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**VIRTUAL 2-DAY ANNUAL CONFERENCE
SEPTEMBER 29 & 30, 2021**

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Governor Baker & Secretary Chen to Speak at The Annual Conference

***Thursday, September 30th
12:15 - 12:50***



We are honored to have Governor Baker come to speak again at this year's annual conference. This year has continued to present challenges for the senior living community, but through close coordination with Governor Baker and his administration, Mass-ALA and its member organizations have worked to manage the pandemic in our communities and continue to keep our residents safe.

This year we are thrilled to welcome back EOEA Secretary, Dr. Elizabeth C. Chen, to give remarks to attendees. EOEA certifies Assisted Living Residences across the Commonwealth and over the past 18 months, Secretary Chen and EOEA have provided informative guidance for assisted living providers, as well as ensured access to PPE, testing, and vaccines. During her remarks she will share updates on COVID-19, as well as EOEA's priorities.





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*Thank you to all of our Sponsors,
Speakers & Attendees!*

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MASS-ALA FINAL 2021 EVENTS



WEBINAR



Keys for a Successful Medication Management Program

October 27th, 2021, 11:00a.m.-12:00p.m.



SAVE THE DATE

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MASS-ALA FINAL 2021 EVENTS



October 6 & December 15, 2021

Only 2-more Boot Camps are being held this year!

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Are YOU prepared?



Come to Boot Camp and get a refresher on regulations, or attend for the first time and arm yourself with the knowledge to be ready for your upcoming survey. Preparation is key when it comes to recertification. Make sure your community is armed with a full understanding of the regulations that govern assisted living in Massachusetts and have a thorough working knowledge of those regulations and policies.

Boot Camp offers assisted living staff at various levels an opportunity to gain thorough and accurate knowledge about the nuts and bolts of operating an assisted living community and providing quality service to residents. Boot Camp also addresses regulatory changes that have been implemented for the duration of the State of Emergency.

Register yourself or your staff today. Boot Camp sessions always sell out!

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AGENDA

DAY ONE

8:15– 8:30 Mass-ALA Opening Remarks, Welcome - Brian Doherty, President & CEO

8:30 – 9:30 Morning Keynote: The Rubber Band Resilient Leader - Kathy Parry

9:30 – 9:45 Break

9:45 – 10:45 Sustainability in the Age of Uncertainty: Getting Back to the Basics - Karen Bain & Bob Eisenstein, Eisenstein Flaherty

10:45 – 11:00 Break

11:00 – 12:00 Working with Challenging and Emotional Family Behaviors - Matthew Hollingshead and Leticia Prieto Alvarez, NewBridge on the Charles Assisted Living

12:00 – 12:30 Lunch Break

12:30 – 1:30 Gratitude: The Key to Strong Leadership - Star Dargin, Star Leadership

1:30 – 1:45 Break

1:45 – 2:45 Understanding the Grief Process: The Cumulative Loss of COVID-19 - Deanna Upchurch, HopeHealth

2:45 – 3:00 Break

3:00 – 4:00 Workplace Violence Considerations for Assisted Living Communities - Mark Hickox and Neal Freedman, Atlantic Charter Insurance

4:30 - 5:30 ZOOM HAPPY HOUR!

DAY TWO

8:15 – 8:30 Welcome and Comments - Laurie Cashman, Mass-ALA Director of Education

8:30 – 9:30 Morning Keynote: Building Drama Free Teams in Assisted Living: Less Stress, More Trust, Better Outcomes for Everyone - Dennis McIntee

9:30 – 10:30 Senior Housing Trends, Challenges, and Opportunities with a Regional Focus - Beth Burnham Mace, Chief Economist National Investment Center for Seniors Housing & Care (NIC)

10:30 – 10:45 Break

10:45 – 11:45 Three Pillars of a Robust Cybersecurity Program for Assisted Living Residences - Jeffrey Ziplow & Sean Morrison, CLA

