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inside ALCA



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National Headquarters and Mailing Address
3275 W. Ina Road, Suite 130
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1747 Pennsylvania Avenue NW, Suite 1000
Washington, DC 20006

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Kristin Taber, Dallas, TX

President's Message

Kate Granigan, President



As we head into Spring, and I have a few months behind me in my role as ALCA President I will take this opportunity to share where we have been thus far, and where we are headed.

As I approached my year as President, as each President has done over the last few years, I selected a theme for the year.

ALCA Transforms is my chosen theme for 2024. *Transform* by definition is to “make a thorough change in form, appearance, or character”. This resonates deeply for me as I review how ALCA has not only transformed careers and the livelihood for many budding entrepreneurs but transformed the very way that families and individuals experience aging. We, as Aging Life Care Professionals, have transformed times of distress, times of worry, and times of hopelessness to times of connection, hope, and strength. We are privileged to sit with families in the most challenging circumstances – and despite this, use our knowledge, advocacy, and support to transform the outcomes.

I hope this inspires each of you to embrace our power and opportunity as Aging Life Care Professionals and as an Association to literally TRANSFORM not only ourselves as practitioners through the education and community ALCA offers, but also our client’s experiences on the aging journey, and the larger society in how they view aging. In addition, consider the realities of what we need to do with public policy, funding, and commitment in a time when the aging population and the implications are in the forefront more than ever.

I would love to hear from each of you about the ways you are seeing transformation happening throughout the year as you do this amazing work!

In January we started the year off with a fantastic gathering of the Chapter Presidents and the ALCA Board of Directors, sharing ideas and inspiration for the year. We reviewed our Strategic Plan and discussed ways to continue to bring this to life.

(continued on page 5)



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President's Message

(continued from page 3)

We are in the middle of a Research Project that will show the value ALCA has to our members, as well as show the many ways in which Aging Life Care Professionals impact the lives of older adults and those that care for them. The goal is to gain quality data to share broadly in highlighting the value of an Aging Life Care Professional. PLEASE complete the survey for this research when it comes out!! We are looking to get 100% member participation -- and cannot get the data we need without your help!

We held the first Friday Forum as a Town Hall meeting with all of our members together. This is the first time we have done this, and it matches our strategic goal of bringing our members together often for education and experiences. Thank you to all who participated! I was thrilled to see so many familiar as well as new faces!

I hope to see many of you during this year's quarterly Friday Forums, and encourage you to come with your questions and ideas of how we can continue to work together to ensure the Association is continuing to meet our member's needs.

We focused on attracting new members to expand our reach and recognition. We will look for those that believe in our work, are excellent in their field, and are moved to join by our Association's offerings, education, and support at every level and stage of one's career as an Aging Life Care Professional.

Through the Association's continued efforts and investment, we will again in 2024 be recognized by NPR, Forbes Magazine, NBC, PBS, Wall Street Journal and more! As the population ages, the need will grow, and we as Aging Life Care Professionals will be standing ready to meet this need.

Using ALCA's Code of Ethics and

Standards of Practice as our guidepost, Aging Life Care Professionals stand head and shoulders above the dizzying amount of senior services out there and allows the consumer to recognize the qualities we possess that makes us the leading experts in aging. We hope to offer time for discussion about both this year, through webinars and other forums as we can never be too clear on the nuances of the Code of Ethics and Standards of Practice in action in our everyday work. I feel passionately about ensuring that all members are crystal clear, as the better we all know and understand and follow these Codes of Ethics and Standards or Practice the better we will all be in the eyes of the consumer! If you ever have a question about any application of these please reach out! We have a wonderful and knowledgeable committee that can help.

ALCA continues to evaluate

how we can support our members at all levels and stages of their career. Along with the MRG's and the educational programming we will also be announcing two very exciting new offerings this year. We are committed to helping our members be the best Aging Life Care Manager they can be!

In closing, I truly hope to see many of you in Minneapolis for our 40th Annual Conference

People, Passion, Purpose: Transforming the Aging Life Care™ Profession. The conference promises to be an incredible experience, with exceptional speakers and opportunities to connect with our colleagues from across the country. Attending the ALCA conferences over the years has likely been one of the most transformational experiences for me as an ALCM, for both my business and for me personally. Sign up today!

May is
National Aging
Life Care
MONTH



We encourage you to participate in this important event as your fellow members and partners throughout the country will celebrate National Aging Life Care Month by providing seminars, webinars, special events related to Aging Life Care management, open houses, and other educational activities for the public.

To help promote National Aging Life Care Month, we offer these tools:

- 1) Press release template to craft your own press release
- 2) Member Tips for Dealing with Local Media
- 3) Attractive logo for use during May
- 4) List of suggested activities and topics for presentations

(Click here to find all of these tools).

We recommend that you schedule an event or educational presentation in your area during the month of May.

Join ALCA's social media campaign #AgingLifeCareMonth Stay tuned for more on May is Aging Life Care Month in the coming weeks!



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This list includes ALCA events and other items that may be of interest to ALCA members. Please see the ALCA Website for more information.

Calendar of Events

March 2024

ALCA Ask a Geriatrician Program
Virtual
March 13–May 22, 2024
Info & Registration

**American Society on Aging -
On Aging Conference**
San Francisco, CA - March 25-28, 2024
Info & Registration

April 2024

Leading Age Leadership Summit
Washington DC - April 15-17, 2024
Info & Registration

40th Annual ALCA Conference
People, Passion, Purpose – Transforming
the Aging Life Care Profession
Royal Sonesta Downtown
Minneapolis, MN - April 17-20, 2024
Info & Registration

**American Case Management
Association National Conference**
Nashville, TN - April 19-22, 2024
Info & Registration

May 2024

May is Aging Life Care Month
aginglifecare.org

National Older Americans Month

NAELA Conference
Boston, MA - May 3-4, 2024
Info & Registration

NCOA Aging + Action Conference
Arlington, VA - May 6-8, 2024
Info & Registration

**American Health Care Association/
NCAL National Center for Assisted
Living Quality Summit**
San Antonio, TX - May 20-24, 2024
ahcancal.org

June 2024

**Case Management Society of America
Annual Conference**
Providence, RI - June 4-7, 2024
cmsa.societyconference.com

July 2024

**USAgging 49th Annual
Conference & Tradeshow**
Tampa, FL - July 8-11, 2024
Usagingconference.org

Florida State Guardianship Association
Orlando, FL - July 18-19, 2024
floridaguardians.com/news-events

**Alzheimer's Association
International Conference**
Philadelphia, PA - July 28-August 1, 2024
https://aaic.alz.org/

August 2024

**American Psychological
Association Conference**
Seattle, WA - August 8-10, 2024
convention.apa.org/

**Arizona In Home Care Association
Conference**
Scottsdale, AZ - August 23, 2024

September 2024

Healthcare Advocate Summit
Las Vegas, NV - September 3-6, 2024
healthcareadvocatesummit.com

**National Adult Day Services
Association Conference**
Atlanta, GA - Sept 18-20, 2024
www.nadsa.org

**Financial Planning Association
Annual Conference**
Columbus, OH - September 18-20, 2024
financialplanningassociation.org

