

Dear Colleagues,

On behalf of the Board of Directors of the Home Care Association of New York State (HCA), I invite you to attend HCA's Annual Membership Conference 2010, entitled *Home Care: The Greatest Show on Earth* – HCA's premier signature event!

This year's theme, *The Greatest Show on Earth*, focuses on all the positive elements and opportunities intrinsic to home care, presenting a fresh perspective on new possibilities that come with the promise of health care reform. Our Annual Conference also offers you the chance to set aside your day-to-day concerns, recharge, and focus on new opportunities for the future – a future where both you and your organization have a chance to reach your highest potential.

The Greatest Show on Earth is not only about the future, though. It is also about "great performances," as we take time during our Awards Dinner, on May 19, to recognize exceptional individuals who embody home care's best and brightest. Among other great performances is the spectacle of this year's Exhibitors Hall, where vendors will be on hand to showcase their latest products and services to support you in your quest to be the best.

And although at times the demands of your work may have you feeling like a juggler or aerialist – or like you are being shot out of a cannon! – you will find that HCA's annual conference is a great time to relax and engage with colleagues through the ample networking opportunities built into our program for sharing ideas and solutions that are sure to put you in the center ring.

I would also like to extend a special thanks to our Conference Sponsors for their support in bringing you *The Greatest Show on Earth* as well as the HCA Board of Directors and Education Committee who were a critical part of shaping this high-caliber, high-value program without increasing costs above last year's level.

Ladies and gentlemen, step right up to *Home Care: The Greatest Show on Earth*, sure to be an experience like no other! Don't miss it!

Sincerely,

Joanne Cunningham
President

AGENDA AT A GLANCE

Wednesday – May 19

- 10:00am Pre-conference Workshop:
Negotiate Your Way to Success (Additional Fee)
- 12:30pm HCA's Quality Improvement Collaborative –
Best Practices and Panel on HHCAHPS
- 3:00pm HCA Annual Board Meeting – open to all
- 4:30pm Exhibits Open – Saratoga City Center
- 5:00pm Under the Big Top – Reception with Exhibitors
- 6:30pm Great Performances – HCA's Awards Dinner

Thursday – May 20

- 7:30am Breakfast with Exhibitors
- 9:00am Reinventing Yourself in the New World of Home
Care - Jim Mathis
- 10:15am President's Address – Joanne Cunningham,
President of HCA
- 11:15am Concurrent sessions
 - A: I'm the Leader! Which Way Did They Go – Karyn Buxman
(Strategies for leadership with humor)
 - B: Selling Home Health to Physicians – Stephen Tweed
 - C: Catapulting into the Future: The Art and Science of Quality
Home Care – Joan Haizlip, MSN, RN, CS
- 12:30pm Lunch with Exhibitors and raffles!
- 1:45pm Concurrents repeat – with the exception below
Succession Planning –
Jim Mathis (replaces Karyn Buxman)
- 3:00pm Update from Washington on Healthcare Reform –
The Honorable Kirsten Gillibrand (invited)
- 4:00pm Amazed & Amused: Strategies of the Sane &
Successful –
Karyn Buxman, Bestselling author, RN,
Optional group dinner at the Circus Café **or**
on your own!
- 6:00pm
- 8:00pm Don't Dress for the Circus – A PAC Fundraising
Event at Chico's Clothing Store

Friday – May 21

- 7:30am Continental breakfast
- 8:30am On the High Wire – The View from CMS
- 9:30am The Legislative Process – While It Seems Like a
Circus – Here's How it Really Works –
Judy Schneider - Congressional Research Service
Library of Congress
- 10:15am Juggler Extraordinaire – Val Halamandaris,
President, NAHC (invited)
- 11:30am Adjourn
- 11:45am HCA Member Telehealth Task Force Meeting

About the Saratoga Hilton

April 28 is the last day to obtain the HCA conference rate of \$160 per room. The reservation line is now open. The Saratoga Hilton is located at 534 Broadway, Saratoga Springs, NY 12866. For reservations call 1-888-866-3596 and ask for Group Code ACWV Home Care Association of New York State. You can also make reservations online at www.thesaratogahotel.com. Be sure to enter group/convention code ACWV to receive the discount.

Register Online at:
www.eventville.com/hcanys

2010 Annual Conference Registration

Deadline for conference registration is May 5



FAX to:
518-426-8788

MAIL to: HCA Education and Research
194 Washington Avenue, Suite 400, Albany, NY 12210

PLEASE RETURN THIS COMPLETED REGISTRATION FORM WITH YOUR PAYMENT.
YOU MAY DUPLICATE THIS FORM FOR ADDITIONAL ATTENDEES. PLEASE SAVE
A COPY FOR YOUR RECORDS.

Register online at
www.eventville.com/hcans

Conference Participant Registration

NAME _____ TITLE _____
AFFILIATION _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE _____ FAX _____
E-MAIL _____

PAYMENT:

Full payment must be received by May 5 to be registered for the conference.
We cannot accept walk-in registrations.

METHOD OF PAYMENT:

Please check one:

_____ Check* Make payable to: HCA Education and Research and
mail to: 194 Washington Avenue, Suite 400, Albany, NY 12210

_____ MasterCard _____ Visa _____ American Express

Credit Card No. _____

Name on Card _____

Expiration Date: _____

Authorized Signature _____

Cancellation Policy: Cancellations received by May 5 will receive a full refund, less 25% of total due as an administrative fee. Cancellations received on May 6 or later will forfeit their registration fee, along with those who register and do not attend. Substitutions are permitted.

In accordance with the American with Disabilities Act or special meal needs, please let us know how we can accommodate you:

REGISTRATION FEE: We encourage you to attend the full three day conference for the best value. No credits can be given for meals not taken or unattended education programs.

Early Bird Discount Ends April 19

***Wednesday AWARDS RECEPTION AND DINNER:** Please note that the Awards Reception and Dinner is included in the "Full Registration Fee" and the "Sunday Only Fee." For those who wish to attend the Awards Reception and Dinner *ONLY*, the fee is \$85 per person.

REGISTRATION FEE

 Please indicate your registration choice(s):

Full Conference Registration Options

- HCA Member (Early-bird rate until April 19) \$625
- Additional Registrant from same agency (Before April 19) \$550
- HCA Member (After April 19) \$675
- Additional Registrant from same agency (After April 19) \$600
- Non-Member Fee (Early-bird rate until April 19) \$725
- Non-Member Fee (After April 19) \$775

One Day Only Conference Registration Options

- Wednesday Only – HCA Member \$275
- Wednesday Only – Non-Member \$375
- Thursday Only – HCA Member \$375
- Thursday Only – Non-Member \$475
- Friday Only – HCA member \$275
- Friday Only – Non-Member \$375

Optional Activities

Negotiate Your Way to Success Program \$125

Include me for the HCA Staff Dinner at Circus Café
of Guests: _____ at \$40 pp \$ _____

Wednesday Awards Dinner *Only*- Additional Guest Fee

of Guests: _____ at \$85 pp \$ _____

Thursday PAC Fundraiser at Chico's

TOTAL DUE: \$ _____

Please be sure to make your hotel reservation by April 27.