



27TH ANNUAL ASSISTED LIVING *Conference*



DoubleTree by Hilton Hotel Tinton Falls

MAY | **12th** | **2026**

700 Hope Road, Tinton Falls, NJ

Individual Prospectus

27th Annual HCANJ Assisted Living Conference

Tuesday, May 12, 2026

DoubleTree by Hilton Hotel Tinton Falls



INDIVIDUAL REGISTRATION

Registration for the 27th Annual HCANJ Assisted Living Conference is PER PERSON. Attendees must be employees of the center under which they are registering. A valid individual email is required for each registrant or the registration cannot be completed.

REGISTRATION INCLUDES

- Access to education sessions
- Buffet breakfast & lunch (Kosher available upon request)
- Refreshment breaks
- Access to vendors and prize drawings

CANCELLATIONS/REFUND POLICY: 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.

If the originally registered individual is unable to attend the program, we encourage substitution from the same facility. Since badges are not transferable, individuals wishing to make a substitution should e-mail the change request to michelle@hcanj.org. Changes are accepted until one week prior to the event.

VENDOR PRIZE DRAWINGS: All prize drawings will take place following lunch. Attendees wishing to participate must visit with vendors, and drop off business cards. Participants must be registered for the conference and must be present in the room to win or another name will be drawn and announced.

CONTINUING EDUCATION & CONTACT HOURS:

LNHA and CALA 6 NJ approved CEUs
NURSE CONTACT HOURS 6 contact hours pending

Credit hours are indicated in each program description. All attendees must be scanned in at the beginning of the day and out at the end of the day in order to track and award accurate education credits / contact hours. All attendees will be required to fill out an evaluation which will be collected at the conclusion of the conference.

**Registration for this conference will close on
Friday, May 1 or when at maximum capacity**

LODGING: All lodging is made and paid by the participant and not included in your registration fee. To reserve a room, please call the DoubleTree by Hilton Tinton Falls front desk at 732-544-9300 or book online at tintonfallseatontown.doubletree.com.

ADMINISTRATOR EDUCATION CONTACT HOURS:

This continuing education program is approved for 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.

LNHA and CALA certificates will be available within 30 days of the conference. Certificates can be printed at [h p://ceu.hcanj.org/](http://p://ceu.hcanj.org/).

NURSING EDUCATION CONTACT HOURS:

In support of improving patient care, this activity has been planned and implemented by Rutgers Biomedical and Health Sciences and HCANJ. Rutgers Biomedical and Health Sciences is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

RUTGERS
BIOMEDICAL AND
HEALTH SCIENCES



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.

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 in, but not limited to, brochures, newsletters presentations, or our website. A person attending an 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 and not notifying the event organizer in writing of your desire to not have your photo used, you are agreeing to the terms and conditions listed above.

HERE'S WHAT TO EXPECT...

8 – 9 A.M. - BREAKFAST AND VISIT WITH VENDORS

9 - 9:15 A.M.

WELCOME

Andy Aronson, President & CEO
Katherine Gursky, Director, *Assisted Living*
Health Care Association of New Jersey

9:15 - 10:15 A.M.

KEYNOTE PRESENTATION

**HIRING FOR HEART, COACHING FOR GROWTH:
BUILDING THE NEXT GENERATION OF SENIOR LIVING LEADERS**

Douglas Bake - CEO & Founder, Thrive on 365

Senior living organizations often look outside the industry for talent while overlooking one of their greatest assets—the team members already serving residents every day! This session explores how mission-driven hiring, coaching-centered performance management, and internal career pathways can strengthen retention and build future leaders. Attendees will gain practical strategies to identify potential in frontline staff, create opportunities for advancement, and develop a sustainable leadership pipeline that improves morale, reduces turnover, and supports long-term organizational success.

10:15 - 10:30 A.M. - BREAK & VISIT WITH VENDORS

10:30 - 11:30 A.M.

STRONGER TOGETHER: ENGAGING AT THE LOCAL, STATE, AND NATIONAL LEVEL

Samantha Lawrence, MMH, CALA, CDAL, CDP - Vice President of Operations, Brightview Senior Living

A conversation on the importance of grassroots, state, and national involvement. Learn why facility visits with elected officials, staying informed on policy changes, and participating in association committees and PAC efforts are critical to protecting our profession and preparing for the future. Hear real-world perspectives on when to get involved, how advocacy makes a difference, and why every leader's voice matters.

11:30 A.M. - 1 P.M. - LUNCH & VISIT WITH VENDORS

12:40 P.M. - VENDOR PRIZE DRAWINGS IN THE MAIN BALLROOM

1 - 2:30 P.M.

HOW TOP LEADERS BUILD FOCUSED HIGH-PERFORMANCE SALES TEAMS THAT STAY IN THE SALE ZONE

Peggy Scoggins - Founder, Adept Senior Living Solutions

In today's highly competitive senior living landscape, success requires more than talented salespeople—it requires a culture that consistently supports high-performing sales teams. This session will explore what it means to operate in the "Sales Zone," where focus, strategic priorities, and disciplined daily execution drive results. Designed for senior sales and marketing leaders managing multi-site teams, the discussion will highlight practical strategies to align regions, strengthen coaching practices, reduce burnout, and keep sales teams focused on the activities that move the pipeline forward and maximize revenue.

2:30 - 2:45 P.M. BREAK & VISIT WITH VENDORS

2:45 - 4 P.M.

EVOLVING RISK IN ASSISTED LIVING: CASES, CULTURE, AND MITIGATION STRATEGIES

Timothy J. Ford, Esq - General Counsel & Chief Human Resources Officer, Distinctive Living

Join industry experts as they examine recent cases impacting Assisted Living organizations, discuss the evolving risk landscape, and share practical strategies to help providers strengthen risk management and reduce exposure.

4 - 5 P.M.

UNDERSTANDING NEW JERSEY'S ASSISTED LIVING PROGRAMS

E. Lynn Osborne, MA, LPN, NJCALA - Director, Senior Living Services, Capital Health Assisted Living Program
Elizabeth Davis, LCSW - Executive Director, Bright Side Family

Join this informative session to learn more about New Jersey's Assisted Living Programs and the role they play in expanding access to services. The discussion will cover program highlights, key requirements, and how providers can leverage the program to better serve residents.

5:00 P.M. - EVALUATION COMPLETION

SAVE THE DATE

77th Annual HCANJ Convention & Expo - October 27 & 28, 2026 - Harrah's Waterfront Conference Center

2026 Annual Sponsors

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