**ALCA Western Region Chapter
Conference**
Tucson, AZ - September 19-21, 2024
aginglifecare.org

**ALCA South Central Chapter
Conference**
Richardson, TX - September 21-23, 2024
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**National Association of
Senior & Specialty Move Managers
Annual Conference**
Chicago, IL - September 26-29, 2024
www.nasmm.org/education-and-
training/

October 2024

CCMC New World Symposium
Virtual
October 10-12, 2024
symposium.ccmcertification.org/

ALCA Board Meeting
Charleston, SC - October 16-18, 2024

NGA Conference
Long Beach, CA - October 19-22, 2024
www.guardianship.
org/2024.conference/

NAEPC Conference
Anaheim, CA - October 20-24, 2024
naepc.org/conference

LeadingAge Annual Meeting & Expo
Nashville, TN - October 27-30, 2024
leadingage.org/annualmeeting/

**Home Care Association of America
2024 Annual Conference**
Seattle, WA - October 28-29, 2024
www.hcaoa.org/national-home-care-
conference.html

November 2024

AADMM Annual Conference
Virtual
November 8-9, 2024
secure.aadmm.com/annual-
conference/

December 2024

ALCA Board Meeting
Virtual
December 5, 2024

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Chief Executive Officer's Message

Julie Wagner



As I write this spring message for *Inside ALCA* I am once again amazed at how quickly time passes and that we are once again in the throes of getting ready for our Annual Conference. Kate Granigan and I started preparing for the year in October by attending the ASAE Exceptional Boards training. In January, we held an amazingly productive joint meeting with the Board of Directors and Chapter Presidents. We have found this is a great way to kick off the year and create a leadership team that is focused on creating the best possible association for our members. I am honored to be a part of this intelligent and inspiring group of professionals who are so generous with their time and resources.

A few highlights:

- Hosted successful Annual Town Hall on Friday, February 9th
- Welcomed 62 new members, 4 education subscribers, and 5 partners so far this year
- Sponsorship of featured segment on "The Balancing Act" which will be shown in syndication a minimum of 100 times nationwide
- Announcing two new programs in 2024 – Ask a Geriatrician Pilot Program and the ALCA Advanced Professional Dream Camp, details coming soon!

This year the staff and board are continuing to focus on successes and recreating them to create better results over time. For example, as we enter year two of our strategic plan, we are beginning

to see the results of the chapters working together to share virtual education to all members. In addition, we continue to streamline the efforts of the association and chapter committees to improve communication and reduce duplicating processes.

We challenge each member to invite just one new member to join ALCA in 2024 – achieving this initiative could double our membership in one year!

We continue to network with alliance organizations to create greater awareness of the work of our members both to cultivate a larger, more qualified referral base and recruit more professionals into the field. If you have a relationship with a national organization that you feel is a good fit with ALCA, please introduce me. To move the profession and your practices to a new level with a heightened recognition of Aging Life Care management among consumers, referral sources, and other professionals in the aging space, we encourage

all members to embrace the ALCA brand. Just by simply adding the member / partner logo to your email just think how quickly recognition would grow.

We challenge each member to invite just one new member to join ALCA in 2024 – achieving this initiative could double our membership in one year!

In closing, I want to thank each member and partner for making the choice to belong to ALCA. I continue to be inspired by the work you do and am committed to maintaining the high standards and values that the association has stood for over the past 40 years. I am very excited to see many of you in person as we kick off our 40th year at the Annual Conference in Minneapolis, April 17-20. If you are unable to attend, I do hope you will join us on Facebook Live for the Annual Business Meeting and Awards Celebration on Thursday, April 18th at 3:00pm CT.

ALCA Analytics

319,507: reach across all four social media platforms

545,504: the number of times someone visited any page on aginglifecare.org

8,708: visits to the ALCA Blog

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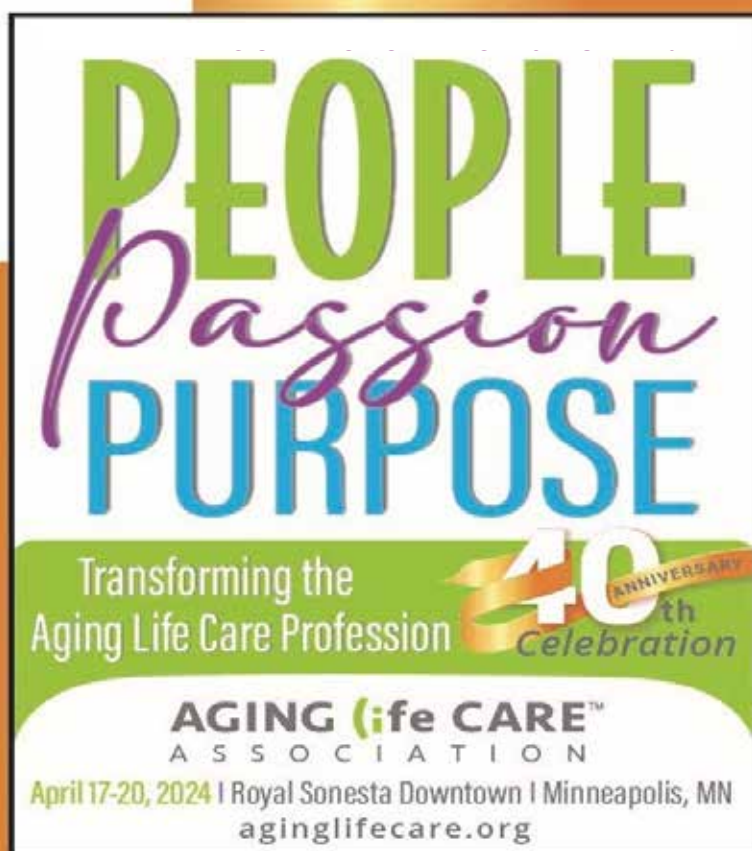
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Board Bits

- Held a productive, informative, and collaborative Chapter Presidents' Retreat and Joint Meeting with the ALCA Board.
- Explored the concept of "Transformation" through language and leadership based on lessons learned from shared reading of *"The Secret to Transformational Leadership"* by Dr. Quintin Shepard and Sarah Williamson
- Reflected on our ALCA Values of **Impact, Community, Collaboration, Advocacy, and Excellence** and examined how they influence and guide our profession in the ever-changing landscape of aging.
- Reviewed ALCA's Strategic Plan for 2023-2025, with focus on the *Seven Critical Success Factors* to ensure they continue to resonate with our Mission and Vision.
- Discussed new and innovative ways to continue increasing the value of membership for our members, and accelerate awareness and demand for Aging Life Care™ services and highlight the Aging Life Care Professional as the "gold standard" in aging well.
- Shared time together both in and out of meetings to continue to explore how Aging Life Care Professionals can Transform the experience of aging!



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ALCA All In



There are currently 31 multi-member practices participating in the ALCA All In program. ALCA All In recognizes the commitment and dedication of Aging Life Care management practices in which all care manager employees are ALCA members. These practices have access to a special logo to use on their website as well as other benefits. If you would like more information and an application, please contact sfalconer@aginglifecare.org.

