



FHCA 2025 Annual Conference & Trade Show

REVVING UP FOR SUCCESS

JULY 13-17, 2025

HYATT REGENCY ORLANDO, FL

Florida
Health Care
Association



TITLE SPONSOR

**MarshMcLennan
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LETTER FROM THE CHAIR

On behalf of the Florida Health Care Association's Board of Directors and Annual Conference Committee, I'm thrilled to invite

you to the FHCA 2025 Annual Conference & Trade Show! This year's high-speed event will take place July 13-17 at the Hyatt Regency Orlando, and we've designed a race-themed experience you won't want to miss!

Start your engines at the Opening Social, where we'll fuel up for a week of networking and education to boost your quality care delivery. Catch up with friends, enjoy light appetizers, and sip on a complimentary beverage as we race into the week. On Monday and Tuesday, be sure to slow down and enjoy the sights as you cruise through the exhibits along the historic Route 66 at the Trade Show, where our business partners will showcase the latest products and services to keep you on track. We'll wrap up the week in the Winner's Circle at the FHCA Fun Night 500—get ready to



cross the finish line in style! Don't forget to pack your racing gear. There will be a costume contest and other exciting activities to fuel your competitive spirit.

As always, we've got a full crew of turbocharged speakers, including Magie Cook, CEO and Founder of Maggie's Salsa, and Mark Schulman, World-Renowned Drummer for P!NK and Peak Performance Expert.

For the full list of continuing education sessions, check out www.fhcaconference.org.

We'll see you at the FHCA Speedway—get ready for the ride of a lifetime!

**Patricia Spears
Annual Conference
Committee Chair**

DATES TO REMEMBER:

April 8 – Room Block/Registration Opens

May 7 – Early Registration Rate Deadline

June 23 – Advance Registration Deadline

HOST HOTEL

HYATT REGENCY ORLANDO

**9801 International Drive,
Orlando, FL 32819**

The Hyatt Regency Orlando room block is reserved for registered attendees, sponsors, and exhibitors. Once you have registered for the event, instructions for room reservation will be emailed to you. FHCA does not guarantee room availability, as rooms will be reserved on a first come, first served basis.

RATE: \$172 + tax

RESORT FEE: Complimentary

PARKING: Complimentary
self-parking (one vehicle per room)



**CONFERENCE
INFO**



SCHEDULE

SUNDAY, JULY 13

10:30 a.m. to 6:00 p.m.

Nursing Home Administrator 101

1:00 p.m. to 6:00 p.m.

Exhibitor Registration

3:00 to 7:30 p.m.

Attendee Registration

6:00 to 7:30 p.m.

Opening Social: Start Your Engines

SPONSORED BY: PRUITTHEALTH

MONDAY, JULY 14

7:00 a.m. to 2:00 p.m.

Golf Tournament & Awards Luncheon

Shingle Creek Golf Club

7:30 a.m. to 7:30 p.m.

Attendee Registration

8:00 to 9:30 a.m.

Continuing Education Sessions

9:00 a.m. to 7:30 p.m.

Exhibitor Registration

10:00 to 11:30 a.m.

Continuing Education Sessions

11:30 a.m. to 1:00 p.m.

Cash Concession Lunch

12:15 to 1:15 p.m.

Continuing Education Sessions

1:30 to 2:30 p.m.

Continuing Education Sessions

3:00 to 5:00 p.m.

Mega Session: Kick-Off Membership Meeting

SPONSORED BY:

FLORIDA COMMUNITY CARE

FLORIDA COMPLETE CARE

5:00 to 7:00 p.m.

Trade Show Cocktail Party

& Silent Auction: Route 66

TUESDAY, JULY 15

7:30 a.m. to 7:00 p.m.

Attendee Registration

8:30 a.m. to 3:00 p.m.

Exhibitor Hours

8:30 to 10:30 a.m.