11:45- 12:15 Lunch

12:15 – 12:20 Brian Doherty, President & CEO, Mass-ALA: Welcome Remarks

12:20 – 12:30 Remarks by Larry Gerber, Mass-ALA Board Chair, President & CEO, EPOCH Senior Living

12:30 – 12:40 Remarks by Dr. Elizabeth C. Chen, Secretary of EOEA

12:40 – 12:50 Remarks by Governor Charlie Baker, Commonwealth of MA

1:00 – 2:00 Fill Your Community Without Selling - Erin DiCarlo and Lauren Watts, Dovetail Companies

2:00 – 2:15 Break

2:15 – 3:15 Consent is Sexy: Ethical Dilemmas in Sexuality and Aging - Jane Fleishman, PhD

3:15 – 4:15 Compassionate Care for the Clinical Caregiver - Phyllis DeLaricheliere, Benchmark Senior Living

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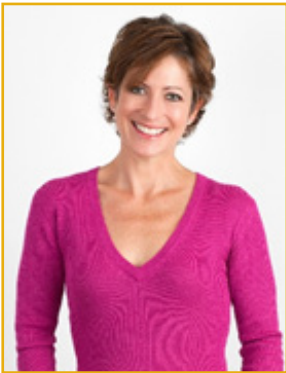


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KEYNOTE SPEAKERS

Morning Keynote Speaker, Day 1: The Rubber Band Resilient Leader Kathy Parry



A recognized authority in personal energy, productivity, and resilience, Kathy Parry ignites positive changes for professional leaders. Prior to launching her own speaking and consulting business Kathy was a trainer for a national bank on their merger and acquisition team. In this role, she helped others integrate new technology and transition through organizational transformation.

Kathy works with corporate leaders, healthcare professionals and talent development specialists to help organizations plan for resilience in order to energetically move through disruptive circumstances. She is the creator of the Power UP and Perform course and has appeared on ABC and FOX affiliates.

Kathy holds degrees in Business, and Food Management from Miami University, a Certification in Plant Based Nutrition from T.Colin Campbell Program at eCornell University and a coaching certification from WellCoaches. She holds the designation of professional speaker from the National Speakers Association and speaks at events nationwide. Ms. Parry has authored four books and lives in Pittsburgh, PA.

Morning Keynote Speaker, Day 2: Building Drama Free Teams in Assisted Living: Less Stress, More Trust, Better Outcomes for Everyone Dennis McIntee, Leadership Development Group



Dennis McIntee, an engaging keynote speaker and author, travels across the US speaking at leadership summits, management training events and healthcare conferences. So many people already know Dennis as “The Drama Free Guy.” This is because Dennis understands that if you eliminate unhealthy drama in the workplace, your teams will thrive and succeed. In addition to being a keynote speaker, he is also a leadership consultant passionate about helping leaders create high-trust, high-performance cultures.

Dennis is also the author of *The 8 Qualities of Drama Free Teams*, *The Power of Pursuit*, *Drama Free Teams in Healthcare*, *Drama Free Productivity*, *Drama Free Relationships*.

He has been married to his wife, Lisa, for 27 years and together they have four children. Whenever he isn't writing, traveling or speaking, Dennis is an avid runner and enjoys training for races and watching soccer.

DAY ONE: CONFERENCE WORKSHOPS

8:15 – 8:30 Mass-ALA Opening Remarks, Welcome - Brian Doherty, Mass-ALA President & CEO

8:30 – 9:30 Morning Keynote: Kathy Parry, The Rubber Band Resilient Leader

A recognized authority in personal energy, productivity, and resilience, Kathy Parry ignites positive changes for professional leaders. Prior to launching her own speaking and consulting business, Kathy was a trainer for a national bank on their merger and acquisition team. In this role, she helped others integrate new technology and transition through organizational transformation. Kathy works with corporate leaders, healthcare professionals, and talent development specialists to help organizations plan for resilience in order to energetically move through disruptive circumstances.