Congratulations to our newest ALCA All In practices:

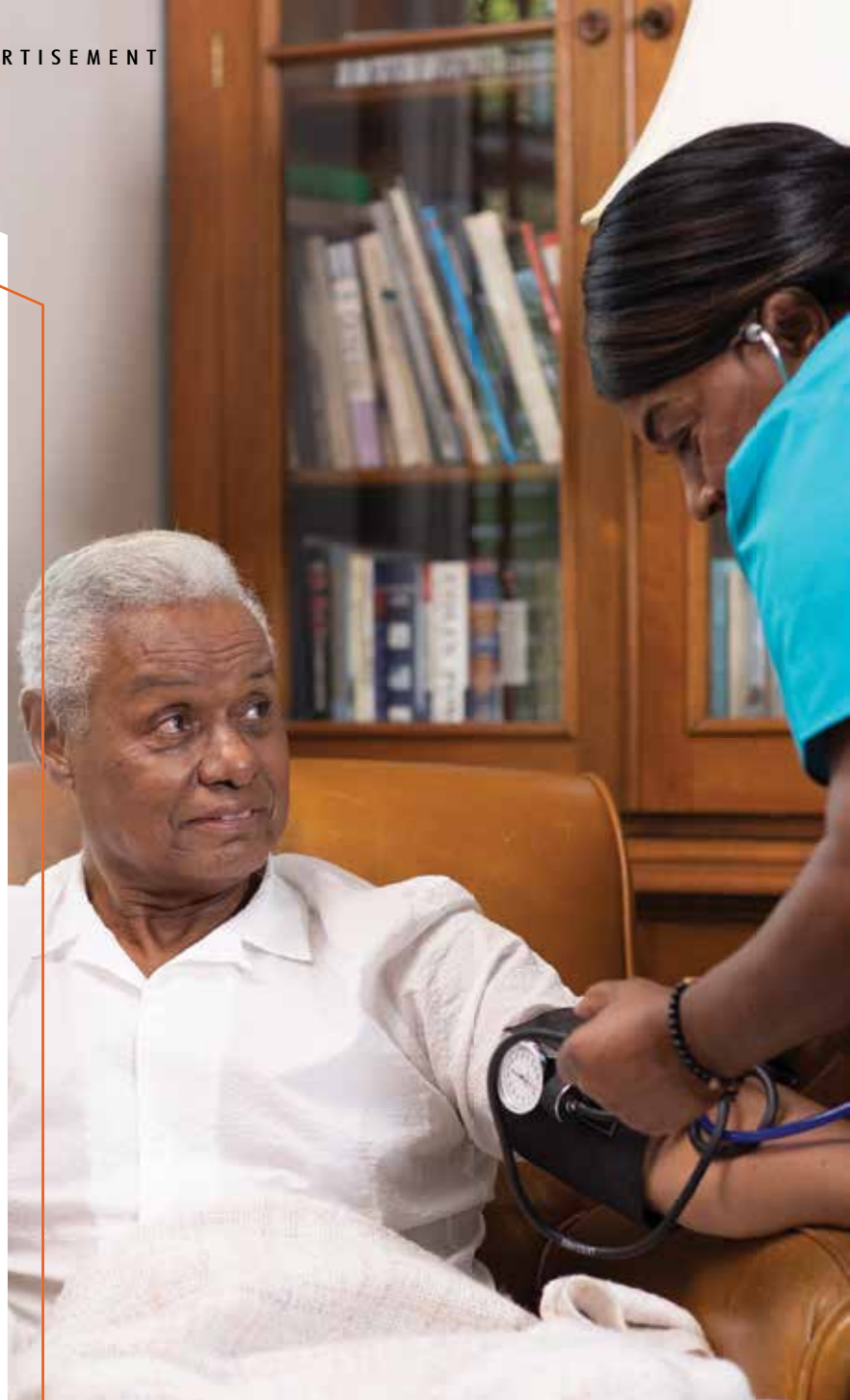
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NACCM Update

C. Byron Cordes, President

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NACCM has some exciting opportunities coming up – make sure you save the date and watch for registration information coming soon.

Webinar – April 11th at 4pm ET
The History of Opioid Use, Abuse and Treatment
Presented by Alicia Howard, MD, MPH

To learn more about becoming Care Manager Certified and meeting the criteria to become an Advanced Professional member of ALCA, visit NACCM's website, or reach out to staff or me (byron@sage-care.com).

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EXAMINATION WINDOW

Spring – April 1 to April 30

Fall – October 1 to October 31

APPLICATION DEADLINE

February 28

September 4

EXAM RESULTS AVAILABLE

May

November

Have Questions? Contact us at 520.884.4240 or info@naccm.net



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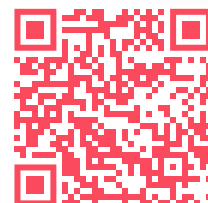
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Chapter Updates

Florida Chapter

Ellen Buckley, President

Congratulations Florida Chapter member, Barbara Levison, appointed to ALCA Board of Directors. Thank you Barbara, for your dedication to our Chapter and Association.

McPherson Committee: Early last year, the Florida Chapter Board approved to revitalize efforts of the McPherson Committee, spearheaded by Teresa Jackson. McPherson Committee provides funds for active-duty military recipients to receive assessment/recommendations by an ALCA member.

Results demonstrated success with 17 recipients having utilized services of an ALCM in 2023, with a total of \$5456 dollars awarded for these services. Another 2 recipients, with approximately \$1000 awarded for services was pending at the time of this report. Florida Chapter looks forward to increasing awards provided

to even more recipients in 2024.

Chapter Board Retreat: Our Chapter pooled resources with Midwest Chapter Board members, who escaped colder climates for the Florida sunshine, for our annual board retreat. Time spent together included a welcome reception, and guest speaker, Julia Jones, Founder/Co-Owner of Puroclean of Bradenton and Lakewood Ranch/Siesta Key, Florida. Ms. Jones discussed her entrepreneurial spirit and how professional development and leadership skills helped grow her business. Our Chapters explored how committees tackle various projects, providing inspiration and different ideas for one another.

Virtual Conference - September 19, 2024: Save the Date! Florida will host a half-day virtual educational opportunity with the option to share this streamed event in a small-group setting at various Promedica/Arden Court properties

throughout Florida. More details will be forthcoming. Karla Lindeen is Chair of the Virtual Conference Committee.

2025 In-Person Conference: While Florida is not hosting a traditional in-person Chapter Conference in 2024, we will resume this popular Conference event in January 2025. We hope returning to the January timeframe will appeal to a broader audience, especially our chapter members and dedicated sponsors.

Thank You: Many thanks to our members for your support and continued participation in our Florida Chapter. If you haven't been involved in a local Unit or Committee, I invite you to contact me or any other Florida Board member to discuss how you will benefit from participation.

Mid-Atlantic Chapter

Rebecca Roskey-Brunner, President

We're off to an outstanding start in the Mid-Atlantic region in 2024. Despite some early snowstorms, our chapter members have remained resilient, pivoting meetings online and continuing important discussions.

