



AJAS

Association of
Jewish Aging Services

The central address for Jewish eldercare

2016 ANNUAL CONFERENCE

April 3-6, 2016 • St. Petersburg, Florida

Dear Friends,

On behalf of the Association of Jewish Aging Services (AJAS), we are excited to invite you to our 2016 Annual Conference, April 3-April 6, 2016 at The Vinoy® Renaissance Resort & Golf Club, St. Petersburg, Florida. Our conference planning committee has designed a stimulating program filled with exceptional keynotes, breakouts and roundtables. This year we are happy to bring back the popular **AJASSpeaks**. This event will include four, 15-minute presentations by carefully selected speakers on inspiring topics of interest to all in the Aging field.

We are also pleased to have continued strong support from business partners and exhibitors. In the final hour of the exhibit hall this year, we will again host our Innovation Roundtables for 2016.

The conference will be highlighted with a memorable site visit to The Inn on the Pond, a local member's assisted living community, hosted by Rob Goldstein, Menorah Manor Chief Executive Officer.

On the final morning of our conference, the annual tradition of our Boot Camp series continues with a deep dive into Community Based Services. The program will provide an enhanced understanding of the feasibility and development of a broad range of community-based programming and services.

Please come and join us in St. Petersburg for some education, socialization, networking and fun. Plan to be a part of the AJAS 2016 Conference in sunny Florida; we look forward to seeing y'all!

All the best,



Jim Richman
River Garden Senior Services



Morris S. Funk
Lions Gate CCRC

FIRE AND WATER – COVER ART

Dale Chihuly's glass chandelier on our cover, "Fire and Water," which is featured at the recently redesigned Aish HaTorah building's atrium, is arguably one of the most significant works of glass art to be permanently exhibited in Jerusalem.

Chihuly's piece defines strongly the identity of space and has the power to blend art, humanism and religion together for a common higher purpose.

The motivation for the piece derives from the story of the Jewish sage Rabbi Akiva, who at 40 years old, saw dripping water corroding a rock. In a moment of epiphany, Rabbi Akiva observed to himself that if the soft water could make a hole in the hard rock with the passage of time, then the Torah, which is often likened to water as well as to flame, could certainly make an impression on his own heart. From the moment of his realization, he decided to devote his life to studying the Law and ultimately became one of the greatest Torah scholars in Jewish history.

Continuing Education Credits will be available through the National Association of Long Term Care Administrator Board (NAB) for NHA or RCAL licenses.

Peter Yarrow

Monday Morning, April 4



Peter Yarrow has charmed, inspired, delighted, and just plain entertained generations of audiences since Peter, Paul & Mary first sang their way into the national consciousness in the early 1960s. As a member of the renowned musical trio for 49 years, he has earned five Grammys and an Emmy nomination, recorded eight gold and five platinum albums, and six Top 10 hits. The late Coretta Scott King once proclaimed, "Peter, Paul & Mary are not only three of the greatest folk artists ever, but also three of the performing arts' most outstanding champions of social justice and peace." Yarrow's gift for songwriting has produced some of the most moving songs Peter, Paul & Mary recorded, including "Puff, The Magic Dragon," "Day is Done," "Light One Candle," and "The Great Mandala." This musical creativity has always gone hand-in-hand with Yarrow's commitment to social change.

During the last decade, Yarrow has devoted himself primarily to the work of heading Operation Respect (OR), an educational non-profit he founded. OR is dedicated to assuring children and youth a caring, safe, and respectful climate where students' academic, social, and emotional development can take place in a welcoming environment conducive to learning. OR disseminates a classroom-

based program called Don't Laugh at Me through the generosity of The McGraw-Hill Companies. It has been utilized in a variety of ways, frequently in conjunction with other similar programs, by an estimated 22,000 schools in the United States, Hong Kong, Croatia, Canada, and elsewhere.

Don't Laugh at Me (DLAM) is designed to help establish a school and classroom climate that encourages acceptance of differences, is free of bullying, ridicule, and violence of all sorts, emotional and physical. The program incorporates music that reaches adults and children alike, opening their hearts and inviting discussions that lead to a greater sense of community and healthy deliberation. OR has distributed more than 160,000 copies of DLAM to educators and administrators, and it is available free of charge at: www.operationrespect.org.