9:45 – 10:45 Sustainability in the Age of Uncertainty: Getting Back to the Basics

Karen Bain & Bob Eisenstein, Eisenstein Flaherty

What Every Assisted Living Leader Should Know – This presentation will examine how to sustain successful clinical and operational delivery in uncertain times by focusing on basic assisted living principles and regulatory requirements. This presentation will review what every leader in the industry should know and how to put this knowledge into practice to ensure successful outcomes, compliance during certification visits, and reduced staff turnover.

11:00 – 12:00 Working with Challenging and Emotional Family Behaviors

Matthew Hollingshead and Leticia Prieto Alvarez, NewBridge on the Charles Assisted Living

In this session, the presenters will discuss how to listen with empathy and curiosity to identify the meaning of what is being said. They will also share strategies to be heard and ways to be both supportive and effective when families are in distress.

12:30 – 1:30 Gratitude: The Key to Strong Leadership

Star Dargin, Star Leadership

Gratitude is neither fluff nor a cure-all; it has both short-and-long-term value. Science and history have shown that gratitude is transformational. It is a reality-based, low cost, and easy-to-use solution for leaders; however, it's not without challenges. Those who have gratitude as a foundation report the following benefits:

- Physically, mentally, and emotionally healthier leaders, teams, and individuals
- Innovative teams that can handle difficult situations while learning and changing
- Engaged leaders and team members who welcome challenges

This presentation is packed with practical tools and tips. We will explore and practice the benefits of gratitude along with learning how to shift quickly to gratitude when facing difficult situations.

1:45 – 2:45 Understanding the Grief Process: The Cumulative Loss of COVID-19

Deanna Upchurch, HopeHealth

This course will examine the nature of the normal grief process, how it has been altered by COVID -19, and how grief support interventions have changed in response to it. We will also explore the cumulative loss experienced by professional caregivers and why it is imperative to identify and model individualized comfort measures that support mind, body and spirit for those affected by the pandemic. There will be time for Q&A following the presentation.

3:00 – 4:00 Workplace Violence Considerations for Assisted Living Communities

Mark Hickox and Neal Freedman, Atlantic Charter Insurance

This presentation will give the attendee an overview on the topic of workplace violence including definitions, OSHA's perspective, program elements, recommended practices, and resources as they pertain to the assisted living industry. Topics to be addressed will include OSHA's General Duty Clause and how it applies to assisted living workplace violence, the different types of workplace violence and the various methods for prevention, resources available to assist in training staff, and more.

DAY TWO: CONFERENCE WORKSHOPS

8:15 – 8:30 Welcome and Comments - *Laurie Cashman, Mass-ALA Director of Education*

8:30 – 9:30 Morning Keynote: Dennis McIntee, Building Drama Free Teams in Assisted Living: Less Stress, More Trust, Better Outcomes for Everyone

Dennis is an engaging keynote speaker and author, traveling across the U.S. and speaking at leadership summits, management training events, and healthcare conferences. He is known as “The Drama Free Guy” because of his understanding that the elimination of unhealthy drama in the workplace will allow teams to thrive and succeed. Dennis is also a leadership consultant who is passionate about helping leaders create high-trust, high-performance cultures.

9:30 – 10:30 Senior Housing Trends, Challenges, and Opportunities with a Regional Focus

Beth Burnham Mace, Chief Economist National Investment Center for Seniors Housing & Care (NIC)

This session will review national and regional trends in the seniors housing industry in the aftermath of the COVID-19 pandemic, examining occupancy rates, development activity and demand patterns. It will draw upon primary data collected by NIC and the NIC MAP Vision and include a review of how leaders in the industry have responded to the challenges presented by COVID. How have move-in rates changed? How have labor shortages been addressed? When will occupancy return to pre-pandemic levels? What are the challenges as well as opportunities ahead for the industry?

10:45 – 11:45 Three Pillars of a Robust Cybersecurity Program for Assisted Living Residences

Jeffrey Ziplow and Sean Morrison, CLA

The COVID pandemic has forced many organizations to work and think differently regarding cybersecurity. However, this also impacts the security and protection of an organization’s confidential and HIPAA related information assets. This session will focus on three critical components of a strong cybersecurity program: 1) identifying vulnerabilities 2) cyber awareness/education 3) treat monitoring and incidents.

