

Arkansas Residential
ASSISTED



LIVING
association

BRIDGE TO THE **FUTURE**

ARALA.net



ARALA CONFERENCE AND BOARD MEETING

Wednesday, November 16, 2022

Delta Hotels by Marriott, Little Rock West

ARALA 2022 Conference Attendees,

Welcome to the first in-person ARALA Conference since the public health emergency (PHE) began.

May the educational and networking opportunities presented today help us as caregivers to bridge from the PHE as stronger workforce teams with durable skills and a shared mission of providing quality of life services to our fellow Arkansans.

Our commitment as an association is to work diligently with you to fulfill the ARALA mission:



- PROVIDE** services to assisted living and residential care residents.
- EDUCATE** public and state leaders about the advantages of assisted living and residential care. Educate members and provide professional development opportunities encouraging best practices.
- PROMOTE** the cause of assisted living and residential care.
- MAINTAIN** access to quality of life choices for ALL Arkansans.

Arkansas Residential
ASSISTED  **LIVING**
 association
We Offer a Choice

*For Arkansas,
 Phyllis Bell, Executive Director*

ARALA Board of Directors

Scott Kingsborough, Board Chair
 The Manor

Brandi Booth, Treasurer
 Brookdale Conway

Ed Holman, Legislative Committee Chair
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Brian Rega, Education Committee Chair
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Todd Hightower
 Healthmark Services, Inc.

Kent Schroeder
 Grahams Foster Home for the Elderly

Charlene West
 The West Haven

Angela Wilson
 Wilson's Residential Care

Dawn Yakoubian
 Presbyterian Village

Phyllis Bell, Executive Director
 ARALA



DDS DIRECTOR MELISSA WEATHERTON

Melissa serves as the Director of the Division of Developmental Disabilities Services, a Medicaid division. In this role, she oversees services and supports for beneficiaries with developmental disabilities and delays. Programs include day treatment programs for children and adults, community-based programs, applied behavior analysis for children with Autism, 24-hour care in Intermediate Care Facilities, a program for children with chronic health care needs, as well as occupational therapy, speech therapy, and physical therapy. Prior to becoming the Director in January of 2016, Melissa served as Deputy Director of the division in 2013. Melissa started her career at DHS in the agency’s legal department, holding several positions including deputy chief counsel where she oversaw policy, contracts, and legislation for DHS. She also has extensive knowledge of child welfare from her work in the legal department representing the child welfare agency as well as children in the foster care system. She has been a licensed attorney since 2005 and a volunteer with the non-profit organization, Project Zero, since 2006. She has been Chairman of the Project Zero board since 2011. Melissa also attends St. James United Methodist Church.

DAABHS DEPUTY DIRECTOR PATRICIA “TRISH” GANN

No introduction needed. (her words)



Your thoughts are valued....

Scan the QR code above to provide your feedback about the conference.

2022 ARALA CONFERENCE AND ANNUAL MEETING AGENDA

A.M.	Wednesday, November 16, 2022
7:45 to 8:10 a.m. (10 min)	REGISTRATION AND WELCOME <i>Phyllis Bell</i> , ARALA Executive Director
8:10 to 9:10 a.m. (60 min)	CULTIVATING LEADERS <i>Speakers: Carrie Ermshar</i> , Community Relations Advisor, Preferred Healthcare Insurance Group (PHIG); <i>Lanette Williams</i> , Manager of Risk Services for HRS/PHIG Description: The Cultivating Leaders interactive session will challenge current leaders – C-level, board, management, and caring individuals on the front line. Identifies a self analysis of “why are we always spinning our wheels?” Explores the value of internal autopsy, flexibility, and thinking outside the box for workforce success. Uses industry-specific language and programs such as Eden Alternative, Person-Centered Care, and Servant Leadership philosophies, but takes them to a different level for leadership evaluation. Provides thought-provoking processes and questions to help determine solutions best suited for individual communities. Identifies success opportunities for long-term care services, both in and out of the job environment (<i>Pillars: Maintain, Educate</i>)
9:10 to 9:50 a.m. (40 min)	SCAMS OF SENIOR AND VULNERABLE POPULATIONS <i>Speakers: Shannon Halijan</i> , Deputy Attorney General Arkansas Attorney General’s Office <i>Chris Shudy</i> , Special Agent Federal Bureau of Investigation (FBI) Little Rock Description: Panel comprised of staff from the Arkansas Attorney General’s Office and the FBI Arkansas Field Office will focus on services available to Arkansans and actions taken by their respective agencies to prevent scams to vulnerable populations during the PHE. The panel will guide attendees in recognizing signs of scams and appropriate actions to take. (<i>Pillars: Educate, Provide</i>)
9:50 to 10:00 a.m. (10 min)	BREAK

