

# 36th Annual Summer Leadership Conference

**July 23-27, 2018**  
Fairmont Southampton  
Bermuda

*“C”ing Our Way Through Conflict,  
Crisis and Change and Into a Caring  
Environment Ripe for Success!*

with Robyn J. Ashmen

Earn 15 CEUs



**ACHCA**  
American College of  
Health Care Administrators  
New York Chapter



**NYSHFA**  
NYS HEALTH FACILITIES ASSOCIATION

**NYSCAL**  
NYS CENTER FOR ASSISTED LIVING

Learn more at [www.SummerLeadershipConference.org](http://www.SummerLeadershipConference.org) today.

## About Robyn J. Ashmen

Robyn Ashmen has worked as a Project Management and Marketing professional for 20 years in both the public and private sector and is currently one of the highest rated professors at Stevens Institute of Technology for her course in Project and Crisis Management. Ms. Ashmen serves on the Hackensack University Medical Center NICU Advisory Board and Family Centered Care Council, has been guest speaker for several



seminars on Leadership Training and Development for CentraState Hospital and the VNA of Red Bank. Additionally, Ms. Ashmen is the Assistant General Manager of Howard J. Woods and Associates, LLC and owner of Ashmen Leadership Concepts. Prior to joining the faculty of Stevens, Ms. Ashmen was the marketing director at Suez Water North America where her work in Corporate Social Responsibility earned her the Management Innovation of the Year Award by the National Association of Water Companies for her industry revolutionizing CSR Policy. In addition to her professional work, Ms. Ashmen also makes time to serve her community as a Girl Scout Leader, softball coach, Vice President of the Home School Association and has been past board member of the Girl Scouts of Northern New Jersey, Rahway Arts Council and Bergen Volunteer Center.

## Who should attend?

If you are a long-term care leader who wants to enhance your management skills while creating a culture in which your team feels empowered to provide patients with a higher level of service, this conference is for you and top managers you depend on. Administrators, Owners, CEOs, ACHCA and NYSHFA members and non-members, and other health care company providers will all benefit from this 5-day workshop.

Leading a health care services organization has rarely been tougher than it is today. Ongoing regulatory and payment challenges, human resource issues including generational, cultural, and language differences, as well as consumer demands can all challenge leaders and managers. Best-in-Class models for leadership, sound principles of management and the behavioral science of motivation will be presented in a series of highly interactive sessions. You will return to work equipped with new insights, a replenished supply of leadership tools, and a personal program for success.

**GO TO NEXT PAGE FOR MORE DETAILS  
ABOUT THE PROGRAM.**



# “C”ing Our Way Through Conflict, Crisis and Change and Into a Caring Environment Ripe for Success!

## HERE IS ROBYN’S WEEK-LONG PROGRAM FOR YOU, DAY BY DAY...

1 MONDAY, JULY 23

### **Critical Conversations**

We freely share our thoughts and opinions over social media, at home and with our friends. But when it comes time to use those words in the workplace, we find ourselves at a loss. This leads to frustration, self-doubt and burnout. Learn to use words to get where and what you want, illustrate communication strategies and utilize them to great professional and personal advantage.

2 TUESDAY, JULY 24

### **Conflict Resolution**

This track will address the concerns of senior leadership who encounter a variety of conflicts among peers and direct reports. The program will provide techniques needed to overcome obstacles that prevent a healing and professional environment. Topics include identifying issues and personalities, initiating non-confrontational discussion, conflict analysis, prevention and resolution.

3 WEDNESDAY, JULY 25

### **Organizational Change**

Two of the most dreaded words in the workplace are “Organizational Change”. Employees’ minds immediately turn to images of downsizing and layoffs. This leads to low morale, low productivity and discordance. This track

will help leadership recognize and acknowledge these fears early on and create a communication and morale building strategy around the existing corporate culture.

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THURSDAY, JULY 26

### **Crisis Management**

Crises are a very real part of organizational life for all service industries. Having an established crisis management plan is imperative to help combat the inevitable. This track will review two case studies; one where the absence of an established plan cost the company everything and where the presence of one has made it one of the world’s most trusted brands.

5

FRIDAY, JULY 27

### **Executive CARING**

Continuous changes in the health care industry make it increasingly complicated for administrators to effectively run a facility and its staff, let alone practice family centered care. This track will help leadership develop, model and encourage application of the core competencies of Family Centered Care – Collaboration, Acknowledgement, Respect, Information, Negotiation and Good Faith.