11:45 Speaker will be announced soon!

12:15 Speaker will be announced soon!

1:00 – 2:00 Fill Your Community Without Selling

Erin DiCarlo and Lauren Watts, Dovetail Companies

Sales leaders across the industry typically focus on the traditional and transactional approach of “selling” their community by focusing on the ‘features and benefits’ to make an older adult’s life easier. However, this can be a detriment to the closing process and maintaining a full community. Taking the time to truly establish rapport with prospects by actively listening and gaining a deeper understanding of the detailed intricacies of their life, values, interests, sense of purpose and wellbeing will result in the process moving quicker and smoother for all parties. By setting personal agendas aside and empowering salespeople to connect with a lead on a much deeper level, the features and benefits of the community will naturally sell themselves! As Certified Senior Advisors, we are at the forefront of conversations and tours with older adults navigating these uncharted waters. Our experience, expertise and simple tips will help you identify gaps in your process, celebrate where you succeed and help elevate you professionally. You’ll no longer be “selling,” but supporting and helping build upon their legacy. Are you ready to connect with and close more leads with ease?

2:15 – 3:15 Consent is Sexy: Ethical Dilemmas in Sexuality and Aging

Jane Fleishman, PhD

Sexuality educators have declared that consent is sexy, offering a new view of communication and sexual pleasure. Yet many older adults have been excluded from comprehensive sexuality education designed to teach skills to communicate desire and boundaries. Consent is about verbal and non-verbal communication, cognitive acuity, and enthusiastic affirmation. In the absence of these, sexual expression is not consensual. Dr. Fleishman believes in the rights of all adults to sexual pleasure and will discuss the ethical dilemmas and tools needed to navigate consent. A major emphasis of this training will be on the application of principles to your work with residents and staff.

3:15 – 4:15 Compassionate Care for the Clinical Caregiver

Phyllis DeLaricheliere, Benchmark Senior Living

This presentation is structured to support the clinical team with their approach to, understanding of, and care of assisted living residents, especially during times of challenge and loss. By doing so, it also allows for the caregivers themselves to find support, guidance, and self-care. The person-centered approach to medicine is redefined, as it not only focuses on the person behind the chart, but also factors into the equation the one holding the chart. This presentation is part of a series that Phyllis has given called, “Now What?” which addresses the next steps one needs to take to move forward from a pandemic and focus on the reasons we do what we do.



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DAY ONE: SPEAKER BIOS

9:45 - 10:45 Sustainability in the Age of Uncertainty: Getting Back to the Basics -Karen Bain, Eisenstein and Bob Eisenstein, Eisenstein and Flaherty

Karen Bain - Karen has been a Registered Nurse in the state of Massachusetts for over twenty-five years. For the last eleven years she has been working in the Assisted Living field, most recently as the Vice President of Resident Care for Benchmark. She has lobbied for new legislation and presented on various topics for the Massachusetts Assisted Living Association. Karen is a graduate of Bridgewater State University with a Bachelors Degree in Health Education. Her experience includes acute and long-term care, home care and education. She is an instructor for the American Heart Association, and has a passion for wellness and health promotion. She is a member of the Newton Wellesley Hospital-Collaborative for Healthy Families and Communities, Elder Services Council and is a supporter of the Common Sense Health Bill for MA Assisted Living Nurses. Her experience working in collaboration with physicians and hospitals including McLean, Mt. Auburn and Newton Wellesley exceeded her expectations in allowing her to fulfill her passion for health and wellness for seniors.