I greatly enjoyed attending my first Chapter Presidents meeting in Phoenix. Connecting with leaders from chapters nationwide and our Board was both exciting and humbling. I'm grateful for the opportunity to collaborate with so many passionate advocates for our organization.

In January, due to inclement

(continued on page 17)



Pictures from the Florida Chapter Board Retreat

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(continued from page 15)

weather, the Philadelphia and DC/MD units adeptly transitioned their in-person meetings to virtual platforms. The Philadelphia unit hosted an insightful presentation on the SHARE housing program. SHARE is an affordable housing choice that brings together homeowners who want to share their homes with home seekers who are looking for housing in exchange for rent, help around the house, or a combination of both. The home seeker receives their own bedroom and agreed upon use of the common areas. Every arrangement is unique depending on the needs, preferences, and abilities of the participants involved.

DC/MD held an impactful embodied learning activity highlighting the experiences of transgender older adults. Embodied Labs is a unique company that allows you to see the world from the eyes of the people you care for. Together, the unit embodied Eden, a trans woman, and experienced a series of personal encounters throughout the lifespan that are typical, defining moments of many transgender older adults living today. Feedback indicates that both meetings provided unique, informative perspectives.

We also held our first virtual meeting of 2024. Mid-Atlantic colleague Tori Goldhammer offered expert insight into fall risk management, drawing on her background as an occupational therapist. Her analysis of subtle factors contributing to falls provided useful, evidence-based guidance that will help us better serve homebound clients.

Planning is underway for our November Mid-Atlantic Conference. With our venue booked and committee chairs Mary Ann Buckley and Colleen Duewel at the helm, we anticipate another fantastic event.

Looking ahead, Heather Suri will speak at the National Homecare

Cooperative Conference on incorporating our work into their business model.

It's been an outstanding start to 2024, thanks to the passion and adaptability of our members. I look forward to all we will continue accomplishing together.

Midwest Chapter

Bridget Ritossa, President



Midwest and Florida Chapter Boards

I hope this message finds you well. I am pleased to provide an update following our recent chapter board meeting and strategic planning retreat held on February 2nd and 3rd, 2024.

First, I would like to extend a warm welcome to all our esteemed board members: Colleen Ceh Becvar, Ruth Force, Gail Lee, Tiffany Webster, Nora Johnson, Ginger Jones, Tracy Collins, Melanie Maynor, and Sue Coyle. Your dedication and commitment to the Aging Life Care Association (ALCA) are truly appreciated.

The objective of our board meeting and retreat was to address various aspects of our organization's governance, management, and strategic direction. Throughout the sessions, we engaged in fruitful discussions and decision-making processes aimed at advancing our chapter's mission and goals.

Here are some key highlights from our meeting:

Governance and Oversight

We reviewed and approved updates to the Chapter Policy Manual, including reimbursement policies and procedures.

Agreed upon measures to enhance the security of our digital assets.

Each board member is expected to serve on a minimum of one board committee, and committee chair assignments for 2024 were discussed and approved.

Committee Reports and Review

Reports from committees such as Secretary/Treasurer, Nominations, Membership, Education, Unit Leaders, Marketing/PR/Social Media, and Conference were presented, providing valuable insights into our achievements and areas for improvement.

Discussion focused on enhancing membership engagement, clarifying corporate partnership policies, improving educational events, supporting unit leaders, and strengthening our social media presence.

Scheduling and Future Meetings

The schedule for future Midwest Chapter meetings was outlined, with the next meeting set for April 11th, 2024, in advance of the Association Annual Meeting.

Committee meetings and attendance at upcoming board meetings were encouraged to ensure continued progress and collaboration.

Strategic Planning and Considerations for 2024:

We discussed the need for chairs in key areas such as Nominations, Secretary, Treasurer, and Social Media. All were fulfilled.

Due to the Association Annual Conference in Minneapolis, Minnesota, there will be no Midwest Chapter Conference in 2024. Plans for future conferences were delib-

(continued on page 19)



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(continued from page 17)

erated, considering the benefits and challenges of hosting biennial events.

As we move forward, I encourage each of you to reflect on the outcomes of our meeting and consider how you can contribute to our chapter's success. Your dedication and active participation are vital in achieving our shared goals.

As we look ahead to the upcoming year, the Nominations Committee is gearing up to seek candidates who are passionate about our chapter's mission and eager to contribute their expertise to the Midwest Chapter Board in 2025. If you are interested in becoming more involved and believe that joining the board aligns with your goals and aspirations, I encourage you to reach out to me. Your dedication and commitment are invaluable to the success of our chapter, and we welcome your involvement in shaping its future.

Thank you for your ongoing support and commitment to ALCA Midwest Chapter. Together, we will continue to promote and lead the community of Aging Life Care Professionals with integrity and excellence.

New England Chapter

Jennifer Pilz, President

The New England Chapter kicked off our Fall season with an powerful return to in-person events at our October 2023 Chapter Conference, themed "The Tsunami of Need: Prepare, Survive, Thrive." It was an opportunity to address the unprecedented challenges facing the elder care industry in recent years. With an impressive lineup of expert speakers, we delved into critical topics such as bed closures in long-term care, caregiver shortages, and the evolving landscape of assisted living and dementia care. The



2023 NE Chapter Conference Committee



2024 NE Chapter Board

overwhelming turnout and positive feedback from attendees underscored the resounding success of the conference, and we extend our heartfelt gratitude to the conference planning committee, led by Jennifer Pilcher.

Our momentum carried us into 2024 with renewed vigor as the New England Board convened for a fresh start at our retreat in Portsmouth, NH on January 11-12. We were thrilled to welcome four dynamic new board members—Angela Ashton, Emma Fortin, Danelia Masters, and Rhiannon Stare—who bring diverse perspectives and energy to our team. Reflecting on our achievements in 2023, we reviewed and revised our strategic plan, having met nearly all our goals. With this foundation in place, we set our sights on new initiatives and stretch goals for 2024, including ensuring representation from at least three of our six states on the membership committee and integrating social events into our chapter gatherings. Our inaugural 2024 social event on January 31, generously spon-

sored by our corporate partners—FirstLight Home Care, Wingate, Bridges, Northbridge, and Maplewood—was a delightful testament to our collaborative spirit.

As we march forward, our program committee remains dedicated to curating engaging and informative educational events. On February 28, we invite you to join us for a timely program titled "Protecting Our Caregivers: Exploring Boundaries, Challenging Conversations, and the Importance of Self-Care." In a field where compassion fatigue and

burnout are all too common, this discussion promises to be invaluable for our members' well-being and professional development.

Finally, our communications committee continues to shine a spotlight on the exceptional achievements of our members, including board members, committee members, and those making a difference in the community. We encourage all members to share their accomplishments with us so we can celebrate the remarkable work we do in service of our clients. As we embark on this journey together, let us continue to inspire, support, and elevate one another in our shared mission of compassionate elder care.

