

The background of the top half of the poster is a photograph of the Harrah's Atlantic City building at night, with its iconic 'Harrah's' sign illuminated in yellow. A large, thick blue diagonal stripe runs from the top left corner towards the center, partially obscuring the building and the logo.

77th Annual Convention & Expo

Facility Prospectus

October 28 & 29, 2025
Harrah's Waterfront Conference Center, Atlantic City

***We're looking forward
to seeing you there!***

A decorative blue diagonal stripe runs from the bottom right corner towards the center. In the bottom right corner, there is a small, partially visible image of a building at night, likely the Harrah's Waterfront Conference Center.



Conference At-A-Glance

Monday, October 27, 2025

12 noon - 6:30 p.m.	Conference registration open to all for badge pick-up	Outside Vendor Ballroom
7:00 p.m. - 10:00 p.m.	Welcome Back Cocktail Reception - Badge pick-up available. CONFERENCE REGISTRATION IS REQUIRED. All registrants are welcome!	Silver Star Lounge

Tuesday, October 28, 2025

8:00 a.m.	Registration open to all / Vendor Ballroom open to vendors only	Vendor Ballroom
8:30 a.m. - 10:30 a.m.	Registration, tour of exhibits, continental breakfast	Vendor Ballroom
9:00 a.m. - 10:15 a.m.	DON Roundtable— sponsored by Peloris / RESERVATIONS REQUIRED DON plus one support staff member (ADMINISTRATORS / EXECUTIVE DIRECTORS NOT INCLUDED)	Avalon Ballroom
10:30 a.m. - 12:30 p.m.	Opening Session and Keynote Speaker	Avalon Ballroom
12:30 p.m. - 2:30 p.m.	Tour of exhibits / Vendor luncheon (kosher options available) Complimentary to all registrants	Vendor Ballroom
2:30 p.m. - 3:30 p.m.	Tour of exhibits Vendor prize drawings via HCANJ Passports	Vendor Ballroom Food Court
3:30 p.m. - 5:30 p.m.	Concurrent education sessions	Avalon Ballrooms
4:00 p.m.	Facility Owners Briefing	Avalon Ballroom
4:00 p.m.	Registration & Vendor Ballroom closes for the day	Vendor Ballroom
8:00 p.m. - 11:00 p.m.	The Party - hosted by HCANJ & Senior Planning Services CONFERENCE REGISTRATION IS REQUIRED. All registrants are welcome!	Avalon Ballroom pre-function area 2 nd floor

Wednesday, October 29, 2025

7:30 a.m.	Registration open to all Vendor Ballroom open to vendors only	Outside Vendor Ballroom
8 :00 a.m. - 10:00 a.m.	Registration / Tour of exhibits / Continental breakfast	Vendor Ballroom
9:00 a.m. - 11:00 a.m.	Concurrent education sessions	Avalon Ballrooms
11:00 a.m. - 3:00 p.m.	Tour of exhibits / Vendor mixer luncheon	Vendor Ballroom
1:15 p.m.	Grand Prize & Final vendor prizes via HCANJ Passports	Vendor Ballroom Food Court
2:00 p.m. - 4:00 p.m.	Education session	Avalon Ballroom
2:30 p.m.	Vendor Ballroom closes & Vendor breakdown to begin	Vendor Ballroom
4:00 p.m.	Conference closes	

Convention Highlights

Join us for the
President's Welcome,
Awards Ceremony,
and the
Keynote Address

Tuesday, October 28th
Opening Session
10:30 a.m. - 12:30 p.m.
Avalon Ballroom



Ignite
Unstoppable Momentum™

Keynote Speaker
Kim Becking

In this inspiring, engaging keynote, Kim Becking reveals a proven framework for reframing change, redefining resilience, and reimagining what's possible so we can all ignite Un- stoppable Momentum and break the constant cycle of overwhelm in a world that never slows down.

Sponsored by



DON Roundtable Breakfast

Tuesday, October 28th, 9:00 a.m. - 10:15 a.m.
Avalon Ballroom

Limited seating - Reservations required

Attendance by DONs and one support staff member
(Administrators/Executive Directors not included)

Relax & Gather with Colleagues



Visit our
Lounges at:

**TypoLounge
Booth 504**

**Tasty Taco Lounge
Booth 421**

Registration Guide

HCANJ MEMBER CENTER

By COB September 29, 2025	\$700
After September 29	\$800

NON-MEMBER CENTER

By COB September 29, 2025	\$1,800
After September 29	\$2,300

***Without Exception
Registration Closes October 17***

Your registration includes admission to the convention for up to 14 staff members

Registration is **PER CENTER** for up to 14 staff members. To register, the center must include the completed center badge registration form listing the names, titles & unique/individual email addresses of their employees who will attend. Attendees must be employed at the center for which they are being registered. Companies that own and/or manage more than one company CANNOT register all centers under one company name. Registration will not be accepted without the center registration form and payment in full.

