



# SCHEDULE

*at a glance*

SEPT 1-3, 2026

OMNI PROVIDENCE HOTEL  
Providence, Rhode Island



## Monday, August 31, 2026

### CONFERENCE REGISTRATION OPENS

3:00 PM – 5:00 PM

3rd Floor

*Sponsored by StoriiCare*

## Tuesday, Sept 1, 2026

### CONFERENCE REGISTRATION

7:30 AM – 5:00 PM

3rd Floor

*Sponsored by StoriiCare*

### ADS CENTER SITE VISITS \*REQUIRES ADDITIONAL REGISTRATION\*

*Transportation Provided and Sponsored by TESCO*

#### SV-1 – JOYFUL LIVING CENTER AT STERLING LOFTS

9:30 AM – 12:00 PM

**SOLD OUT**

#### SV-2 – ST. ELIZABETH ADULT DAY CENTER

9:30 AM – 12:00 PM

### PRECONFERENCE WORKSHOPS \*REQUIRES ADDITIONAL REGISTRATION\*

WS-1   

8:30 AM – 11:30 AM

~~How to Open an Adult Day Center~~ **CANCELLED**

~~Presenter: TBD~~

WS-2    

8:30 AM – 11:30 AM

**Rethinking Revenue: New Funding Models and Innovative Opportunities for Adult Day**

**Presenter:** Panel Moderated by Bill Zagorski, CEO of American Senior Care Centers Inc.

#### TRACKS:

 **LEADERSHIP**  **OPERATIONS**  **MARKETING**  **PERSON-CENTERED**  
 **DEMENTIA**  **CAREGIVER SUPPORT**  **IDD**  **POLICY & ADVOCACY**

**AUDIENCE:**  **NEW TO ADS**  **MID-CAREER**  **ADVANCED**  **APPROPRIATE FOR ALL**

*\*Presentations and presenters subject to change.*

*As of 7.16.26*

## Tuesday, Sept 1, 2026

### TUESDAY MORNING EDUCATIONAL SESSIONS

#### TES-1 📍 🌐

9:30 AM – 11:00 AM\* 90-MINUTE SESSION\*

#### **From Struggle to Scale: How We Grew Our Adult Day Center 260% Using Social Media, Email Marketing, and AI-Powered Pipeline Management**

**Presenters:** Eshonda Blue, RN, Co-Founder & COO at Innovative Senior Solutions & Jessica Wright Finch, RN, Co-Founder & COO at Innovative Senior Solutions

#### TES-2 💙 ♿ 🌐

9:30 AM – 11:00 AM\* 90-MINUTE SESSION\*

#### **Honoring Identity Through Cultural Humility and Person-Centered Practice**

**Presenters:** Lendy Ruano, Director of Person-Centered Culture and Practices, Easterseals at Southern California & Reyna Zavala, Easterseals Southern California

#### TES-3 ⚙️ 🌐

9:30 AM – 11:00 AM\* 90-MINUTE SESSION\*

#### **AI for Your Center: What Works, What Doesn't, and Where to Start**

**Presenter:** Paul Staff, CEO, Seniorverse

#### TES-4 👥 ■ 💎

9:30 AM – 11:00 AM \* 90 - MINUTE SESSION\*

#### **Grow Your Team Daily: Simple, Repeatable Methods for Staff Development**

**Presenters:** Lynsey Geraghty, Director of Training and Communications for Town Square Franchising

#### **11:00 AM – 11:15 AM: Break**

#### TES-5 ♿ 🧠 🌐

11:15 AM – 12:15 PM

#### **Supporting People with Intellectual and Developmental Disabilities and Dementia**

**Presenter:** Beth Rummage, Executive Director of The Life Center of Davidson County, Inc.

#### TRACKS:

👥 LEADERSHIP ⚙️ OPERATIONS 📍 MARKETING 💙 PERSON-CENTERED  
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TES-7   

11:15 AM – 12:15 PM

**Best Programs for Caregiving: A Key Resource for Providers and Caregivers**

**Presenter:** Morgan Minyo, Research Scientist at Benjamin Rose

TES-8

11:15 AM – 12:15 PM

**Session Title Coming Soon**

**Presenter:** Bob Blancato, President of Matz, Blancato and Associates

RT-1 ROUNDTABLE  

11:15 AM – 12:15 PM

**Policy and Advocacy Roundtable**

*Sponsored by Lamb Insurance*

**12:00 Noon – 1:45 PM: Lunch on Your Own**

## TUESDAY AFTERNOON EDUCATIONAL SESSIONS

TES-9   

2:00 PM- 3:00 PM

**From Standards to Story: Advancing Person-Centered Dementia Adult Day Programming**

**Presenters:** Tori Gruber, Senior Manager of Cognitive Services at CJE SeniorLife & Olivia Thomas, Education Program Specialist at Alzheimer's Foundation of America