2022 ARALA CONFERENCE AND ANNUAL MEETING AGENDA

A.M./P.M.	Wednesday, November 16, 2022
10:00 to 10:10 a.m. (10 min)	ARKANSAS DEPARTMENT OF HUMAN SERVICES (DHS) WELCOME <i>Speaker: Mark White, DHS Secretary</i>
10:10 to 10:40 a.m. (30 min)	QUALITY OF LIFE BEYOND A PUBLIC HEALTH EMERGENCY (PHE) <i>Speaker: Martina Smith, DHS DPSQA Director</i> Description: The DHS – Division of Provider Services and Quality Assurance (DPSQA) is charged with regulatory responsibilities of assisted living and residential care providers. The DHS Quality Assurance team is an important component of ensuring quality-of-life for the individuals we serve. THE PHE presented many workforce challenges. This session will focus on what we learned and the path forward beyond the PHE. <i>(Pillars: Provide, Maintain)</i>
10:45 to 11:15 a.m. (30 min)	ACCESS FOR ADULT ARKANSANS (AGING & BEHAVIORAL) <i>Speaker: Jay Hill, DHS DAABHS Director</i> Description: This session will focus on DHS programs within the DHS-Division of Aging and Adult Behavioral Health Services (DAABHS) which help to maintain access to quality of life services for vulnerable adults, both elderly and those with behavioral health needs. <i>(Pillars: Maintain, Promote)</i>
11:20 to 12:00 p.m. (40 min)	“CHOICES” <i>Speaker: Phyllis Bell, ARALA Executive Director</i> Description: This interactive session will challenge attendees to look beyond the surface and see the value and potential of others. Every person has dreams to improve their circumstances for the next generation. Dreams are often realized through hope offered by others. This presentation will challenge you to dream BIG and to consider the impact of your choices. <i>(Pillars: ALL)</i>
12:00 to 12:50 p.m. (40 min)	LUNCH (Atrium, Delta Hotel)

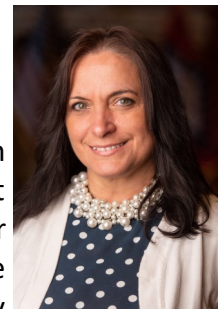
to coming to the Arkansas Department of Human Services, Martina worked for the Tennessee Department of Human Services as an Administrative Hearing Official.

DHS DAABHS DIRECTOR JAY HILL



Jay serves as the Director of the Division of Aging, Adult, and Behavioral Health Services, overseeing programs that promote the health, safety, and independence of older Arkansans and adults with disabilities. His division also supports and funds mental health and substance abuse treatment across the state. Jay began working at DHS at the Arkansas Health Center in 2006, becoming its Director in 2011. In 2017, he accepted his current position. Prior to joining DHS, Jay worked in management for several large private corporations and served as a Special Agent in the United States Secret Service. He is a 1994 graduate of the University of Central Arkansas with degrees in history and political science. Jay and his wife Mandy have four children.