Once registration is received by HCANJ, any badge changes will be subject to a \$50 administrative processing fee per badge change.



Scan QR code for complete rules & regulations or visit:
hcanj.org/facrules

ADMINISTRATOR EDUCATION CONTACT HOURS: This continuing education program is approved for New Jersey LNHA and CALA by the Health Care Association of New Jersey (HCANJ) and is in compliance with N.J.A.C. 8:34-7.3 to provide licensed nursing home administrator (LNHA) and certified assisted living administrator (CALA) education credits accepted by the Nursing Home Administrators Licensing Board (NHALB). This education activity may only be used for continuing education credit and not to meet academic college credits.

PA and NY credits have been submitted to the State Board of Examiners of Nursing Home Administrators and are pending approval.

HCANJ events are not NAB approved but rather NJ state approved and accepted by the NJ LNHA Board.

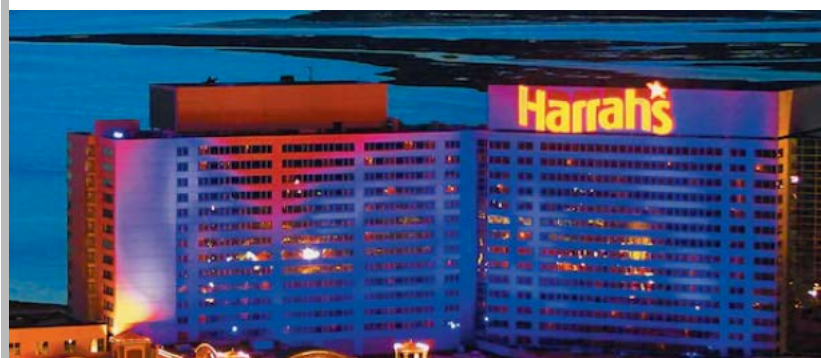
Administrators should register for events using the name that appears on their LNHA and/or CALA license/certificate.



JOINT ACCREDITATION™
INTERPROFESSIONAL CONTINUING EDUCATION

NURSING EDUCATION CONTACT HOURS: This activity has been submitted to Rutgers Biomedical and Health Sciences. Rutgers Biomedical and Health Sciences is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for the healthcare team. The nurse planner and speakers have been cleared that there is no presence of conflict of interest for this event. There is no sponsorship received for this event. For more information regarding contact hours please contact Michelle Palko at (609) 890-8700.

Hotel Reservations



Hotel is not included with registration

***Please book inside the HCANJ room block.
DON'T BE SCAMMED by third party vendors looking to book your room for you. Use the codes below.***

Book by phone

(888) 516-2215

8:00 a.m. to 2:00 a.m., seven days a week

Group Name:

Health Care Association of NJ 2025

Group Code: SH10HE5

Note: All callers will be asked for this code, but can also book by saying "Health Care Association."

Book online

Scan QR code or visit

<http://book.passkey.com/go/SH10HE5>



Rates

All room rates are subject to Atlantic City Tourism Promotion fee, currently \$2, New Jersey State Occupancy Fee, currently \$3, Atlantic City Occupancy Surcharge, currently \$2, and a Resort Fee of \$15. Taxes subject to change without notice.

Reservations include a \$5.00 voucher toward self-park, two (2) guest admissions per day to the Fitness Center, (no locker/shower access) basic in-room Wi-Fi for two (2) devices per day, in-room coffeemakers, and all local calls.

Waterfront Tower\$ 89.00

Waterfront Modern Suite.....\$ 299.00

Hotel check-in: 4:00 p.m.

Hotel check-out: 11:00 a.m.

**The room block will be released Friday, October 10, 2025.
Reservations made after October 10 are on a space-availability basis at the current hotel rates.
All room rates include a registration fee to HCANJ.**

PHOTO DISCLAIMER: HCANJ reserves the right to use any photograph taken during the conference without the expressed written permission of those included within the photograph. HCANJ may use the photo in hard-copy or electronically. A person attending a HCANJ event who does not wish to have their image recorded for distribution should make their wishes known in writing to the event organizer at Michelle@hcanj.org prior to the event. By participating in an HCANJ event, you are agreeing to the terms and conditions listed above.