TES-10  

2:00 PM- 3:00 PM

**Learning to Speak Managed Care: Lessons Learned and Practical Advice**

**Presenters:** Mike Splain, Principal of Splaine Consulting & Jeffery Klien, President & CEO of Nevada Senior Services

TES-11   

2:00 PM- 3:00 PM

**Adult Day Services Research at a Turning Point: Evidence, Outcomes, and the Next Five Years**

**Presenters:** Dr. Tina Sadarangani, PhD, RN, FAAN, NYU Assistant Professor & Bill Zagorski, CEO of American Senior Care Centers Inc.

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## Tuesday, Sept 1, 2026

### OPENING GENERAL SESSION

3:30 PM – 5:00 PM

**Narragansett Ballroom/1<sup>st</sup> Floor**

*IGNITE NADSA Sponsored by Harmonic Health*

### IGNITE NADSA

*A fast-paced, inspiring session where Adult Day Services leaders take the stage to share the ideas, experiences, and moments that have shaped their work. Through powerful personal stories and fresh perspectives, you'll leave energized, connected, and ready to spark new possibilities in your own program.*

### EXHIBIT HALL OPENS

5:00 PM – 6:30 PM

**3rd Floor Ballrooms**

*Exhibit Hall Passport Card Sponsored by Seniorverse*

### WELCOME RECEPTION

#### EXHIBIT HALL

5:30 PM – 6:30 PM

**3rd Floor Ballrooms**

*Welcome Reception Sponsored by Easterseals Southern California*

*Refreshments provided*

## Wednesday, September 2, 2026

### CONFERENCE REGISTRATION

7:30 AM – 5:00 PM

**3rd Floor**

*Sponsored by StoriiCare*

### WEDNESDAY MORNING EDUCATIONAL SESSIONS

**WES-1** 🌱 📢 📄 🏛️ 🌐

8:00 AM – 9:00 AM

**Palliative Care and Adult Day Services: Exceptional Serious Illness Support**

**Presenter:** Melanie Hall, President & CEO, Hospice of Huntington, Inc./Tri-State Lifecare

#### TRACKS:

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## Wednesday, September 2, 2026

### WES-2 🧠 ❤️ 🌐

8:00 AM – 9:00 AM

#### **Behavior Constellations: The Next Generation of Understanding Behavior**

**Presenter:** Ley Linder, Founder and CEO of Crescent Behavioral Health Services

### WES-3 👑 🌐

8:00 AM – 9:00 AM

#### **Advocacy in Action: Developing and Growing State and Community Partnerships That Strengthen Adult Day Services**

**Presenters:** Max Kupperberg, CEO of Training & eTracking Solutions; Donna Hale, Strategic Consultant, Donna Hale & Associates, and Brian Rutledge, PhD, President, California Association for Adult Day Services

### WES-4 ⚙️ 🌐

8:00 AM – 9:00 AM

#### **Building Guardrails: How to Create an AI Policy That Works**

**Presenter:** Dave Lindell, CEO of SETWorks

### WES-5 ❤️ ⚙️ 🌐

8:00 AM – 9:00 AM

#### **Leveraging Evidence-Based Programs to Improve Outcomes and Grow Adult Day Services: The Bingocize® Model**

**Presenter:** Jason Crandall, PhD, Exercize Innovations/Bingocize

### **9:00 AM – 9:15 AM: Break**

### WES-6 👥 ⚙️ 🌐

9:15 AM – 10:15 AM

#### **Building the Aging Services Workforce Pipeline: Investing in Employees Through Education, Leadership, and Career Pathways**

