to notify banquet staff of their dietary request at each meal.

Special Accommodations

Should you require special accommodations to fully participate in this conference, please contact HCAM in writing by mail or fax no later than Sept. 10, 2010, detailing your request or accommodation need.

Attire

Casual business attire is appropriate and encouraged for this conference; however, conference room temperatures are difficult to regulate. Please dress in layers for your comfort.

Handout Materials

In order to keep registration costs economical and to promote “sustainability,” PowerPoint presentations will be available on the HCAM Web site for download two weeks prior to this conference. Printing instructions will also be sent via e-mail to registered participants prior to the conference.

Overnight Accommodations

Once you have registered for this conference, please secure your hotel reservation. Your registration for the conference does NOT automatically guarantee your overnight accommodations. All overnight accommodations must be made directly with the Bavarian Inn Lodge. Neither NADONA/LTC or HCAM will assume responsibility for hotel reservations. Please complete and submit the Bavarian Inn Lodge reservation acknowledgement form by Sept. 13, 2010.

Consent to Use of Photographic Images

Registration and attendance at, or participating in, NADONA/LTC events and/or activities constitutes an agreement by the registrant to HCAM or MCAL’s use and distribution (both now and in the future) of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

Questions

Should you have questions regarding the convocation or expo, please contact Lea Osborne by phone at 517.622.6189 or by e-mail at LeaOsborne@hcam.org or the HCAM office at (517) 627-1561.

Remit completed form & payment to: HCAM • 7413 Westshire Drive, Lansing, MI 48917 or fax to: (517) 627-3016
RESERVATION ACKNOWLEDGMENT FORM FOR MICHIGAN CHAPTER NADONA/LTC OCTOBER 12-16, 2010

ROOM RESERVATIONS BY MAIL (Return Address: One Covered Bridge Lane, Frankenmuth, MI 48734)
Complete this form with your specific arrival and departure dates. Return this form directly to the Bavarian Inn Lodge with a valid American Express, Visa, MasterCard or Discover card number and expiration date to guarantee your reservation. A cancellation fee of the first night’s room and tax will apply should the reservation be cancelled less than 48 hours prior to your arrival or you do not arrive to check in on your scheduled arrival date (no show). This reservation form and your credit card number must be received by the Bavarian Inn Lodge 30 days prior to your arrival date.

Room requests are based on availability and are taken in the order that reservation forms are received. Please indicate your first and second room choice and number of rooms needed. Rooms with more than four guests per room are subject to an additional $12 per person per night. Rooms not reserved by September 13, 2010, will be released and become available on a first come, first served basis. Room rates are per night and subject to 6% State Sales Tax and 5% County Hotel Tax. If the entity paying for the reservation is tax exempt, please complete and return a Sales Tax Exempt Form with this reservation form. Payment MUST be made with a check or credit card issued to the tax exempt entity. We cannot accept personal checks, personal credit cards or cash to pay for a reservation that is tax exempt.

ROOM RESERVATIONS BY PHONE:
To make your Bavarian Inn Lodge reservations by phone, please call direct 1-888-77-LODGE. Be sure to mention you are attending the Michigan Chapter NADONA/LTC Conference (Account #11602G).

Michigan Chapter NADONA/LTC (Account #11602G)
Check In Time: 3 p.m. Check Out Time: 11 a.m.

ARRIVAL DATE: __________________ DEPARTURE DATE: __________________

CHOICE OF ROOMS (Based on Availability) NO. PEOPLE NO. ROOMS
[ ] $99 Standard Two Double Bed Room 1-4 guests [ ] [ ]
[ ] $99 Standard King Room 1-2 guests [ ] [ ]
[ ] $149 Mini-Suites 1-4 guests [ ] [ ]
[ ] $149 Family Suites 1-4 guests [ ] [ ]
[ ] $149 Whirlpool Suites 1-2 guests [ ] [ ]
[ ] $5 Cribs [ ] [ ]
[ ] $12 Roll away [ ] [ ]
[ ] Barrier Free Rooms (Taken Based on Availability) [ ] [ ]

The Bavarian Inn Lodge does not accept pets. All rooms are non-smoking.