**Tuesday,
October 28, 2025**

*Convention and/or exhibit
registration is required to
participate in all activities.*

8:00 a.m.
Registration open
Outside Vendor Ballroom

8:30 a.m. - 10:30 a.m.
**Registration,
tour of exhibits &
continental breakfast**
Vendor Ballroom

9:00 a.m. - 10:15 a.m.
DON Roundtable Breakfast
Pre-registration required
Avalon Ballroom

10:30 a.m. - 12:30 p.m.
Opening Session:
**President's welcome,
awards ceremony &
keynote speaker**
Avalon Ballroom

12:30 p.m. - 2:30 p.m.
**Complimentary vendor
mixer luncheon
& tour of exhibits**
Vendor Ballroom

2:30 p.m. - 3:30 p.m.
Vendor prize drawings
Vendor Ballroom / Food Court

3:30 p.m. - 5:30 p.m.
**Concurrent education
sessions**
Avalon Ballrooms

4:00 p.m.
Facility Owners Briefing
Avalon Ballroom

4:00 p.m.
Vendor Ballroom closes

*LNHA & CALA education
session certificates will be
available on the HCANJ
website 30 days after the
close of the conference.*

*NURSING: Rutgers will
contact attendees directly
about claiming their contact
hours.*

Opening Session 10:30 a.m. - 12:30 p.m.

Welcome

Avalon Ballroom

Andy Aronson

President & CEO, Health Care Association of New Jersey

◆◆◆
Keynote Speaker

Kim Becking

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Concurrent Education Sessions 3:30 - 5:30 p.m.

Building the Workforce Pipeline

Discover valuable workforce resources designed to support and strengthen your team. This session highlights programs like the NJCCN Nurse Residency Program, which aids nurse retention and transition to practice, and the AIT (Administrator-in-Training) Application Program lead by HCANJ, which assists future healthcare leaders in the application process. Explore tools, training, and support services to help build a more skilled, stable, and successful workforce.

Moderator: Alina Torregosa, RN, Health and Wellness Director, Brookdale Senior Living
Daria Waszak, DNP, RN, CNE, COHN-S, Executive Director, New Jersey Collaborating Center of Nursing
Elizabeth Rata, RN, BSN, Director of Nursing, PeaceCare St Anns
Mackenzie Block, MPH, Project Specialist, HCANJ

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Beyond Pizza Parties:

Building Sustainable Resilience & Retention in Long-Term Care

Staffing challenges can't be solved with pizza parties or band-aid fixes. This session will show you how to build sustainable resilience, protect staff capacity, and foster true connection and belonging—so your teams feel valued, supported, and proud to stay. Because when your people rise, your organization rises—with Unstoppable Momentum.

Kim Becking, JD, CSP, Founder, Unstoppable Momentum

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Stay Educated with HCANJ!

- AHCA/NCAL Bronze Quality Award Workshop
- Train the Trainer Workshop
- Top Gun School for Assisted Living Nurses
- 2026 HCANJ Assisted Living Conference
- Annual Convention & Expo

Visit our website for more information!

Never miss an event!



Scan to go directly to the
calendar or visit the website.
[hcanj.org/events-
education/calendar-of-events](https://hcanj.org/events-education/calendar-of-events)



Concurrent Education Sessions 9:00 - 11 a.m.

**Wednesday,
October 29, 2025**

*Convention and/or exhibit
registration is required to
participate in all activities.*

7:30 a.m.

Registration Open

Outside Vendor Ballroom

8:00 a.m. - 10:00 a.m.

**Tour of exhibits & continental
breakfast**

Vendor Ballroom

9:00 a.m. - 11 a.m.

**Concurrent education
sessions**

Avalon Ballrooms

11:00 a.m. - 2:00 p.m.

**Complimentary vendor mixer
luncheon**

& tour of exhibits

Vendor Ballroom

1:15 p.m.

**Exhibitor prize drawings
AND**

**HCANJ Grand Prize drawing
Must be present to win**

Vendor Ballroom / Food Court

2:00 - 4:00 p.m.

Education finale session

Avalon Ballroom

2:30 p.m.

Vendor Ballroom closes

4:00 p.m.