New Jersey Chapter

Soni Pahade, President

The New Jersey Chapter held a productive retreat on the beautiful shore of the Navesink River. We are welcoming a new board this year; President Soni Pahade, Vice President Linda Goldberg, and Secretary

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Betsy Toal. Also attending the retreat were Jamie Spielberg, Annette Murphy, and Elyse Weber-Sacks on hand to impart their knowledge when needed and we thank them. Soni spent time sharing the information gained at the Chapter President's Retreat in Scottsdale, AZ. The ALCA Board laid out their strategic objectives for the next 2 years. We then spent time tailoring our own strategic plan in harmony with ALCA's, to enhance our members' knowledge, education, and professional development. We also focused on membership growth and increasing revenue by participating in marketing opportunities.

During our retreat we were happy to get to know each other and are eager for you all to get to know us as well! Soni is already proving to be a strong leader for the NJ chapter. We set dates and locations for our in-person chapter meetings, and also set dates and times for our virtual meetings. This important

information will be sent out in emails and we also plan to utilize the NJ ALCA website and Facebook pages to share these events. When choosing the locations for our in-person chapter meetings we were cognizant about having the locations of meetings throughout NJ to encourage an increase in representatives, diversify ideas, share regional resources, and increase our corporate partners. We will also be hosting virtual meetings throughout the year.

We've put together a range of topics for our chapter that we believe will help increase our knowledge base on issues we face day-to-day, and issues we will all face in the future. Some of the topics we plan to cover come from the results of the survey that was sent out prior to the retreat. Topics being discussed will include Succession Planning, APS, and Medical Death & Dying. The board would like not to only have speakers, but a more interactive platform to share and discuss issues we deal with as Aging Life

Care Managers. We are calling this platform, "Share Your Strategy"- a peer-review style meeting where we can address current issues that affect Aging Life Care Managers. Members are going to be encouraged to share what strategies they have used in the past that were successful or unsuccessful. We would like to see the New Jersey Chapter, the smallest chapter in ALCA, become a community that shares resources and ideas to strengthen the chapter as a whole. We will also be adding a "Tech Talk" to the "Share Your Strategy" sessions. This aims to explore the areas of technology we are all using with our clients like cameras, tracker apps, smart watches, and emergency response systems - which ones do you love and why? Also, the topic of AI: Does it have a place in Aging Life Care management? A lot of interesting and diverse topics to exchange views about, you don't want to miss them!

Our Education, PR, and Membership committees play a crucial role in advancing our chapter's mission to increase membership and share the value of becoming a member. Our committees will continue to carry on that important and valued work. We are looking for members to support our current committee chairs. If you think you might want to get involved with one of these committees, please get in touch with any of our board members.

The NJ Chapter plans to attend the NASW, Elder Law, and the NJLN conferences to recruit new members, increase the diversity of our chapter and develop referral sources. The NJ Chapter Board set a goal to increase membership this year by 5%. We will also continue to utilize the postcard mailings our chapter has done in the past. Aligning with ALCA's Strategic Plan, we would like to draft a letter to introduce Aging Life Care to Concierge Docs, explaining the services we can provide to their patients.

We have set out goals very high
(continued on page 23)



NJ Chapter Members with Jamie Spielberg 2023 President



2024 NJ Chapter Board

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for the upcoming year. With knowledge from leadership past and present, along with our committees and current members, we have no doubt this will be another great year for the New Jersey ALCA Chapter!

New York Chapter

Susan Keating, President

I hope this message finds you well. In January, I had the privilege of attending the Chapter Presidents Meeting alongside the ALCA Board in Arizona. The experience was truly transformative as we gathered in one room to share ideas, troubleshoot challenges, and share laughter. Connecting with the ALCA staff added an extra layer of richness to the experience. It served as a powerful reminder of the immense fortune I feel to have found my calling in this profession and to have connected with “my people” within ALCA. Outside of the meeting, I had the opportunity to experience a ride in a Waymo self-drive taxi—an encounter that left me pondering the potential resource this technology could be for our clients who have relinquished driving. Additionally, I prioritized self-care during this trip, recognizing its vital importance in our profession, though often overlooked. Aerial Yoga emerged as my chosen method of rejuvenation, and it did not disappoint!



Now, onto the chapter news:
Merger: As many of you are aware, the voting process for the proposed merger has commenced. By April 1, 2024, we will know the outcome of this crucial decision. The NY Board, after thorough research into the benefits of such a move, has recommended a merger with ALCA. Given our rich history as the inaugural chapter, this decision was not made lightly. The potential benefits are substantial. A merger would allow our board to focus more towards enhancing membership experiences rather than being consumed by administrative tasks and liabilities. Embracing this change is a testament to our commitment to longevity within the organization. I extend my gratitude to all those who have contributed to spreading awareness and dispelling myths surrounding this decision, particularly Shelia Kolt, Roxanne Sorenson, Anne Sansevero, Nicole Oberheim, and others who have dedicated their efforts to this cause.



Finances: Our board acknowledges its fiduciary responsibility to our members. Under Treasurer Kristin Surdej’s guidance, we are exploring creative approaches to managing expenses without compromising on the value we provide. Initiatives such as revisiting social media contracts under Abbe Udochi’s leadership, optimizing our annual board retreat logistics, and

streamlining our CEU process exemplify our commitment to financial stewardship. Moreover, digitizing our welcome packet for new members is underway, promising both financial savings and an improved member experience. We welcome tech-savvy individuals to join us in this endeavor!

Education: Led by Dana Reisch, our education committee continues to seek out impactful professional development opportunities. Our recent bi-annual conference, “Laughter is NOT Always the Best Medicine: Advances in Pharmaceuticals and Alternative Approaches for the Aging Client,” held at the NYC Bar Association, was a resounding success. Attendees had the chance to earn 5.5 CEUs while networking and enjoying a happy hour—an event that exemplified the value of in-person interactions. Upcoming is the “NY ALCA 2024 Annual Entitlements Seminar: Your GPS to 2024’s Entitlements & LTC Insurance,” which will be offered in-person at two locations, Manhattan and Rochester—a testament to our chapter’s innovative thinking.

DEI: In January, our Diversity, Equity, and Inclusion committee, under Janet T. Smith’s leadership, organized a highly attended online seminar titled “Barriers: Applying a Trauma-Informed Care Perspective with Culturally Diverse Older Adults.” With over 180 registrants nationwide, this event underscored our commitment to fostering inclusivity and understanding.

Unit Development: While our chapter represents a single state, the diversity of interests and needs among our members is vast. We remain dedicated to offering programs that cater to all members. Under Kym Hance’s leadership, we are prioritizing unit rejuvenation in 2024, recognizing the value of in-person engagement despite the challenges.

Membership: Lori Costello, our Membership Chair, continues to
(continued on page 25)



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actively engage with members, inviting their input and participation. Whether through one-time contributions, event assistance, or committee involvement, there are opportunities for everyone to contribute to our chapter's success while furthering their professional development and expanding their network.

In closing, I extend my heartfelt appreciation to the remarkable NY Board Sheila Kolt, Roxanne Sorensen, Kristin Surdej, Melissa McHam-Green, Dana Reisch, Lori Costello, Janet T. Smith, Abbe Udochi, Kym Hance, and Anne Sansevero. And all those who have contributed to our chapter's growth and vitality. I eagerly anticipate our upcoming gathering in Minneapolis and the opportunity to reconnect with each of you.