NAME: ____________________________________________ TELEPHONE NO.: ______________________
ADDRESS: ________________________________________ E-MAIL: ________________________________
CITY: ____________________________________________ CO./ORG.: ________________________________
STATE: _____________ ZIP CODE: ________________ SIGNATURE: ________________________________

CREDIT CARD TO GUARANTEE RESERVATION: C.C. #: ____________________ EXP: ____________
We accept American Express, MasterCard, Visa & Discover. (Make a copy of this form for your records)
Advantages of Sponsorship

“Associations are recognized as the best source for marketing to specific audiences. Therefore, associations need to remind their customers that cutting back on advertising is not a good plan to help a company survive a recession.”

- Ken Sethney marketing coach

Benefits of All Education Sponsors:

- High visibility of your company name
- Gain exposure for your business
- Uncover valuable new prospects & leads
- Fortify relationships with existing clients
- Strengthen your market position
- Build powerful alliances with long-term care leaders
- Leverage key networking & member access opportunities
- Special recognition & acknowledgments
- Demonstrated supporter of the association & the profession
- Letter of thanks & acknowledgement from President/CEO & Board chair
- Subscription to the digital edition of Promoting Excellence

Platinum
$1,500 or more

Gold
$1,200-1,499

Silver
$900-1,199

Bronze
$600-899

Copper
$300-599

Additional Benefits by Sponsorship Tier:

Written acknowledgment in HCAM/MCAL University

Promotion in program registration brochure (secured by print deadline)

Complimentary registration to the program

Professional, full-color sponsor sign board

Special on-site badge recognition

Promotion in the on-site program booklet

Special audio/visual recognition during the event

Verbal acknowledgment during leadership remarks

Opportunity to serve as a program moderator

On-site collateral/literature distribution

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copper</td>
<td>$300-599</td>
</tr>
<tr>
<td>Bronze</td>
<td>$600-899</td>
</tr>
<tr>
<td>Silver</td>
<td>$900-1,199</td>
</tr>
<tr>
<td>Gold</td>
<td>$1,200-1,499</td>
</tr>
<tr>
<td>Platinum</td>
<td>$1,500 or more</td>
</tr>
</tbody>
</table>

Should you wish to offer a sponsorship & take advantage of this exceptional marketing opportunity, please contact Aaron Wolowiec at (517) 622-6193 or by e-mail at AaronWolowiec@hcam.org.
Following is an alphabetical list of registered vendors at time of press for the expo. Sponsors are bolded and marked with a gold feather.

Be sure to visit them all to find out about their great products and services!

Abbott Nutrition

All Med Medical Supply LLC

American Medical Technologies

Apollo Corporation

Boehringer Ingelheim Pharmaceuticals, Inc.

CareLinc Medical Equipment & Supply

Continuum Therapy & Wellness

Covidien

Encore Rehabilitation Services

First Quality Products, Inc.

Forest Pharmaceuticals

Genesis Rehab Services

Gulf South Medical

Home Town Pharmacy LTC

In-House Diagnostic Solutions

In-House Hospice

Invacare Continuing Care, Inc.

Kalamazoo Long Term Care Pharmacy

Kentwood Pharmacy

Kinetic Concepts, Inc.

McKesson

Medline Industries, Inc.

Nichols

Novo Nordisk

Onsight Healthcare

Pathway Health Services

PharMerica

Plante & Moran

QCI Healthcare

Rehab Care

Remedi SeniorCare

Rxerts Pharmacy

Seneca Medical Inc.

Service Care Inc.

Sizewise & Wheeler & Wheeler

Skil-Care Corp.

Specialized Pharmacy Services/Omnicare

The Gideons International

VPA Diagnostics