**Presenter:** Rebecca Tolman, MBA, Graduate Program Director at UMASS Boston Gerontology and Panel

### WES-7 ❤️ 🌐

9:15 AM – 10:15 AM

#### **The Power of Words: Shifting Control to Support in Adult Services**

**Presenter:** Sydney Merola, M.S., Clinical Manager and Behavior Consultant, Active Day

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## Wednesday, September 2, 2026

**WES-8** 🧠 ❤️ 🌐

9:15 AM – 10:15 AM

### **From Funding to Impact: Innovations in Dementia Respite Care**

**Presenter:** Isabella Marini, Senior Associate Director of the Center for Dementia Respite Innovation at the Alzheimer's Association

**RT-2 ROUNDTABLE** 🧠 🌐

9:15 AM – 10:15 AM

### **Caregiver Support Roundtable**

*Sponsored by Lamb Insurance*

### **VENDOR SHOWCASE 1**

9:15 AM – 10:15 AM

**PocketRN CANCELLED**

### **EXHIBIT HALL BREAK**

10:00 AM – 11:00 AM

**3rd Floor**

*Exhibit Hall Passport Card Sponsored by Seniorverse  
Snacks and Beverages Provided*

### **WEDNESDAY LUNCH GENERAL SESSION**

11:00 AM – 1:00 PM

*Lunch Provided*

*Sponsored By Easterseals Southern California*

**Narragansett Ballroom/ 1<sup>st</sup> Floor**

**Ignite Your Impact: Turning Passion into Purpose and Action**

**Keynote Presentation by Ryann Hill**

*Every interaction has the power to make a difference. In this inspiring keynote, Ryann Hill will challenge attendees to turn their passion for Adult Day Services into purposeful action that strengthens their programs, empowers their teams, and elevates the lives of those they serve. You'll leave with a fresh perspective, practical ideas, and renewed energy to create a meaningful impact long after the conference ends.*

### **EXHIBIT HALL BREAK**

1:00 PM – 1:30 PM

**3rd Floor**

*Exhibit Hall Passport Card Sponsored by Seniorverse*

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### WEDNESDAY AFTERNOON EDUCATIONAL SESSIONS

#### WES-9

1:45 PM – 2:45 PM

##### **Free Help, Big Impact: Community Partnerships That Transform Your Center**

**Presenters:** Alandria Franklin, Director of the Day Center at CarePartners, and Katie Scott, MPH, CEO, CarePartners

#### WES-10

1:45 PM – 2:45 PM

##### **Implementing Person-Centered Transportation Supports to Improve Community Integration**

**Presenters:** Judy L. Shanley, Ph.D., National Director, Transportation, Mobility, and Youth Transition at Easterseals National & Jonathan Kuehn, Senior Account Executive - Transit Partnerships at Uber

#### WES-11

1:45 PM – 2:45 PM

##### **Move, Connect, Thrive: A Live Dance Wellness Experience for Adult Day Programs**

**Presenter:** Paloma Ladejobi, Founder and Lead Facilitator at Dance Active Wellness

#### WES-12

1:45 PM – 2:45 PM

##### **Modern recruitment and retention strategies for a stable care workforce.**

**Presenters:** Patrick Daniel, HR Services Consultant & Taylor Clay, Executive Sales Consultant, Paychex

### VENDOR SHOWCASE 2

1:45 PM – 2:45 PM

#### **StoriiCare**

*Wanting the best for your center? Look no further! Join the CEO & Head of Product of the most talked-about software on the market - StoriiCare! Hear their cutting-edge new releases this year at NADSA. They'll discuss the future of adult day care management and the latest product advancements designed to elevate your center's operations. Don't miss this opportunity to discover how StoriiCare is shaping the way forward for the industry.*