Bob Eisenstein - Bob is a seasoned health care executive with broad experience in a variety of different settings including mental health, acute care hospitals, skilled nursing centers and senior living communities. Having strong clinical skills as well as people and management skills, Bob manages operations that succeed on both clinical quality and revenue metrics. Bob was recognized as the Massachusetts Assisted Living Association “Executive Director of the Year” and serves on the Board of the Long Term Care Finance Association. In addition to strong clinical and management skills, Bob has a passion for teaching and serves as an adjunct professor at both Fisher College (since 2014) and Quincy College (since 2011).



11:00 - 12:00 Working with Challenging and Emotional Family Behaviors -Matthew Hollingshead and Leticia Prieto Alvarez, NewBridge on the Charles Assisted Living

Matthew Hollingshead - Matthew Hollingshead serves as executive director of assisted living at NewBridge on the Charles, which includes 51 assisted living apartments, 36 memory care apartments and an internal day program. Under Matt’s leadership, the NewBridge on the Charles memory care program has become renowned locally for its robust use of expressive therapies for care and support. Matthew also oversees and supports operations across the broader NewBridge on the Charles campus including the community life, culinary, housekeeping, security, and maintenance teams. Previously, he served for ten years in a series of leadership positions at another continuing care retirement community in Massachusetts. As a licensed nursing home administrator, his roles there included oversight of long-term care, short-term rehabilitation, home health services, memory care, and facility operations.



Leticia Prieto Alvarez - Leticia Prieto Alvarez is a music therapist and licensed mental health counselor. She has been part of Hebrew Senior Life for the past 12 years and currently serves as therapeutic program manager at Memory Support Assisted Living in Newbridge on the Charles. She leads a team of program coordinators and expressive therapists specialized in various modalities (music, dance, drama, and art) and received the Massachusetts Assisted Living Association Program Innovation award in 2019. Leticia holds a B.A. in Piano, Chamber Music Performance, and Viola Performance from the Royal Conservatory of Music in Madrid and a Master of Music and Graduate Diploma from New England Conservatory, where she studied as a Fulbright scholar. In 2010 she obtained a Master of Arts in Clinical Mental Health Counseling with a specialization in Music Therapy from Lesley University. Leticia is finishing her PhD in Health Sciences at Rey Juan Carlos I University and just completed a feasibility study on the effects of Neurologic Music Therapy on treatment acceptance, cognition, mood, and behavior of older adults with moderate to severe dementia.



DAY TWO: SPEAKER BIOS

9:30 - 10:30 Senior Housing Trends, Challenges, and Opportunities with a Regional Focus -Beth Burnham Mace, Chief Economist National Investment Center for Seniors Housing & Care (NIC)



Beth Burnham Mace - Beth Burnham Mace is the Chief Economist and Director of Outreach at the National Investment Center for Seniors Housing & Care (NIC). Prior to joining the staff at NIC, she served as a member of the NIC Board of Directors for seven years and chaired NIC's Research Committee. Ms. Mace was also a Director at AEW Capital Management and worked in the AEW Research Group for 17 years. Prior to joining AEW in 1997, Ms. Mace spent ten years at Standard & Poor's DRI/McGraw-Hill as the Director of the Regional Information Service. She also worked as a Regional Economist at Crocker Bank, the National Commission on Air Quality, the Brookings Institution and Boston Edison. Ms. Mace is a member of the National Association of Business Economists (NABE), the Urban Land Institute (ULI), ULI's Senior Housing Council and New England Women in Real Estate (NEWIRE/CREW). In 2020, she was inaugurated into the McKnight's Women of Distinction Hall of Honor. In 2014, she was appointed a fellow at the Homer Hoyt Institute and was awarded the title of a "Woman of Influence" in commercial real estate by Real Estate Forum Magazine and Globe Street. Ms. Mace is a graduate of Mount Holyoke College (B.A.) and the University of California (M.S.). She has also earned The Certified Business Economist™ title (CBE) from the National Association of Business Economists (NABE).