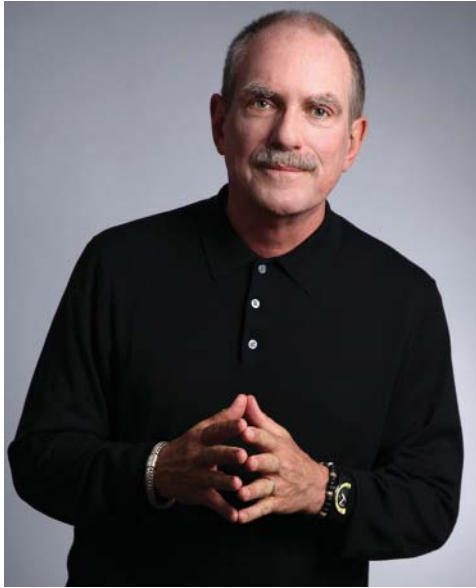
The United States House of Representatives honored OR with a unanimous vote of commendation after only four years of its existence. In addition, the program was hailed by virtually the entire educational community as a key initiative in our nation's response to the challenge of physical and emotional violence among children. Yarrow feels that this program is perhaps the most important advocacy effort of his entire career. Recently, he has done extensive work with the Sandy Hook community to help heal the wounds inflicted by the terrible incident, including his appearance on the PBS Special "Concert for Newtown."

Yarrow has received two honorary doctorates from San Francisco State University and National Lewis University for his work in educational advocacy. In this presentation, Yarrow uses songs and personal stories to reflect his commitment to making the world a better, more just place for everyone. This program will inspire audiences young and old, and empower everyone who hears Yarrow to reach for the kind of closeness, affection, and respect that characterizes him as a singer, father, and humanitarian.

Register Now! [Click here](#)

David Houle

Tuesday Afternoon at The Inn on the Pond, April 5



David Houle is a futurist, thinker and speaker. Houle spent more than 20 years in media and entertainment. He has worked at NBC, CBS and was part of the senior executive team that created and launched MTV, Nickelodeon, VH1 and CNN Headline News.

Houle has won a number of awards. He won two Emmys, the prestigious George Foster Peabody award and the Heartland award for "Hank Aaron: Chasing the Dream." He was also nominated for an Academy Award.

Houle is consistently ranked as one of the top futurists and futurist keynote speakers on the major search engines in the world today. He was named a Vistage Speaker of the Year for 2008. In the last eight years, he has delivered 700+ keynotes and presentations on six continents and fourteen countries. He is often called "the CEOs' Futurist" having spoken to or advised 3,500+ CEOs and business owners in the past eight years.

He writes the highly regarded futurist blog www.evolutionshift.com with the tag line "A Future Look At Today." For those of you on Twitter his user name is [evolutionshift](https://twitter.com/evolutionshift), which is also the name of his YouTube channel. He publishes the free Shift Age Newsletter, available at www.davidhoule.com/newsletter. During 2010 Houle was a featured contributor on Oprah.com. His much acclaimed curated visual look into the future, launched in 2013 is www.futurewow.com.

He has been speaking about the future for eight years and his influential first book **The Shift Age** was published in 2007. His second book, **Shift Ed: A Call to Action for Transforming K-12 Education**, written with Jeff Cobb was published in March 2011. **The New Health Age: The Future of Health Care in America**, co-authored with Jonathan Fleece, was published by Sourcebooks in January 2012 and became a #1 best seller on Amazon in the categories of Medicine and Future of Health Care. **Entering the Shift Age** was published by Sourcebooks in January of 2013. It is also a #1 Amazon best seller in the category of Business Planning and Forecasting. Houle published the eBook **Is Privacy Dead: The Future of Privacy in the Digital Age** in November 2013. **Brand Shift: The Future of Brands and Marketing** with co-author Owen Shapiro was published in August 2014. It quickly became an Amazon top ten best seller in the category of Media and Communications. In February 2015, it was named one of the top five marketing books published in the world in 2014. His latest book, with co-author Timothy Rumage, is **This Spaceship Earth** and was published in December 2015.

Houle is Futurist in Residence and Guest Lecturer at the Ringling College of Art + Design. On a recent trip to China, he guest lectured at Beijing University, China's top University and at SINOPEC, China's largest company and the second largest company in the world. He is Honorary President and Futurist of the Future Business School of China.

Houle will explore with us the changes that will completely transform the health care and medical landscape in America and around the world. In particular, how these changes may impact our communities and the care of seniors.