South Central Chapter

Andrea Zaite, President

South Central Chapter is off to a great start in 2024! I attended the Chapter Presidents Retreat with the ALCA Board and the discussions centered around Leading through Transformation. ALCA members are transformational leaders in the area of Aging – we are Aging Life Care Specialists and through membership and community we are leading the way in developing ways to empower our clients to age

well. This year we hope to focus more on you the member and how we can connect with you in meaningful ways and provide the support you need to continue to inspire, educate, and maintain the highest standards in Aging Life Care management. If you have ideas, need help, or questions answered, please feel free to contact any member of the board.

We welcome our new board members, Ruth Kainer in Houston, Julie Walkup-Beasley, in Dallas. Julie is also the Dallas unit representative and Teri Evans in Oklahoma. Lina Supnet-Zapata has stepped up to be on the membership committee and Ruth has just agreed to help with the education committee. If you have an interest in being on an association committee, please get in touch with me. South Central Chapter has grown with a 4% increase in membership, we are looking to continue that trend and need your help in finding Aging Life Care Managers hiding in plain



sight. We have a goal of an additional 5% growth for this year.

Membership growth allows us to do more to help all of you and the South Central Chapter wants to get the word out! How many times have we all heard from others that they didn't know we existed? The goal for our chapter this year is to have a greater presence and more opportunities to share the ALCA brand. In December we had a booth at the Teepea Snow conference in Dallas with many of our unit colleagues representing us. We also attended the Trust Officer conference in Austin with several colleagues from around the Chapter representing us. We are looking forward to continuing this trend and hope you can help us identify opportunities in and around your area.

We ask all of you to send us or post on the chapter LinkedIn and Facebook pages when you present to the community. We love seeing our colleagues get the word out, but it also give us content to share and grow awareness! Please don't forget to sign up for the upcoming peer review with Cathy Puett on March 6th. We are one of the only Chapters involved in peer review and this is a free way to receive help from your peers. The board is planning on some virtual educational offerings as well, so please review the ALCA e-flash to learn more.

I am registered for the ALCA 40th Annual Conference, how about you? Last year we had all of our units represented and we had a record number of attendees for our Chapter! Help us make that happen again this year!

Southeast Chapter

Carla Payne, President

We ended 2023 with a successful Southeast Chapter Conference Empowering Excellence Together,

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hosted at the Hampton Inn and Suites in Raleigh, North Carolina. This success was in no small part due to the resounding insight of our guest speakers, alongside so many valued Corporate Partners and sponsors who contribute to our cause. Participants from across the region joined us, providing new perspectives and building new friendships.

Looking ahead, I am excited to announce our 2024 Southeast Chapter Conference will be held in picturesque Greenville, South Carolina this September 5-7th. Mark your calendars NOW for yet another chance for networking, learning, and professional growth that should not be missed!

In our efforts to expand our profession and awareness of the Aging Life Care Association, we have extended sponsored invitations to both the University of Alabama and Mississippi State University faculty chairs. By welcoming new members from these esteemed institutions, we are fostering the next generation of professionals in our field while continuing the steady growth of our association. Together, we are making significant strides in advancing our profession and elevating its visibility and impact.

As we move forward, let's continue to build upon our successes and continue to collaborate, innovate, and advocate for our profession. I look forward to sharing more good news and achievements with you in the coming months.

Western Region Chapter

Crystal Littlejohn, President

Greetings to all of the members of the Western Region Chapter of the Aging Life Care Association. Let me first begin by thanking you for being an important part of this

wonderful region, Association, and field of practice. It is an honor to serve you all as your 2024 Chapter President.

Your 2024 Board of Directors has been very busy, beginning in September of 2023 devising the best plan to work productively and collectively on behalf of our members. Quickly, our theme/commitment to Serving At the Pleasure of Our Members became the framework for how the Western Region Chapter Board of Directors work for you. To that end, the 2024 Board of Directors wish to remind you that you can always reach out to us with questions, concerns or recommendations at alcawrc@gmail.com.

I would like to sincerely thank our new board members who have joined us for this wonderful journey in 2024. Returning board members Liz Heape-Caldwell, Janai Quintana, and Rebecca Montano, and new board member Alexis Ward. I would also like to thank Yana Rudakov for her service to our Chapter as

President in 2023. Additionally, I would like to thank all members of the 2024 board for their steadfast dedication. The value of the contributions of each of you cannot be overstated.

In keeping with Our Association's theme of Leading Through Transformation, your Western Region Chapter Board is looking at new and innovative ways to serve you and support ALCA's strategic goals. To that end, we are seeking new ways to serve our members, our industry, and our society. Special thanks to our ALCA Board Connector, Nina Herndon of Sage Eldercare Solutions for her ongoing and committed support as well as her true compassion for ALCA & the Western Region Chapter. Through her support, we can continue to assure that transformational leadership remains top of mind for our chapter and its board.

It has been said that one values what one is a part of. With this in

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Western Region Board Retreat

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mind, we welcome volunteers to take even the smallest of roles in helping us to support our members in the best way possible. Currently, we are seeking volunteers to support our region in all ways – regardless of how small. Opportunities are available on the following committees: Social Media, Webinars, Membership, Public Policy, and Partner relations. We ask anyone who wishes to get involved to reach out to us at alcawrc@gmail.com.

Our board is also working diligently to create new ways in which we can support our membership. To that end, we have compiled a list of specific talents and areas of subject matter expertise that each of our board members possess in order to aid us in serving you. Please look for our social media highlights in the coming weeks where these will be highlighted. Additionally, we ask that if you have a “Super Power” please make us aware of your expertise so that we may introduce you and your talents via all of our social media platforms.

As you may know, our Western Region Chapter 33rd Annual Conference will be held in beautiful Tucson, Arizona. The theme *Renewing the Flame: Growing Better Together*, reminds us of the importance of professional connectedness, education, and the value of recharging for each of us. We look forward to seeing you September 18-21, 2024. The conference committee is hard at work putting together a phenomenal line up of speakers, vendors, and programs designed to remind you of why the “West is the Best”. Please mark your calendars to ensure that you do not miss this incredible event.

We look forward to exceeding your expectations in 2024.

