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Welcome to **The Voice**, Mass-ALA's quarterly newsletter, where you'll find important information on Mass-ALA events, member news, industry updates, & more. If you would like to contribute any news to the next Voice, please e-mail [us here](#).

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## **PRESIDENT & CEO'S UPDATE** - *Brian Doherty, CAE*

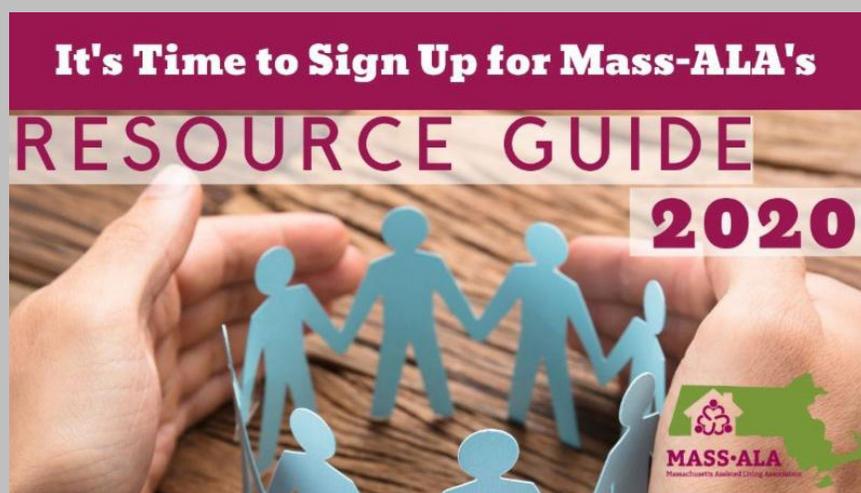
### *The Top 5 Presentations You Won't Want to Miss at Mass-ALA's Annual Conference*

Dear Mass-ALA Members,

Here is a preview of some of the top five presentations that I am particularly excited about at Mass-ALA's 2019 Conference, [From Challenge to Opportunity: Igniting Change in Assisted Living](#). I hope you will join us and

not miss these relevant presentations. The topics at this year's conference are based on issues that you told us are areas of critical interest that assisted living professionals need better strategies for. You won't want to miss these workshops, as there is no telling when these topics will be covered again, and the takeaways you can gather from these presentations are in some cases ideas that you will want to bring to your communities right away. Here is a countdown of my top five not-to-be-missed conference presentations.

*Read more of Brian's update [HERE](#) .*



## **Members - It's time to sign up for the MASS-ALA RESOURCE GUIDE 2020!**

Every January and throughout the year, Mass-ALA distributes approximately 2,000+ Resource Guides to members, seniors, families, referral sources, and other stakeholders.

**This is your chance to reach them!**

**For instructions and to reserve your 2020 listing, click [HERE](#)**

[Assisted Living Search](#)

[Business Partner Search](#)



Senator Paul R. Feeney toured Christopher Heights of Attleboro last week with Mass-ALA Officer at Large and Grantham Group President Walter Ohanian, Executive Director Valerie Dennehy, Linda Henry Director of Marketing and Admissions for Christopher Heights Attleboro , Mass-ALA President and CEO Brian Doherty, and Mass-ALA Lobbyist Pierce Haley

## MEMBERSHIP NEWS

*To read all our exciting membership news, check out the information below written by Martha Chamberlin, Membership Manager*



*"By all these lovely tokens September days are here, With summer's best of weather and autumn's best of cheer" -- Helen Hunt Jackson*

Hard to believe it but September is upon us. Patriots football is back with us and the Red Sox seem to be finally, thankfully, fading quietly away after a less than great season. Oh well, better luck next year.

Having been a student and then an elementary school teacher for 15 years, September always feels like the start of an exciting new year. We are busy at Mass-ALA with preparations for our Fall Conference and Tradeshow on September 26, a Dementia training on November 20 and developing 2020's education training calendar.

**Did you get your copy?**

***In the past few weeks we mailed out the inaugural edition of the Mass-ALA***

**Business Partner Directory** We are very excited to provide you with this hands-on guide that lists all 76 of our valued Business Partner members and the services they provide. Many of these businesses will be joining us at our Fall Conference and Tradeshow.

### Upcoming Educational Events

**Fall Conference and Trade Show** – this annual informative event is scheduled for **Thursday September 26** and it is being held at the Boston Marriott Newton in Newton, MA. To see this year's exciting agenda and to register you can click **HERE**.

Remember to sign-in so that you receive the member rate, which is \$350.00. If you need assistance with your log-in information give me a call at 781-622-5999, ext. 110 or at [mchamberlin@mass-ala.org](mailto:mchamberlin@mass-ala.org) . Looking forward to seeing you there!

**Read more of Martha's update [HERE](#).**

### **BOOT CAMP**

**ONLY 2-LEFT THIS YEAR!**

**BORN CEUS AVAILABLE**

**EOEA Training Requirement fulfillment**

**\*Space is limited\***

**Laurelwood at The Pinehills, Plymouth - 10/24**

**Bridges by Epoch at Andover - 12/11**

Intensive training. Impressive results. New administrators and managers in assisted living: Get six hours of hands-on training in regulations and policies while networking with colleagues at Mass-ALA's Boot Camp.

### **Want to be a Trainer?**

We are always looking for people to be a trainer at any of our educational training events. If this sounds like something you would like to do and are comfortable with speaking to small and/or large groups send me an email, [mchamberlin@mass-ala.org](mailto:mchamberlin@mass-ala.org) and I will be in touch.



**To Sign Up for Boot Camp, [Click Here](#)**

## Education News

***Read the latest education news below from Laurie Cashman, Director of Education!***

In the last newsletter, **I introduced myself and my background to you**, the members of Mass-ALA. I outlined the efforts that have been under way as we explore new initiatives that will enhance our current educational offerings and expand upon them in order to assist and support you and your colleagues in your service to your residents and staff. Those of us who have worked in assisted living for years have developed strong opinions about educational and training needs. As we plan our approach to providing quality education and training for our members, it is helpful for us to develop an awareness and understanding of our colleagues' priorities, as well. The Needs Assessment survey was distributed to a select group of educational leaders in assisted living and I'm excited to share with you the results. Listed below is a snapshot of the information provided in answer to our questions about topics and preferences for timing, locations, and instructional methodologies of programs to be offered going forward.

***Read more of Laurie's update [HERE](#) to see the top ten education and training needs based on the member survey.***

**\*MEMBERS-ONLY BENEFIT\***

**Do you know about our HelpLine?** Do you have clinical or regulatory questions, contact us, **WE CAN HELP!**

**Massachusetts Assisted Living Association**  
**781.622.5999**  
**MassALA@mass-ala.org**  
**www.mass-ala.org**

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