

**ESAAL 2025 Conference & Trade Show – Education Schedule at a Glance\***

*\*Subject to change (updated 3/18/2025)*

<b>Monday, April 28</b>		<b>4.25 CEUs</b>
1:00pm – 2:00pm	<b>General Session</b>	<b>Legislative Report</b> - Sean Doolan, Principal, Hinman Straub P. C., Lisa Newcomb, Executive Director, ESAAL
2:00pm – 3:30pm	<b>General Session</b>	<b>Challenging the Department and Other Updates-</b> Lori Sievers, Principal, Hinman Straub P.C.
3:30pm – 3:45pm		<b>Refreshment Break</b>
3:45pm – 5:30pm	<b>General Session</b>	<b>Empowerment Unleashed: The Resilient Journey Beyond Imposter Syndrome</b> - Dr. Laura Carapella, Carapella Consulting
6:00pm – 7:00pm		<b>Welcome Reception for all attendees</b>
7:00pm – 8:30pm		<b>Kosher Dinner Provided / Non-Kosher attendees on own</b>
<b>Tuesday, April 29</b>		<b>7.5 CEUs</b>
7:30am – 8:30am		<b>Full Breakfast/Kosher Breakfast</b>
8:30am – 10:15am	<b>Keynote</b>	<b>It's Not About Birth Year: The Evolution of Employees from A to GenZ</b> – Alayna Thomas, Magnet Culture
10:15am–10:30am		<b>Refreshment Break</b>
10:30am –12:00pm	<b>Concurrent Session</b>	<b>Secrets to Customer Service Satisfaction in Assisted Living Communities</b> – Lou Ann Brubaker, Brubaker Consulting
10:30am - 12:00pm	<b>Concurrent Session</b>	<b>Leadership beyond Good and Bad</b> - Dr. Laura Carapella, Carapella Consulting
10:30am – 12:00pm	<b>Concurrent Session</b>	<b>Survey Workshop: Environmental Surveillance</b> – Richie Oliver, The Plattdeutsch Home Society (Limited to 30ppl, advance registration required)
12:00pm – 1:00pm		<b>Lunch/Kosher Lunch</b>
1:00pm – 2:30pm	<b>Concurrent Session</b>	<b>Executive Breakout: Workforce Wake-Up Call: It's Time to Recalibrate Our Work World</b> – Alayna Thomas, Magnet Culture
1:00pm – 2:30pm	<b>Concurrent Session</b>	<b>Medication Assistance in Assisted Living</b> – Tanya Vadala, IPRO
1:00pm – 2:30pm	<b>Concurrent Session</b>	<b>Survey Workshop: Environmental Surveillance</b> – Richie Oliver, The Plattdeutsch Home Society (Limited to 30ppl, advance registration required)
2:30pm – 2:45pm		<b>Refreshment Break</b>
2:45pm – 4:15pm	<b>Concurrent Session</b>	<b>Labor &amp; Employment Update</b> – Elena DeFio Kean, Hinman Straub
2:45pm – 4:15pm	<b>Concurrent Session</b>	<b>Leadership beyond Good and Bad, Part 2</b> – Kathy Sindoni RN, BSN, CLNC & Jayne Perry RN, Substantial Compliance Consulting Group
2:45pm – 4:15pm	<b>Concurrent Session</b>	<b>Survey Workshop: Environmental Surveillance</b> – Richie Oliver, The Plattdeutsch Home Society (Limited to 30ppl, advance registration required)
4:15pm-4:30pm		<b>Stretch Break</b>
4:30pm-5:45pm	<b>Concurrent Session</b>	<b>CISA Cybersecurity Resources</b> – Crystal Wilson, Cybersecurity and Infrastructure Security Agency
4:30pm-5:45pm	<b>Concurrent Session</b>	<b>Finding Calm in the Chaos part II- A deeper dive into the power of our thoughts</b> – Julie Everhart, The New Falls Home
6:00pm – 9:00pm		<b>Trade Show Kick Off - Reception/Buffer Dinner/Kosher Dinner in Trade Show</b>
<b>Wednesday, April 30</b>		<b>CEUs 7.5</b>
7:30am – 8:30am		<b>Full Breakfast in the Trade Show/ Kosher Breakfast</b>