PHYLLIS BELL



Phyllis became the ARALA Executive Director in early 2022. Prior to her current role, she was part of Governor Asa Hutchinson’s administration for seven years. She served as the Child Welfare Senior Advisor and Intern Director. Due to many personal experiences she sees potential in those around her who are often overlooked by others. As time permits, she travels the state sharing her CHOICES presentation and challenging individuals to dream BIG, make wise choices, and to offer hope to individuals whose lives they touch. In her leisure time she enjoys spending time with family, cycling, running, skydiving, taking nature photos, and quilting.

2022 ARALA CONFERENCE AND ANNUAL MEETING AGENDA



DHS SECRETARY MARK WHITE

Mark became the DHS Secretary in October 2022. Since he first joined DHS in 2013, White has served in a variety of capacities including work in the Secretary’s Office, the Office of Chief Counsel, and the Division of Aging, Adult, and Behavioral Health

Services. Prior to becoming Secretary, White served as Chief of Staff and Chief Legislative and Intergovernmental Affairs Officer, where he represented DHS before the Arkansas Legislature and serves as a primary point of contact for legislators, elected officials, lobbyists, and other state agencies. In 2017, Governor Asa Hutchinson appointed him to the Governor’s Transformation Advisory Board, which helped lay the groundwork for the reorganization of state government culminating in the Transformation and Efficiencies Act of 2019. A licensed attorney, he has previously worked at the Arkansas Department of Education and the Workers’ Compensation Commission, and he served as a Policy Advisor to Arkansas Governor Mike Huckabee. He is a graduate of Ouachita Baptist University and the University of Arkansas School of Law.



DPSQA DIRECTOR MARTINA SMITH

Martina serves as the Director of the Division of Provider Services and Quality Assurance. In this role, Martina oversees the Office of Long Term Care, which regulates and surveys long-term care facilities; the Office of Community Services,

which certifies and licenses assisted living facilities and other providers; and the Office of Performance and Engagement, which is comprised of the complaint, FOIA, and quality assurance units. Martina earned a Juris Doctorate from the University of Arkansas at Little Rock William H. Bowen School of Law and a Bachelor of Arts in Criminal Justice from Arkansas State University. Martina has served DHS in additional capacities, including as a Dependency-Neglect and Adult Protective Services attorney and as the Privacy Officer. Prior

P.M.	Wednesday, November 16, 2022
12:50 to 1:00 p.m. (10 min)	ARALA APPRECIATION PRESENTATION <i>Presenters: Brian Evans, Arkansas State Representative; Scott Kingsborough, ARALA Board of Director Chair; and Ed Holman, ARALA Legislative Committee Chair</i>
1:00 to 1:40 p.m. (40 min)	WORKFORCE STABILIZATION FUNDING <i>Speaker: Melissa Weatherton, DHS DDS Director</i> Description: This session will provide an educational overview of Workforce Stabilization funding and how the remaining funds will be used to strengthen the caregiver workforce in communities. The need to maintain and strengthen the caregiver workforce became more clearly defined during the PHE. <i>(Pillars: Maintain, Provide, Educate)</i>
1:45 to 2:30 p.m. (45 min)	COMMUNITY SUPPORT SERVICES PROVIDER (CSSP) <i>Speakers: Melissa Weatherton, DHS-DDS Director; Patricia “Trish” Gann, DHS-DAABHS Deputy Director</i> Description: This panel will provide an opportunity to learn more about the CSSP provider levels and services available to qualifying individuals. There are currently unresolved service gaps, e.g., evidenced-based delivery of home and community-based services to address behavioral issues. Peer Support, Aftercare Recovery Support, Intensive In-Home Services, Behavioral Assistance, Family Support Partners, Crisis Stabilization Intervention, Adult Life Skills Development, Supportive Employment, etc. are some of the services included in this session. <i>(Pillars: Educate, Provide)</i>
2:30 to 2:45 p.m. (15 min)	BREAK <i>Susan Morrow, DHS-DPSQA Licensure and Certification Manager. Ms. Morrow will assist conference attendees with Enterprise Licensing Solutions (ELS) system login.</i>
2:45 to 3:45 p.m. (60 min)	ARALA ANNUAL MEETING <i>Scott Kingsborough, ARALA Board Chair</i>

