



**2021 NADSA Fall Professional  
Development Mini-Conference**  
*Essential Strategies & Tools to Increase  
Your Center's Growth*  
**November 30, 2021 & December 7, 2021**

**Tuesday, November 30, 2021**

**Mitigating the Impacts of Staffing Shortages in Your ADS Center**

**11:00 a.m. – 12:30 p.m.**

**Bill Zagorski**, Chair, NADSA Board of Directors; Chair, NADSA Research Committee; CEO, American Senior Care Centers, Inc.

**Sue Chase**, Executive Director, CarePartners Adult Day Center

**Dewayne Lewis**, Talent Acquisition Manager, Easterseals DC/MD/VA

**Bob Moran**, Regional Director, MD, Active Day

**Rosita Wong**, CEO, HealthJay

Staffing shortages continue to have a major impact in ADS Centers around the country. This panel of experts will share their experiences in managing the recent recruitment and retention challenges in their centers. They also will provide suggestions and innovative ideas from other center directors and administrators who are facing similar challenges.

**Break: 12:30 p.m. – 1:00 p.m.**

**How to Market Your ADS Center for Continued Growth**

**1:00 p.m. – 2:00 p.m.**

**Joan Marie Grant**, President, Future Focus, Inc.; New Jersey Adult Medical Day Services Coalition; New Jersey Activity Professional Association

Expanding the reach of your center in your community is key to engaging clients and creating new partnerships to grow your center. Learn how you can incorporate a dynamic marketing program to build new pathways to showcase your center's services in the community and expand on existing operations.

**Break: 2:00 p.m. – 2:30 p.m.**

**Empower Hour: Enhancing Lives and Facilitating Conversations**

**2:30 p.m. – 3:30 p.m.**

**Ruth Olivares**, Person-Centered Care Director, Easterseals Southern California

Facilitating challenging conversations with family and friends that are important to someone's life can be very challenging to initiate. At Easterseals, we are listening and creating dialogue around topics of importance. Money management, online dating, mental health and COVID-19 have all been monthly topics that are planned and researched for conversation. By finding resources, facilitating and creating a safe space, Empower Hour has helped people become confident in taking action for their dreams and the future.



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**Make ADS in Your State More Sustainable**

**11:00 a.m. – 12:00 noon**

**Krista Smolda**, Executive Vice President, Varsity Care Adult Health Services

**Barry Lefkowitz**, Partner, Management & Government Resources 2, LLC

**Carol Gable**, Partner, Management & Government Resources 2, LLC

**Joan Marie Granato**, President, Future Focus Inc.; New Jersey Adult Medical Day Services Coalition;  
New Jersey Activity Professional Association

The key to sustainability in the Adult Medical Daycare industry is being supported by state legislators and agency officials. Learn tactical methods and a step-by-step approach to increasing visibility with the right audience, and how to create more legislative support for Adult Medical Daycare in your state.

**The Importance of Data Collection to the Future of ADS & NADSA Legislative Update**

**12:00 noon – 1:00 p.m.**

**Bill Zagorski**, CEO/Executive Director, Centennial Adultcare Center; Chair, NADSA Board of Directors and Chair, NADSA Research Committee

**Mike Zawadski**, President, RTZ Systems and NADSA Board of Directors Member

**Senator Roy C. Afflerbach (Ret.)**, NADSA Policy Advisor

NADSA is collaborating with Strategic Partner RTZ Systems which is developing a national standardized outcomes and data collection portal. The information collected will be FREE to NADSA Members. The data collection effort will allow NADSA and its Members to provide aggregated, HIPAA-compliant data to CMS, the Congressional Budget Office, federal and state legislators and variety of payers demonstrating the value and benefits of Adult Day Services through the utilization of standardized data. This session will highlight the data collection categories and assessment tools to be utilized as well as the data collection/management platform, portal, policy & security, incremental steps and timeline. Additionally, there will be a legislative and policy update session highlighting the latest ADS-related developments in the Administration and on Capitol Hill hosted by NADSA Policy Advisor, Sen. Roy Afflerbach (Ret.).

Note: Presenters and content subject to change.