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8:30am – 10:30am	<b>General Session</b>	<b>Checking in with the NYS Department of Health</b> – Kelly Ann Anderson, Director, Division of Adult Care Facility and Assisted Living Surveillance, NYSDOH
10:30am – 11:00am		<b>Refreshment Break for all in the Trade Show</b>
11:00am – 12:30pm	<b>Concurrent Session</b>	<b>DOH POV: Surveillance on Environmental and Maintenance Standards</b> – Brian Parente, Program Manager, MARO, DOH
11:00am – 12:30pm	<b>Concurrent Session</b>	<b>Assisted Living Transactions: Best Practices to Avoid Common Pitfalls and Maximize Value</b> – Jennie Shufelt, Meloria Law
11:00am – 12:30pm	<b>Concurrent Session</b>	<b>Conducting Effective Investigations Workshop</b> - Raeanne McLaughlin (Limited to 30ppl, advance registration required)
11:00am – 12:30pm	<b>Concurrent Session</b>	<b>An Interactive Demonstration of eFINDs</b> <i>This session is limited to 30 people &amp; Pre-Registration is Required</i>
12:30pm – 1:30pm		<b>Lunch/Kosher Lunch for all in the Trade Show</b>
1:30pm – 3:00pm	<b>Concurrent Session</b>	<b>Exploring the Role of Cannabis in Senior Living: Benefits, Challenges, and Future Directions</b> – Panel discussion
1:30pm – 3:00pm	<b>Concurrent Session</b>	<b>Cybersecurity for Long-Term Care Facilities: 5 Essential Tips</b> – Reg Harnish, Orbital Fire
1:30pm – 3:00pm	<b>Concurrent Session</b>	<b>Conducting Effective Investigations Workshop</b> - Raeanne McLaughlin (Limited to 30ppl, advance registration required)
1:30pm – 3:00pm	<b>Concurrent Session</b>	<b>An Interactive Demonstration of eFINDs</b> <i>This session is limited to 30 people &amp; Pre-Registration is Required</i>
3:00pm – 3:15pm		<b>Refreshment Break</b>
3:15pm – 4:30pm	<b>Concurrent Session</b>	<b>The Secret to Creating more Accountability</b> – Tvzi Schwartz, Thriveability LLC / EOS Worldwide
3:15pm – 4:30pm	<b>Concurrent Session</b>	<b>How to Increase Census Caring for Frailer Residents without Increasing Costs in the ALP</b> - Victoria DeMetz, Wellbound
3:15pm – 4:45pm	<b>Concurrent Session</b>	<b>Conducting Effective Investigations Workshop</b> - Raeanne McLaughlin (Limited to 30ppl, advance registration required)
3:15pm – 4:45pm	<b>Concurrent Session</b>	<b>An Interactive Demonstration of eFINDs</b> <i>This session is limited to 30 people &amp; Pre-Registration is Required</i>
4:30pm – 5:45pm	<b>Concurrent Session</b>	<b>A Relationship Focused Culture: Consultative Outreach Initiatives to Sustain Occupancy</b> – Bobbie Antinarelli, OpenDoor Sales Consulting
4:30pm – 5:45pm	<b>Concurrent Session</b>	<b>Careforce Report: Should I Stay, or Should I Go?</b> – Mary Glick, KARE
6:30 pm – 8:30 pm		<b>Benay Phillips Scholarship Presentation &amp; Reception</b>
<b>Thursday, May 1</b>		<b>6.75 CEUs</b>
7:30am – 8:30am		<b>Full Breakfast/ Kosher breakfast</b>
8:30am – 10:00am	<b>General Session</b>	<b>Argentum Update: Charting the Course for Senior Living's Future</b> – Paul Williams, Argentum
		<b>Grab &amp; Go Refreshments Available in Foyer (10:00am–10:30am)</b>
10:00am – 11:30pm	<b>General Session</b>	<b>Sex, Drugs, And Rolling Walkers: Redefining Quality of Life for the Next Generation in Long-term Care</b> - Barbara Speedling, innovations for Quality Living
11:30am-11:45pm		<b>Box lunch /Kosher box lunch</b>
11:45pm – 1:15pm	<b>General Session</b>	<b>The Impact of Aging Life Care: Boosting Admissions, Retention, and Satisfaction Across Communities</b> – Melissa Murphy, Aging Advocates CNY

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1:15pm-2:45pm	<b>General Session</b>	<b>Mental Health First Aid in Assisted Living</b> – Sean Miri, Oneida County Office of Mental Health
2:15pm – 3:30pm	<b>General Session</b>	<b>What’s on Your Mind? A Wrap-Up Session</b> - Lisa Newcomb, ESAAL