**PLEASE NOTE:** Education sessions are from 7:45am to 11:00am, Monday through Friday.



# About Our Destination



For centuries, an island existed in the imaginations of sailors too long at sea. This island – a coral gem where the winds were as fresh as a youngster’s smile and as cool as a mountain spring – offered the shade of cedar trees and wild gardens of poinsettias and bougainvilleas. On a blustery day in 1503, Juan de Bermudez turned myth into reality. He discovered Bermuda just 600 miles off the Carolina coast. Here, atop



Bermuda’s highest point, on 100 lush acres, you too can discover the old world charm and new world panache of Bermuda and the Fairmont Southampton Princess.

## The Fairmont Southampton

With its lush tropical gardens, shimmering pink sand beaches, azure blue seas, and spectacular sunsets, there is no way to not love Bermuda. Perched atop the island’s highest point, The Fairmont Southampton’s 593 spacious guestrooms — many with sweeping water views — are richly appointed with private balconies, walk-in closets, and marble bathrooms.

One of the world’s incomparable luxury resorts, The Fairmont Southampton in Bermuda offers endless recreation and relaxation possibilities, including an award-winning 18 hole Executive Par-3 golf course, a Willow Stream spa and fitness center, indoor and outdoor pools, plus an oceanfront beach club, PADI dive center, snorkeling rentals, water sports, tennis courts, and more. **See more at [www.fairmont.com/southampton](http://www.fairmont.com/southampton) or call the hotel at (800) 441-1414.**

Enjoy Bermuda’s best at The Fairmont Southampton at our special NYC-ACHCA guestroom rates, single or double occupancy for a standard room (plus taxes, gratuities, and resort fees). For an extra fee, you may reserve rooms on the Gold Level where breakfast and dinner appetizers are served. Make reservations by June 21, 2018 to qualify for special rates.

**ATTENDEES MUST TRAVEL WITH PASSPORT.**





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## Please register by June 21, 2018

Just print out the form at right, fill it in, and mail  
it with your check or credit card payment to:

NYC-ACHCA  
c/o Larry Slatky  
428 Ridgehill Road  
Schenectady, NY 12303

Questions? Please Call: Larry Slatky at (516) 567.4115



### Register Today, Get 15 CE Credits

(Please duplicate the Registration Form for each attendee.)

NHA Number \_\_\_\_\_ State \_\_\_\_\_  
 ALA Number \_\_\_\_\_ State \_\_\_\_\_  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

### ACHCA/NYSHFA Members \$569 | Non-Members \$669

Members may bring additional staff from the same facility at a special rate of \$519 per person. Non-members are invited to bring additional staff at the special rate of \$619 per person.

### PAYMENT INFO:

TOTAL FEE \_\_\_\_\_

Check (Payable to NYC-ACHCA)  
 AMEX  Discover  MasterCard  VISA   
Name on Card \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Cardholder Signature \_\_\_\_\_

I authorize NYC-ACHCA to use the above MasterCard, Discover, VISA, or AMEX to charge applicable registration fees.  
Please Note: Payment will show up on your credit card statement as coming from NYS Health Facilities Association.

To reserve your hotel room, call **800-441-1414**.

Mention block code **NEWY0718**

### SPECIAL ACHCA ROOM RATES

(Sales Tax, Occupancy  
Tax, & Gratuities Extra)

Fairmont Room.....	\$322.00 per night
Deluxe Lighthouse Room.....	\$342.00 per night
Deluxe Sea View Room.....	\$362.00 per night
Fairmont Gold Room.....	\$459.00 per night
Signature Suite.....	\$530.00 per night

Taxes, Tourism Fees, & Gratuities are additional.

## About ACHCA

The New York Chapter of the ACHCA (NYC-ACHCA) is a State affiliate, of the ACHCA that was founded in 1962, the American College of Health Care Administrators is the only professional association devoted solely to meeting the professional needs of long term care administrators and executives. Focusing on advancing leadership excellence, NYC-ACHCA provides professional education and certification to administrators from across the spectrum of long term care. **Learn more at [www.nycachca.com](http://www.nycachca.com).**

## About NYSHFA / NYSCAL

The New York State Health Facilities Association and New York State Center for Assisted Living is a member-driven association of providers of long-term care services, caring for individuals of all ages in proprietary, not-for-profit, and government-sponsored skilled nursing, post-acute, rehab, adult care and assisted living communities across the state of New York. **For more information, please go to [www.nyshfa.org](http://www.nyshfa.org) today.**



## Earn 15 Continuing Education Credits

The New York State Health Facilities Association is a certified sponsor of professional continuing education with the National Association of Long Term Care Administrator Boards (NAB). NYSHFA has submitted for 15 CEUs from NAB for this program. State licensure boards have final authority on the educational program facilitated by acceptance of individual courses. ACHCA is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Sign Up NOW for the 2018

# Summer Leadership Conference

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*A Week of Inspiring Ways to  
Energize Employees, with  
Robyn J. Ashmen!*



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