



2024 NADSA National Pre-conference Workshops
Morning Workshops
8:30 a.m. – 11:30 a.m.

Pre-conference Workshop #1
How to Open an Adult Day Center and Beyond

This session will provide the information required to open an Adult Day Service center and information to assist those with newly opened centers.

The learning objectives include:

- Learn what is needed to start an Adult Day Services Center including business structure and building and space requirements from organizing the business structure, licensing/accreditation, insurance requirements, funding sources and different types of Adult Day Services models.
- Learn about Adult Day operations and programming including meals, transportation, staffing requirements, activities and enrollment. Ideas and resources for attaining new participants, marketing your center and keeping your center compliant with state and federal regulations.

Presenter: Christina Vlosich, Principal Consultant, ADS Consult LLC

Pre-conference Workshop #2
DEIA: Learning How Adding the “A” Takes us Beyond Race and Gender

You have been trained in diversity, equity and inclusion (DEI), however can you truly say you are educated in DEI when Accessibility and Disability are left out of the equation? This training will exclusively speak to disability / aging awareness and accessibility within the Adult Day Center system. We will discuss topics such as HR equitable hiring practices and to programming and allyship.

Presenters: Elizabeth Barnes, Vice President, Program Operations, Easterseals DC/MD/VA; Kathleen Kolenda, Vice President Adult Day Services, Easterseals Southern California; Candace Welch, DEI Practitioner, Los Angeles Homeless Service Authority



Pre-conference Workshop #3

Investing in Caregiver Well-being will Drive Business Success

Supporting caregivers is more than just the right thing to do, it's good for business. Tailoring services and support to meet the needs of caregivers will grow the census, keep participants attending and potentially bring in new funding streams. This interactive preconference session will explore new avenues for funding through corporate sponsorships, government grants, and partnerships with philanthropic organizations. Experts will also share caregiver support models, opportunities for engaging with caregivers and other best practices that have an impact on the bottom line. This will be a working and highly interactive session and attendees will leave with tangible ideas and an action plan to implement in their unique settings.

Presenters: Tina McIntosh, President & Founder, Joy's House; Tia Saucedo, Senior Director of Services, Seniors Resource Center; Katie Scott, President CarePartners

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Afternoon Workshops

12:45 p.m. – 3:45 p.m.

Pre-conference Workshop #4

You Opened a Center, Now What?

This session will assist centers that are scheduled to open soon as well as newly opened centers navigate the first year of operations and beyond. Additionally, this session will discuss the importance of different payor sources, how to use Key Performance Indicators (KPIs) and examples of widely used tracking and accountability tools.

The learning objectives include:

- Learning when and how to market your center for a successful launch.
- Overcoming programming, sales and operational issues after opening.
- Utilizing KPIs to track sales, operations and finance.
- Sustaining growth and avoid losing momentum.

Presenters: Kris Chana, Founder, ActivAge and Christina Vlosich, Principal Consultant, ADS Consult LLC



Pre-conference Workshop #5

Master Your Sales Formula and Opt-In Strategy with the Arts

Engaged leads are different than lists of contacts. You need a proven and repeatable lead conversion strategy that yields efficiency. This session is for leaders who want a proven sales formula with freebie templates and opt-in strategy. Participants will learn an arts-based pedagogy and short-term cognitive training program that non-artist team members can master. Be one of the unique centers to facilitate this proven formula that generates additional revenue and doubles as the health assessment protocol for new participants.

Participating leaders will:

1. Attain a sales formula with freebie templates and opt-in strategy.
2. Learn the art-based pedagogy and facilitation techniques of the opt-in strategy which includes offering a short-term cognitive training and health assessment program.
3. Learn how non-artists can successfully implement the opt-in and continuously improve for rapid sales conversions.

Presenter: Ellie Rose Schoessling, Chief Executive Officer, Resilia

Pre-conference Workshop #6

Compassion Culture: Empowering Adult Day Professionals for an Aging Population with Intellectual Disabilities and Dementia

Join us for an empowering education session aimed at cultivating a culture of compassion that meets the unique needs of older adults living with intellectual disabilities and dementia. As our society ages, the demand for compassionate and dignified care within Adult Day settings grows ever more crucial. This session will delve into the specific challenges and opportunities faced by Adult Day providers, offering strategies to overcome barriers and nurture a supportive work environment for staff members. Through engaging discussions, real-life case studies, and hands-on activities, participants will gain practical skills in empathy-building, effective communication, and person-centered care techniques. These skills not only enhance the well-being and quality of life for aging individuals but also align with business goals, fostering a culture of compassion that drives success and sustainability.

Learning Objectives:

1. Understand the foundational principles of a compassionate culture and its profound impact on the well-being of aging individuals, while recognizing its connection to business outcomes.



2. Acquire practical skills in empathy-building, communication, and person-centered care techniques applicable within Adult Day settings to create a compassionate and supportive environment for older adults.
3. Identify strategies for overcoming common challenges and promoting a culture of compassion within Adult Day Centers, including methods for supporting staff well-being and fostering a collaborative approach to caregiving that upholds the dignity and individuality of aging individuals.

Presenter: Laura Ellen Christian, President, AGE-u-cate™ Training Institute