10:45 - 11:45 Three Pillars of a Robust Cybersecurity Program for Assisted Living Residences -Jeffrey Ziplow and Sean Morrison, CLA



Jeffrey Ziplow - Jeff is a principal in CLA's Cybersecurity and Business Risk Advisory service groups. He has significant experience working with organizations to assess their IT security controls as they relate to business operations and helps to develop recommendations to mitigate risk. In this role, Jeff works with public and private organizations, assisted living and not-for-profits clients on cyber security risk assessments and provides insight and guidance on developing better operational and security practices. He also works with Attorney Generals from several states to provide guidance/support on cyber security matters.



Sean Morrison - Sean is a principal in CLA's health care practice, with more than 11 years of experience. Sean's focus is on providing audit, reimbursement, strategic consulting and other professional services to senior living organizations. Sean also has significant experience with HUD financing programs. Sean's clients primarily consist of senior living entities, ranging in size from single site to large multi-state organizations.

1:00 – 2:00 Fill Your Community Without Selling -Erin DiCarlo and Lauren Watts, Dovetail Companies



Erin DiCarlo - Since 2005, I have dedicated my career to helping older adults and their families find the best care options, supportive living communities, and resources. During that time, many of my clients found the process of transitioning from home to be extremely overwhelming. Many factors played into this, such as numerous professionals had to be hired, managed and paid individually making the process segmented, at best. I knew there had to be a better way so in 2017 I created Dovetail to streamline the process, reduce the stress involved, and allow my clients to focus on the emotional aspects of the move while my team and I handled the logistics.

Lauren Watts - I began my career analyzing client recruitment marketing challenges and developing national and targeted media plans. I honed my skills and grew my understanding of overall business strategies when I joined a global online recruitment advertiser where I worked with companies to build their brand, market their products and procure the right talent. While I enjoyed many aspects of my career, I felt there was something missing. A chance encounter with a former colleague led me to a role in professional outreach at an assisted living community just outside of Boston. It was there where I found the missing piece, the fulfillment I received from helping older adults make educated decisions on their next chapter. I then went on to become a Senior Living Advisor where I supported clients and their families with the many aspects of their future planning. I too, noticed the challenges that many faced when transitioning from their long-time home and taking an incredible step toward their future and thrive.

DAY ONE: SPEAKER BIOS

12:30 – 1:30 *Gratitude: The Key to Strong Leadership -Star Dargin, Star Leadership*



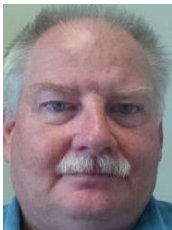
Star Dargin - Star incorporates over twenty years of proven corporate leadership experience into her highly successful coaching and speaking work of two decades. Specializing in building authentic leaders strongly aligned to organizational goals, she delivers results with a direct bottom-line approach. A key pillar of Star's unique approach is from a place of gratitude. She is the author of many articles and the book, *Leading with Gratitude: 21st Century Solutions to Boost Engagement and Innovation*.

1:45 – 2:45 *Understanding the Grief Process: The Cumulative Loss of COVID-19 -Deanna Upchurch, HopeHealth*



Deanna Upchurch - Deanna Upchurch has worked in hospice and palliative care for over 20 years as a grief counselor and healthcare manager. She has spent the past 15 years at HopeHealth focused on developing teams who provide compassionate care to those at end of life and their families in the RI and MA communities. She holds a master's degree in counseling psychology from Rhode Island College, having entered the field of hospice following her own personal loss experiences during young adulthood. Deanna has also served as adjunct faculty at Bristol Community College and Roger Williams University where she teaches Exploring Life and Death and Human Development.

3:00 – 4:00 *Workplace Violence Considerations for Assisted Living Communities -Mark Hickox and Neal Freedman, Atlantic Charter Insurance*



Mark Hickox - Mark Hickox, CSP is a Senior Safety & Health Consultant for Atlantic Charter Insurance Company and is a Board-Certified Safety Professional (CSP), providing collaborative loss control, safety and risk management services for workers' compensation clients to achieve measurable improvement results. He has a strong background with the healthcare, manufacturing, education and technology industries throughout New England. Prior to joining Atlantic Charter Mark provided property and casualty loss control and accident prevention services with Royal & Sun Alliance Insurance as well as EBI Companies and was also an Environment, Health & Safety Program Manager at Compaq Computer and Digital Equipment Corporation for the Americas region over a number of years. Mark's expertise, business acumen and professionalism provide a tremendous value to clients and affiliated organizations.