Register Now! [Click here](#)

SUNDAY, APRIL 3

7:15 am - 8:15 am	Activity: Yoga at Sunrise
8:00 am	Golf Tournament
10:00 am - 11:00 am	Activity: Tour of The Salvador Dalí Museum
1:30 pm - 6:00 pm	Registration Open
2:00 pm - 4:00 pm	Community Lay Leaders Program (and Chai Ideas)
2:00 pm - 5:30 pm	Exhibitor Move-in
4:00 pm - 5:00 pm	Chai Ideas Session
5:00 pm - 5:30 pm	Session for Exhibitors
5:30 pm - 7:00 pm	Opening Cocktail Reception
7:30 pm - 9:00 pm	Dinner with Don
9:00 pm - 10:00 pm	Development Reception Hosted by Karen Flam

MONDAY, APRIL 4

7:00 am - 5:30 pm	Registration Open
7:15 am - 8:15 am	Activity: Yoga at Sunrise
7:30 am - 8:15 am	Buffet Breakfast
8:00 am - 8:45 am	Plenary Session: Opening Remarks and Awards
8:45 am - 9:45 am	Keynote: Peter Yarrow
9:45 am - 10:15 am	Meet & Greet with Peter Yarrow
10:30 am - 11:45 am	Breakout Sessions (concurrent)
11:45 am - 2:45 pm	Exhibit Hall Open (with buffet lunch in hall and Innovation Roundtables beginning at 1:45 pm)
3:00 pm - 4:30 pm	Breakout Sessions (concurrent)
6:00 pm - 7:30 pm	Cocktail Reception at Chihuly Collection
9:00 pm - 11:00 pm	Board Chair's Nightcap

TUESDAY, APRIL 5

7:00 am - 1:00 pm	Registration Open
7:30 am - 8:15 am	Buffet Breakfast
8:00 am - 8:45 am	Plenary Session: State of the Association (Annual Meeting)/ Elections and Awards
9:00 am - 10:15 am	AJASSpeaks Session
10:30 am - 11:45 am	Breakout Sessions (concurrent)
12:00 pm - 1:30 pm	Lunch and Jewish Programming Awards
1:00 pm - 3:00 pm	Guest Activity: Tour of Florida Holocaust Museum
1:45 pm	Load buses and travel to The Inn on the Pond
3:15 pm - 4:15 pm	Speaker: David Houle
4:15 pm - 5:00 pm	Tour The Inn on the Pond
5:00 pm - 6:00 pm	The Inn on the Pond Reception
6:30 pm	Buses back to hotel
9:00 pm - 10:30 pm	Final Night Activity - Dessert and Music Reception

WEDNESDAY, APRIL 6

7:00 am - 8:30 am	Registration Open
7:45 am - 10:30 am	Boot Camp (with breakfast) <i>Community Based Services: Realistic Programming and Expectations</i>
10:30 am - 10:45 am	Closing Remarks
11:00 am - 12:30 pm	AJAS Board of Directors Meeting

Yoga at Sunrise

Start your day on Sunday and Monday with Yoga at Sunrise near the beach led by a licensed instructor. Bring your Yoga mat or towel. There is an additional fee (non-refundable) for Yoga, which you will see when registering for the conference.

Golf Tournament

The 2016 AJAS Annual Golf Tournament will be taking place at the Vinoy Club. Few clubs in the nation can claim facilities as diverse as those of the Vinoy Club. None combine the historic elegance of The Vinoy® Renaissance St. Petersburg Resort & Golf Club with the superior quality and convenience of its marina and golf course. There is an additional fee for the tournament (non-refundable), which you will see when registering for the conference; singles are welcome.

The Salvador Dalí Museum Tour

Sign up for a private, 1-hour tour of The Salvador Dalí Museum. The Salvador Dalí Museum is an art museum dedicated to the work of Salvador Dalí. It houses the largest collection of Dalí's works outside Europe. There is an additional fee for the tour (non-refundable), which you will see when registering for the conference. Transportation to the museum is not included.

Community Lay Leaders Program

Lay leaders within our AJAS communities possess a unique responsibility in the 21st century to help guide and support our community's senior leadership into the rapidly shifting senior services business. The need to understand where our industry is headed and what is causing this tumultuous evolution is critical. On Sunday afternoon beginning at 2:00 pm, please join us for an inspiring afternoon of education, dialogue and insight with Daniel J. Cinelli, FAIA, Managing Principal at Perkins Eastman and Jim Finkelstein, President and CEO at FutureSense, LLC. The last hour of this program will be the annual lay leader roundtable from 4:00 pm-5:00 pm. (Community leadership are welcome to attend as well.)

Chai Ideas *NEW for 2016*

Join us for an exciting new direction for our roundtable sessions on Sunday! Chai Ideas will use the "world café" format of tables, time and topics to generate lively discussions and meaningful conversations. It's a high energy, creative way for us to connect and the output and ideas from this session will be used throughout the course of our conference.