2022 ARALA CONFERENCE AND ANNUAL MEETING AGENDA

P.M.	Wednesday, November 16, 2022
3:45 to 5:00 p.m. (75 min)	<p>“LOOK TO THE SKY: Creating Teams that Love Coming to Work Every Day” <i>Keynote Speaker: Steve Moran, Founder and Publisher Senior Living Foresight</i> Description: Your team members are valuable and critical to the success and care provided in your communities. Are you effectively communicating your mission to your team members? Do they share the vision by coming to work committed to carrying out the mission? This session will challenge you to share your enthusiasm with every member of your community, strengthening your team. <i>(Pillars: ALL)</i></p>



LANETTE B. WILLIAMS

Lanette brings an array of experience to our team in both senior living and risk management. Throughout her leadership roles, her career consistently focuses on investment in people. Through coaching and team building she provides tools for excellence and best outcomes with service leadership. Currently Lanette’s primary role is serving as the Manager of Risk Services for HRS/PHIG. This role lends itself to direct work with insureds, along with coordinated efforts of partner companies. Lanette’s leadership roles also include 10 years with Loss Prevention Services through the Mississippi Health Care Association. Another 10 years was served in Tennessee with both operations of the state’s largest Life Care Community and Executive Director of the state association for non- profit senior living providers. As a Masters prepared social worker she has a unique gift of combining the human spirit with regulatory and compliance in long term care. With each of her roles Lanette leans on her gifts of teaching and empowerment. She is certified as a trainer with the Eden Alternative, Strength Finders, and Enneagram Coach. She can be found in a variety of platforms sharing her expertise of coaching and wellness. Of her most proud accomplishments are the numerous leaders who have reached success through her mentoring.

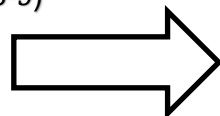
SHANNON HALIJAN

Deputy Attorney General Arkansas Attorney General’s Office

CHRIS SHUDY

Special Agent Federal Bureau of Investigation (FBI) Little Rock

CONFERENCE SPEAKERS (pgs.7, 10-14) AND COMMUNITY PARTNERS (pgs. 8-9)





CARRIE ARVIN ERMESHAR

Carrie brings an array of leadership experience with aging services. Her specific areas of focus include advocacy, education, and innovative development. At her core is a mission to connect resources for quality outcomes. The diversity of her experience uniquely equips her to guide organizations to their highest potential. Her client profiles include human resource, compliance, liability, multi-level operations, university education, and regulatory training. She served as CEO of Tennessee Association of Homes and Services for the Aging (TNAHSA), currently recognized as LeadingAgeTN, for 8 years. She has developed facility and adult care services, university degree programs for aging services, and led operations of multi-faceted programs. While in her role leading the state association, she developed successful legislative initiatives providing assistance to seniors, including hospice for assisted care living facilities, medication technicians for nursing homes, protection of the Medicare budget for nursing homes and long-term care, and the Tennessee Long Term Choices Act. She has served on Governor's Task Force for Seniors, University and Organization Advisement Boards, Greater Nashville and Middle Tennessee Council on Aging, and multiple civic and church related boards and organizations. Since moving to Houston, Texas in 2015 she invests her time with select professional projects related to innovative senior living, public relations, advocacy, and education. She serves in various roles with church, civic leadership, and community collaboration.



KEYNOTE SPEAKER

Steve Moran

Steve is the founder of Senior Living Foresight, a senior living industry thought leadership publication. He is passionate about helping the senior living sector grow and flourish. Steve has spent decades in multiple facets of the senior living industry from both the provider and vendor perspectives. While he is passionately curious about all things related to aging, he's particularly passionate about leadership and helping individual team members live out their dreams. Because when that happens, they are able to help older people live purposeful meaningful lives.

COMMUNITY PARTNERS

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 Phone 870.774.0885



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Want to know more about the ARALA Community Partnership Program?

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