Neal Freedman - Neal Freedman is the Safety and Health Manager for Atlantic Charter Insurance Company. He is a Certified Safety Professional who delivers safety, loss control and risk management consulting and training services to workers' compensation clients in Massachusetts and New Hampshire. Prior to joining Atlantic Charter, Neal provided safety consulting and training services to clients at Liberty Mutual and Managed Comp. In his tenure at Atlantic Charter and Managed Comp, Neal has provided consultative and training assistance to numerous healthcare clients, including assisted living facilities, nursing homes, hospitals, and home care agencies. He co-presented a session with Dr. Guy Fragala, a noted patient handling ergonomics expert, at the Safe Patient Handling and Movement (SPHM) Conference in Florida regarding a patient handling success story at a Massachusetts long-term care facility. Neal and a colleague coordinated and presented at a full-day SPHM seminar for Atlantic Charter nursing home clients.

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DAY TWO: SPEAKER BIOS

2:15 – 3:15 *Consent is Sexy: Ethical Dilemmas in Sexuality and Aging* -Jane Fleishman, PhD



Jane Fleishman- Jane Fleishman, PhD, MEd, MS, is a writer, an award-winning educator, sexuality researcher, and AASECT Certified Sexuality Educator. She earned her M.Ed. and Ph.D. at Widener University Center for Human Sexuality Studies. She is on a mission to promote the sexual wellness in older adults and doesn't shy away from the difficult and complex realities of making that happen. Her curious nature led to her latest accomplishment, *The Stonewall Generation: LGBTQ Elders on Sex, Activism, and Aging* which recently won a coveted Nautilus Book Award. She co-hosts a regular podcast on sex, *Our Better Half*, all about sex in the second half of life and recently completed a popular TEDx talk, *Is It OK for Grandma to Have Sex?* She is the proud mother of two really fabulous 20-somethings and lives in Northampton, MA. You can reach her at www.janefleishman.com.

3:15 – 4:15 *Compassionate Care for the Clinical Caregiver* -Phyllis DeLaricheliere, Benchmark Senior Living



Phyllis DeLaricheliere - Phyllis DeLaricheliere, has a Masters in Psychology with a concentration in alternative organic approaches to Alzheimer/Dementia. In addition to pursuing her PhD, Phyllis is a National Award-Winning columnist, "ASK THE HIPPIE" and is about to publish her first book, *Embracing the Journey: Knowing your Inner Hippie*". Phyllis brings a fresh approach, helping caregivers, families and professionals find the gifts, laughter, and joy that the journey of dementia can deliver. She has been passionately crusading her HIPPIE philosophy now for over 15 years. Her mission is to help those caring for people with dementia to find new understandings, have permission to take care of themselves and to truly understand the person behind the diagnosis.

Join us for ZOOM Happy Hour on September 29th after the last session from 4:30pm-5:30pm!



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At Sunrise, we celebrate each of our residents for the unique individual they are. We believe no two people are alike, so the services and attention we provide should never be exactly the same. This approach helps seniors live the life they want to live, from beautifully-appointed living spaces to personalized service. We call it “resident-centered” senior living, and it begins the day a senior walks into one of our communities.

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Who is MASS-ALA?

The Massachusetts Assisted Living Association (Mass-ALA) is a not-for-profit association, dedicated to professionally operated assisted living residences in Massachusetts that provide housing and services for individuals with varied needs and income levels.

Mission Statement

To lead the assisted living industry in its service of seniors through advocacy, education, operational support, and enhanced growth opportunities.

About Us

Mass-ALA serves as the voice of assisted living in Massachusetts, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy and encourages independence and freedom of choice.

MOVING FORWARD TOGETHER



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