Exhibitors' Showcase

The Showcase, with buffet lunch, will take place 11:45 am-2:45 pm on Monday and is a "can't miss" part of the conference. The event is a great opportunity to meet with our exhibitors or business partners who work hard to support your communities and elders every day. Innovation Roundtables will be held in the exhibit hall beginning at 1:45 pm. Come listen to award winners present on innovative programs and ideas.

AJASSpeaks *Returns*

This exciting general session on Tuesday morning will be composed of four, 15-minute talks given by presenters selected for their compelling stories of success, achievement, and inspiration. Please come and listen and begin to understand what really leads to success.

Guest Activity: Florida Holocaust Museum Tour

Sign up for a 2-hour tour of the Florida Holocaust Museum in St. Petersburg on Tuesday. One of the largest Holocaust museums in the country, the museum is the result of St. Petersburg businessman and philanthropist Walter P. Loebenberg's remarkable journey and visions. There is an additional fee (non-refundable) for the tour, which you will see when registering for the conference. Transportation to the museum is not included.

(continued on next page)

Register Now! [Click here](#)

The Inn on the Pond, Community Site Visit

Join us on Tuesday for a tour of the Menorah Manor Assisted Living facility, The Inn on the Pond. The Inn on the Pond is an elegant, assisted living residence that offers quality, comprehensive care in a welcoming environment. Attendees will enjoy a tour of the campus, a speaker and an evening reception. All are welcome.

2016 Boot Camp

This year's Boot Camp session will be entitled, *Community Based Services: Realistic Programming and Expectations*. A panel of experts will provide an enhanced understanding of the feasibility and development of a broad range of community-based programming and services. The conversation will be led by Mark Weiner, President & CEO of CJE SeniorLife.

CATEGORY	EARLY RATE (by March 15, 2016)	STANDARD RATE (begins March 16, 2016)
AJAS Member (1st Participant)	\$765	\$840
AJAS Member (2nd Participant)	\$712	\$787
AJAS Member (3rd Participant and beyond)	\$660	\$735
Community Lay Leader	\$450	\$550
Non-member; Corporate/ Business Representative	\$2,200	\$2,200
Retired AJAS Executives	\$400	\$400
Student	\$150	\$150
Daily Rate	\$400	\$500
Guest (must be registered with full participant)	\$285	\$285
AJAS Sponsor	(Consult the sponsor benefits or contact the AJAS office.)	
AJAS Exhibitor	(Consult the exhibitor prospectus or contact the AJAS office.)	

To register, please visit our website www.ajas.org or [CLICK HERE](#).

If you have trouble registering please contact the AJAS office at info@ajas.org or 1-202-543-7500. Be sure to register by March 15, 2016 to take advantage of the early registration rates.

Registration fee includes admission to all educational sessions, the exhibitors' showcase, receptions, breakfasts and lunches. Strict Kosher dietary laws will be observed. Unregistered guests will not be admitted to any conference session, dining function or the exhibit hall. All cancellations must be submitted in writing prior to March 3, 2016 for a refund or deferral (less processing fees). After March 3, 2016, payments cannot be refunded. However, registrations may be transferred to another member of your organization or deferred to the following year.

Bring your Community Lay Leaders!

As we expand our efforts on board involvement and education, it is imperative for AJAS members' lay leaders to attend our conference. The value, fraternity and insight they will encounter will be invaluable. As our world of health care delivery changes and evolves, the ability of our lay leaders to understand these changes will allow our communities to be better positioned for the challenging years ahead. Especially this year as we are set to present a Sunday afternoon facilitated program specifically designed for our lay leaders.

First-time Attendees

If you are a first-time attendee, we are excited to have you join our conference and want to make sure you feel welcome. Please select "first AJAS Annual Conference" on the online registration form.

Hotel Information

The conference will take place at The Vinoy® Renaissance St. Petersburg Resort & Golf Club, 501 5th Avenue NW, St. Petersburg, FL 33701. AJAS has secured a group rate of \$229 per night (plus taxes) for a standard room for the dates of the conference as well as several days surrounding the conference. This rate includes guest room internet and will be available until March 7, 2016, subject to availability.

To make reservations please visit our group's website:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14007936.

You can also contact the hotel at 1-888-789-3090 to make reservations. Please indicate you are with the Association of Jewish Aging Services to receive the conference rate.

AJAS would like to thank our 2016 business partners and sponsors for their continued support

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