Breaking news

ALCA Members in the News

FEBRUARY 2024

- MoneyTalks News: For Seniors Living Alone, This Might Help in an Emergency
- The Reporter: SCORE Supports Aging Life Care Professional in New Business
- Business News at The Cedar Mill News
- NBC Boston with ALCA Member Jim Ferry: Senior Living: One family's struggle with money tied up in fees

JANUARY 2024

- Anne Sansevero in US News & World Report: Medical Alert Systems
- Anne Sansevero in US News & World Report: Fall Detection
- Building Your Caregiving Support Team
- ALCA Member Catherine Vergara on Home Care U Podcast: What is Care Management and how Does it Affect Home Care Services? Part 1
- ALCA Member Star Bradbury on willGather Podcast: Successfully Navigating Your Parents' Senior Years

DECEMBER 2023

- ALCA Member Courtney Hogenson on NurseDot Podcast
- ALCA Board Member Susy Murphy on Keeping the Well in Well-thy Podcast
- ALCA Member Malika Moore on podcast: Beyond the Checkbox – A Heartfelt Approach to Caregiving
- Care.com – ALCA Member Lisa Mayfield on Supporting Older Family Members during the Holidays
- US News & World Report – ALCA Member Roxanne Sorensen on Comparing Nursing Homes and Assisted Living
- NPR – All Things Considered

NOVEMBER 2023

- ALCA Mentioned on OprahDaily.com: Yes, You Can Care for Your Aging Parents from Afar
- Big News Network – ALCA Member John Tallarido Opens New Law Office in Orlando
- Podcast: Caregiver Grossing A Joy's House Podcast – Home for the Holidays featuring ALCA Member Star Bradbury
- US News – ALCA Member Nancy Avitable in US News & World Report
- Seattle Times – ALCA Member Kate Granigan in Seattle Times
- The Week Weekly – ALCA Member Carla Payne inducted to “Senior-Friendly” Hall of Fame
- Rochester Journal – Aging Life Care practice announces acquisition

OCTOBER 2023

- Fox Business News – Fear over Social Security's future pushes Americans to claim benefits early



Committee Reports

Conference Committee

Co-Chairs: Trish Colucci Barbosa and Debra Feldman

The entire 2024 Conference committee is so excited for our 40th ALCA gathering which is taking place in the middle of the country in beautiful Minneapolis, Minnesota! Minnesota, also known as the Land of 10,000 Lakes, was home to music legend, Prince, and the ultimate independent female role model, Mary Tyler Moore. We can all toss our hats in the air to her!

We have an amazing line-up of educational offerings this year, starting with gerontologist, Dr. Joseph E. Gaugler, PhD from the University of Minnesota who will provide us with the most current updates on testing, treatment, and teamwork on Alzheimer's disease.

We will also get an update from Pamela B. Teaster, Professor and Director at the Center for Gerontology at Virginia Tech, along with her colleague, Carlisle Shealy, Assistant Director, who will be providing preliminary results on our ALCA Research Study project. This is exciting stuff!

We have our Mid-Conference Roundtables which have always given us an incredible opportunity to share valuable insights with each other that not only will help us better serve our clients, but provide new ideas for ways to improve running our businesses. We learn best from each other!

For those of us starting to think about retirement, this year we are offering a Mid-Conference Intensive Workshop on Succession Planning and Preparation.

As always, we'll have opportunities to meet new friends, spend time with old friends, and network and grow our professional connections with each other. Our sponsors and exhibitors are looking forward to providing us with the opportunity to learn about important resources to better support our clients.

We have put together a program with something for everyone, no matter where you are in your career. No where else will you find such an amazing combination of education, fun, and community – except at an ALCA Conference. We look forward to seeing you there – come join us! You will not be disappointed!

Education Committee

Co-Chairs: Susy Elder Murphy & Barbara Levison (Staff: Pam Carlson)

Susy Elder Murphy and Barbara Levison are pleased to join the Education Committee as Co-Chairs for 2024. Susy just began her second term as an ALCA Board member and also serves on the Standards Committee. This is Barbara's first term on the Board. Throughout her ten years on the Florida Chapter Board, she served on several conference committees and Co-Chaired the 2022 ALCA Annual Conference in Orlando.

The 2024 Education Committee has a mix of new and seasoned members who are representing the various chapters. Kelli Edwards and Elizabeth Bandyk (FL), Nicole Kanis (New England), Gail Lee and Ginger Jones (Midwest), Jennifer Sapp (Mid-Atlantic), Debbie Drelich (NY), Mary Winstead and Cynthia Palmore (SE). Together we are looking forward to bringing a wide range of educational opportunities to our members.

We will continue working towards the goals in our Strategic plan of "enhancing ALCA's collaboration with Chapters for continuity across all programs to increase efficiency" and "building cross collaboration across all chapters to share virtual educational opportunities." Our committee will strive to offer 9 ALCA webinars throughout the year, four with a clinical focus and four with a focus on building business skills, and one special event. We will also provide support to Chapters that wish to host or co-sponsor additional webinars for ALCA members throughout the year.

So far this year, Amy O'Rourke has presented on Recognizing "The Fragile Years" and in March Steve Barlam is presenting a business webinar on Helping Clients to Engage: Converting Referrals into Business. These webinars and more are available in the ALCA Online Store for purchase if you missed the live versions!

We have several other topics in the works for 2024. Keep watching for more upcoming events as they are announced in the ALCA e-flashes! If you have any suggestions for topics and/or presenters, please feel free to email Susy Murphy (smurphy@care-manager.com), Barbara Levison (barblevison@gmail.com) or Pam Carlson (meetings@aginglifecare.org)

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Save the Dates

September 27-30, 2024

ALCA DREAM CAMP

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Skamania Lodge, Stevenson, Washington

More information coming soon!

Member Resource Group MRGs

Thanks to suggestions by our members, ALCA developed three new Member Resource Groups (MRG) in late 2023. With these new additions, we now offer 8 MRGs that meet regularly to discuss pertinent topics. The new groups are for Members who are Family Caregivers, Members who work in Non-traditional Settings, and Members who work in the Non-Profit Sector. We are looking for a facilitator for the Non-Profit group, so please contact Sara Falconer if you are willing to help.



These events are for members only, but registration is required. Members may register to attend any of the events with which they identify. MRGs are posted on the Events calendar, and the Zoom links are only provided through the registration process. Simply click the "Register Here" link on the Events calendar at aginglifecare.org.

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FREE Small Group Conversations during ALCA Month

Once again ALCA is planning to host “Ask an Aging Life Care Manager” zoom sessions for consumers weekly in May.

To celebrate Aging Life Care Month and increase awareness of the field, family caregivers and solo-agers are invited to participate in a FREE 30-minute small group conversation.

Each small group will be limited to 5 participants led by two Aging Life Care Professionals. Registration will be available soon via a link on the ALCA website and marketed to family caregiving organizations.

These small groups are opportunities for those with questions about caring for an aging loved one, or concerns about solo-aging, to get clear, quick answers and learn how an ALCA member can benefit them. Referrals will be directed to the aginglifecare.org search feature to find and ALCM in their area.

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Membership Committee

Chair: Sara Falconer

Each of ALCA's 9 chapters are represented on the Committee. These amazing ALCA volunteer members are critical to the progress of ALCA's strategic goal to grow membership. We ended January 2024 with 1866 members. 2023 renewals are coming in strong at over an 86% retention rate - most non-renewals have retired or left the field. As we approach the Annual Conference, we typically see a rise in both renewals and new members. The Membership Committee members will begin reaching out to lapsed members personally in March. This will help us gain an understanding of our attrition and to encourage former members to renew. As of Feb 29th, we have welcomed 62 new members, 4 education subscribers and 5 partners. If we keep up this momentum, we will exceed our strategic growth goal of 4% for this year.