**Presenter:** Cameron Graham, CEO & Mirko Johns, Head of Product, StoriiCare

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### EXHIBIT HALL BREAK

3:00 PM – 4:00 PM

*Exhibit Hall Passport Card Sponsored by Seniorverse*

*Infused Spa Water Sponsored by CARF International*

#### WES-13

4:15 PM – 5:15 PM

**Best Practices for Serving Those with Dementia and Their Families**

**Presenter:** Hollie Lowe, MA, LPC, NCC, James L. West Center for Dementia Care

#### WES-14

4:15 PM – 5:15 PM

**Supporting the Final Chapter: Compassionate Death & Dying Conversations in Adult Day Services**

**Presenter:** Joanna Mansfield, RN, BSN, CMC, EOLD, Chief Product Officer- Seniorverse

#### WES-15

4:15 PM – 5:15 PM

**No Music Degree Needed: Person-Centered Engagement Through Music**

**Presenter:** Lea VanMerkestyn, Director, Life Circle Adult Day Center

#### WES-16

4:15 PM – 5:15 PM

**Beyond Websites: Marketing Strategies that Drive Community Visibility and Day Center Growth**

**Presenter:** Natalie McGowen, Founder and CEO of Moxie Tonic Marketing

## Thursday, September 3, 2026

### CONFERENCE REGISTRATION

7:30 AM – 10:00 AM

3rd Floor

*Sponsored by StoriiCare*

### STATE LEADER BREAKFAST (INVITATION ONLY)

7:30 AM – 9:00 AM

South County Room, 3<sup>rd</sup> Floor

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### THURSDAY MORNING EDUCATIONAL SESSIONS

#### THES-1 🏛️ 🌐

9:15 AM – 10:15 AM

##### **Federal Policy Update**

**Presenter:** Georgia Goodman, Director, Medicaid Policy, LeadingAge

#### THES-2 💙 🌐

9:15 AM – 10:15 AM

##### **Advancing Culturally Responsive Adult Day Programs in Diverse Communities**

**Presenter:** Julieta Crespo, Program Director, LaAlianza Hispana

#### THES-3 💙 🧠 🌐

9:15 AM – 10:15 AM

##### **ElderHands: Building Purpose-Driven Workshop Programs in Adult Day Services**

**Presenter:** Jenny Langness, Executive Director, Elderhaus

#### RT 3- ROUNDTABLE 🌐 🧠 🌐

9:15 AM – 10:15 AM

##### **Business Bootcamp Roundtable**

*Sponsored by Lamb Insurance*

**10:15 AM – 10:30 AM: Break**

#### THES-4 🌐 🧠 🌐

10:30 AM – 11:30 AM

##### **Technology in Day Programming**

**Presenters:** Ross Burdge, Assistive Technology Director, REM Ohio & Jessica Strangel, Program Director for REM Ohio

#### THES-5 🧠 🌐 🌐

10:30 AM – 11:30 AM

##### **Critical Leadership Skills: Because Workplace Drama Costs Money**

**Presenter:** Kim Laughlin, Cultural Apex Coaching

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## Thursday, September 3, 2026

### THES-6

10:30 AM – 11:30 AM

#### **Family Relationships: Cornerstones to a Strong ADS Program**

**Presenter:** Heather Mauney Pershing, Memory Center Director, Courter Memory Center

### THES-7

10:30 AM – 11:30 AM

#### **CACFP Meal Pattern Changes**

**Presenters:** Elyse Homel Vitale, MPH, Executive Director, CACFP Roundtable & Jodi Kuhn, Director, Regulatory Compliance, KinderCare Learning Companies

### **11:30 AM – 11:45 AM: Break**

### THES-8

11:45 AM – 12:45 PM

#### **Hands-On Learning Model: How to Make Learning Accessible to All**

**Presenters:** Katherine Thomson, Program Director, Allie's Dream & Lili A. Vasileff, Founder President, Allie's Dream, Inc.

### THES-9

11:45 AM – 12:45 PM

#### **Integrating Caregivers as Partners in Healthcare**

**Presenters:** Lisell Pacheco, Senior Director of Programs for the Elizabeth Dole Foundation & Roxana Delgado, PhD, MS, PNAP, Professor/Military Health Research Scholar, UT Health San Antonio

### THES-10

11:45 AM – 12:45 PM

#### **Caring for the Caregiver through ADS: What the Research Says**

**Presenters:** Lauren J. Parker, PhD, MPH, Johns Hopkins School of Public Health & Katherine Marx, PhD, MPH, Research Associate, Johns Hopkins Center for Innovative Care in Aging

### RT 4- ROUNDTABLE

11:45 AM – 12:45 PM

#### **Person Centered Roundtable**

*Sponsored by Lamb Insurance*

#### TRACKS:

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## ADDITIONAL CONFERENCE SPONSORS

Name Tag Holders and Videography Sponsored by StoriiCare

Three R's Lounge Sponsored by Sevita

Tote Bags Sponsored by Collabrios

WiFi Sponsored by Bright Horizons

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