Conference closes

Voices that Matter: Building Grassroots Advocacy Together

(Ethics Approved)

Empower your voice and make a difference! This session highlights how to actively engage families and staff in advocacy with elected officials through ethical and effective grassroots strategies. Learn practical tips on how to inspire participation and market advocacy efforts to build awareness, foster unity, and drive positive change for your organization and the people it serves.

JJ Rabinowich, JD, Executive Director, Ambassadors Group

Tricia Mueller, Founder and CEO, Groundwork Strategies

Michael Smith, RN, LNHA, Division President, Marquis Health

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Leadership Strategies for Census Growth

How leadership supports occupancy success! This session offers practical marketing strategies to strengthen your center's outreach effectiveness— starting with building more referrals that increase admissions/move-ins to making certain that external decision makers think of you first! Learn easy-to-apply marketing tips to boost visibility, enhance communication, and drive census growth. Whether you're an old hat or newer to the occupancy challenge, this is one session you won't want to miss!

LouAnn Brubaker, BA, President, Brubaker Consulting

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Finale Session 2:00 - 4:00 p.m.

State and Federal Updates

Stay informed of the latest developments impacting long-term care. This session provides key updates on state and federal regulations, policies, and legislative changes affecting long term care settings. Learn how these updates influence operations, compliance, and resident care, and gain insight into upcoming initiatives that may shape the future of long-term care.

Andrew Aronson, JD, President and CEO, HCANJ

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

**Special thank you to our vendors for supporting our convention!
Please stop by and visit them!**

*LNHA & CALA education
session certificates will be
available on the HCANJ
website 30 days after the
close of the conference.*

*NURSING: Rutgers will
contact attendees directly
about claiming their contact
hours.*

Prize Drawings

Passport To Prizes Drawings

- Only Passports will be used for prize drawing.
- Visit booths specifically listed on the passport and have the vendor "dot" their company box.
- Visit booths of your choice to have the "Free Spaces" dotted.
- Once completed, write your name and the facility name on the passport and deposit in the tumbler located in the ballroom food court.
- You **MUST** be present to win.
- Daily Passport is valid only for the day indicated on the front of the passport - one per day.

Grand Prize Drawing

- Only registered center administrators/owners are eligible.
- Up to \$5,000 in HCANJ state dues credit for 2026. Awarded dues credit does not include national dues. No cash substitute in lieu of dues credit.

Grand Prize Drawing Rules

- No cash substitute in lieu of awarded prizes.
- All New Jersey long term care centers, whether or not they are currently HCANJ members, are eligible to win, provided that they have paid in full for the 77th Annual Convention and Expo at the time of the drawing.
- Must use entry form specified for the Special Drawing.
- The center owners or administrators/executive directors must be present at the drawing to accept prizes. If the owner or administrator/executive director is not present when their center name is drawn, the center will be disqualified and another center entry form will be drawn.

SHOW MANAGEMENT

Michelle Palko

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MEMBERSHIP

Deb Mumola

Office Manager, Bookkeeping, Member Services

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(609) 890-8700 | Fax: (609) 584-1047

CANCELLATIONS/REFUND POLICY HCANJ reserves the right to cancel any program. When HCANJ cancels a program and rescheduling fails, all registration fees are refunded in full with notification. A 50% refund will be offered for cancellations made at least 30 days in advance. After that time, HCANJ regrets that we are unable to offer refunds for canceled registrations or no-shows, nor can we offer credit for future programs. In the event of inclement weather, call the HCANJ office at (609) 890-8700 or visit our website www.hcanj.org for cancellation information.

Special Events

(for registrants only)

A great way to kick-off convention!



Join us for our

Welcome Cocktail Reception

Monday, October 27

7:00 - 10:00 p.m.

Silver Star Lounge

Sponsored by

VICTORY
PEST SOLUTIONS
Protecting Brands and Reputations

**Conference registration is
REQUIRED to attend these events.**



sps
senior
planning
services

Tuesday, October 28

8:00 p.m. - 11:00 p.m.

Avalon Ballroom, pre-function area, 2nd floor

HCANJ
Health Care Association of New Jersey

Join HCANJ & Senior Planning Services for a night of delicious Kosher food, cocktails, hand-rolled cigars, music, and great company!



**Facilities must register by COB on September 29, 2025, or incur an increase in fees.
No registrations will be accepted after October 17, 2025.**

(see "Registration Guide")

2025 Annual Sponsors