The ALCA Member-Get-A-Member Challenge enters its 13th year in 2024! In 2023, 21 new partners and 224 new members came to ALCA through this program. And when you refer new members, you can earn a discount on your dues. Six members earned free dues for 2024 and 20 earned ½ price dues. Altogether 274 new members joined ALCA in 2023, so member referrals counted for more than 80% of those! So far this year, 42 members have taken the MGM challenge, resulting in 58 new members and Corporate Partners. We already have three ½ price dues winners and two free dues winners! If you have care managers on your team who aren't yet members of ALCA, OR if you have colleagues at other practices, whether in your chapter or across the country, we urge you to take advantage of the MGM Challenge. You are the best qualified to know who our industry needs. We plan to meet the rising demand for qualified Aging Life Care Professionals.

Nominating Committee

Chair: Anne Sansevero

As ALCA Past-President, it is an honor and privilege to chair the Nominating Committee for the ALCA 2024 elections. Over the coming months, a committee of between 5-7 members will be chosen to begin the important process of identifying and recommending qualified candidates for various key leadership roles within the association. The committee will conduct a thorough evaluation of potential candidates and consider their qualifications, skills, and experience.

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(continued from page 31)

Reputation and integrity of candidates along with their alignment with ALCA's goals and values are critical in the process. This ensures that selected candidates have a clear understanding of ALCA's mission and vision and can meaningfully contribute to its growth and success. Committee members will be considering the importance of diversity and inclusion to ensure that the candidate pool represents a diverse range of backgrounds, perspectives, and experiences. Members will be notified by e-flash when the nominations process begins. If you know of any exceptional ALCA leaders in your chapter that would excel in a leadership role, your recommendations are greatly appreciated.

Professional Conduct Review Committee

Chair: Lisa Mayfield

Thank you to Miriam Oliensis-Torres for her many years of service as the committee chair. She has now passed the torch to Lisa Mayfield to chair the committee.

Our committee members are: Lisa Mayfield, Miriam Oliensis-Torres, Nancy Avitable, Stephanie Swerdlow, & Mary Jo Boynton. We welcomed two new members in 2024: Lisa Laney & Heather Suri. There have been no recent cases for review. The committee continues to work on reviewing & fine-tuning the process for reviewing any new complaints.

Public Policy Committee

Co-Chairs: Ann Sutton Burke and Angela Thomas

A new initiative approved by the board for the committee is a short ALCA & Advocacy call to action in the ALCA e-flashes. Watch for these in your email and give us your feedback on how you are using this information in your practice or how you use it to advocate with your elected officials. Public Policy committee members designed both the Member Forum and the Advocacy & ALCA e-flash information to help you as a member build in an advocacy component into your practice.

As a member, you can find all position papers on the ALCA website under "About Us/Public Policy/Position Papers". The committee uses these board approved papers to guide our decisions in support/nonsupport of letters from the Leadership Council on Aging Organizations or its members. The committee updated the position paper on Medicare and Care Management. The national board approved this position paper and it is now available to you on the ALCA website. The

committee has also completed its work on the position papers on Medicaid and Social Security & Pensions which were approved by the ALCA board at their January meeting.

The committee is considering a position paper on paid caregivers. If you have an interest in what ALCA's position is around issues of paid caregivers, please reach out to us. We would love to hear from you.

Each meeting committee members also report out on their attendance representing ALCA with the Leadership Council on Aging Organizations, www.lcao.org including the general membership, community service, health, and income security committees.

In 2023 the Public Policy endorsed nine letters and/or bills. These can be found on the ALCA website under "About Us" then "Public Policy" and then "Public Policy Library" for your reference.

The Public Policy Committee welcome new member Herbert (Herbie) Burgart, BS, CDP from the Mid-Atlantic Chapter. The committee seeks to have at least one member from every Chapter represented on the committee. We would love to have a representative from the New Jersey Chapter. If you have a passion for influencing the issues surrounding aging in America and are interested in joining the Public Policy Committee, please reach out to one of us. Members of the Public Policy Committee will be at the ALCA conference, so please contact us. We would love to tell you more about the committee and hear your top public policy concerns.

PR / Marketing Committee

Staff: Bonnie Leko-Shapiro

You can see an ALCA ad in the January/February 2024 issue of Today's Geriatric Medicine, inviting professionals in geriatrics to join you, the experts in aging well®, at the 40th Annual ALCA Conference this April.

In December, a feature on The Balancing Act New York focused on Aging Life Care. It is now being shown in syndication across the United States. The spot includes ALCA Members Abbe Udochi and Anne Sansevero, along with Elder Law Attorney Matthew Raphan. Thank you to ALCA Corporate Partner 305 West End for allowing ALCA to film the segment at your beautiful facility. Watch it here!

ALCA is proud to sponsor of the half-hour PBS documentary, "Show Must Go On." Released on October 1, 2022, the film has aired over 600 times on 200+ channels across 30 states, reaching a potential audience of 58.2+ million viewers over age 50. Upcoming showings are listed on Show Must Go On's website. Don't see a show-time in your area? Write to your local PBS and ask them

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to add it to their programming!

Help increase public awareness of the field! If you have been featured as an expert guest on a podcast, please let us know. We love to celebrate our members and your expertise on ALCA social media and via the ALCA Newsroom, especially if you mentioned aginglifecare.org and the Find an Aging Life Care™ Expert Search feature! Let us know if you've done an interview by emailing marketing@aginglifecare.org!

ALCA continues to add to our consumer resources and would like to feature member driven/produced podcasts. If you have a podcast, please send the link to blekoshapiro@aginglifecare.org.

Digital/Social Activity

Did You Know? ALCA has a Threads account! Please follow/like/love and tag @AgingLifeCare on Facebook, Instagram, LinkedIn, Threads, and Twitter and share our posts! When you tag us, we'll like/share back. This is a great way to amplify your voices as the experts in aging well®. Facebook and LinkedIn continue to be the top social media outlets, bringing visitors to the ALCA website.

In 2023, digital engagement for ALCA was:

- 319,507: reach across all four social media platforms
- 545,504: the number of times someone visited any page on aginglifecare.org
- 237,685: the number of different IP addresses visited aginglifecare.org
- 8,708: visits to the ALCA Blog

Support the Aging Life Care profession and help increase recognition of, and interest in, Aging Life Care services by using ALCA branding. ALCA Members and Partners are encouraged to use the ALCA Member logo and ALCA Partner logo, respectively. You can find these, along with usage guidelines, in the ALCA Branding Toolkit under the "Marketing Resources" section of aginglifecare.org, when signed in to "My Account".

Follow ALCA on Social Media



Have you added social media to your marketing efforts? If you haven't, you are missing an opportunity to connect with potential clients and referral sources. According to Spout Social, 72% of US Adults use social media and 44% of people prefer to learn about a new product or service via social media.

Get started today by continuing the conversation with ALCA social – Facebook, LinkedIn, Instagram and Twitter. By liking and sharing ALCA posts, you will have instant content for your social sites.



AGING (life) CARE
ASSOCIATION
APRIL 17-20, 2024
ROYAL SONESTA DOWNTOWN
MINNEAPOLIS, MN