Mega Session: Membership Meeting

and Election of Officers

SPONSORED BY: INCITE

STRATEGIC PARTNERS

10:30 a.m. to 1:30 p.m.

Trade Show & Silent Auction: Route 66

1:45 to 3:15 p.m.

Continuing Education Sessions

3:30 to 4:45 p.m.

Mega Session - Quality Award &

Scholarship Ceremony / Legislative Update

QUALITY AWARD & SCHOLARSHIP

CEREMONY SPONSORED BY:

MEDLINE INDUSTRIES

LEGISLATIVE UPDATE SPONSORED BY:

RICHARDS, MITCHELL & CROSS, PA

4:45 to 5:30 p.m.

Quality Award & Scholarship Celebration

SPONSORED BY: MEDLINE

INDUSTRIES

5:30 to 6:30 p.m.

Continuing Education Sessions

WEDNESDAY, JULY 16

6:30 a.m.

Cardio Networking

7:30 a.m. to 6:00 p.m.

Attendee Registration

8:30 to 10:00 a.m.

Mega Session

SPONSORED BY: ASTON HEALTH

10:15 to 11:45 a.m.

Continuing Education Sessions

12:00 to 2:00 p.m.

Circle of Excellence Award Luncheon

& Officer Installation

SPONSORED BY: MARSH

MCLENNAN AGENCY

2:15 to 3:15 p.m.

Continuing Education Sessions

2:30 to 4:00 p.m.

FHCA Board of Directors Meeting

3:30 to 5:30 p.m.

Continuing Education Sessions

7:00 to 10:00 p.m.

Fun Night: FHCA 500

SPONSORED BY: OPTUM

THURSDAY, JULY 17

8:00 a.m. to 12:00 p.m.

Attendee Registration

9:00 a.m. to 3:30 p.m.

Preceptor Provider Training

9:00 to 11:00 a.m.

Continuing Education Sessions

11:30 a.m. to 1:00 p.m.

Continuing Education Sessions

EDUCATIONAL OFFERINGS BY DAY:

Total of 22 contact hours

MONDAY

**25 Education
Sessions**

including 1 Mega Session and Membership Meeting with Keynote for 6 potential contact hours.

TUESDAY

**10 Education
Sessions**

including 2 Mega Sessions with Keynotes, 1 Membership Meeting and Trade Show for 5.5 potential contact hours.

WEDNESDAY

**17 Education
Sessions**

including Preceptor Refresher Course, 1 Mega Session with Keynote, Circle of Excellence Award Luncheon & Officer Installation with Keynote for 7 potential contact hours.

THURSDAY

**7 Education
Sessions**

for 3.5 potential contact hours

FHCA PROVIDER NUMBER 50-720:

- Florida Board of Nursing Home Administrators
- Florida Board of Nursing
- Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling
- Florida Board of Occupational Therapy

FHCA will seek approval from The National Association of LTC Administrators Boards for the Conference.

KEYNOTE SPEAKERS



MONDAY, JULY 14
3:00 TO 5:00 P.M.
Mega Session: Kick-Off
Membership Meeting

Mark Schulman, a seasoned drummer who has toured with stars like P!NK, Billy Idol, Cher, and Stevie Nicks, applies his "Rock Star Mentality" to the business world. In his presentations, he reveals how businesses can improve employee engagement, teamwork, and innovation by adopting the mindset of rockstars. Drawing from his extensive experience on stage, Schulman provides a roadmap for peak performance by sharing stories from his career and personal life, including his battle with cancer and supporting a loved one through their own journey. Schulman's high-energy keynote addresses offer valuable lessons on performance, mental fitness, and collaboration. He is also the author of *Conquering Life's Stage Fright* and *The Attitude Equation* and serves as a judge and coach on the music competition show *BANDED* on AXS TV. In essence, he demonstrates how rockstar attitudes can lead to success, joy, and peak performance in any field.



TUESDAY, JULY 15
8:30 TO 10:30 A.M.
Mega Session:
Membership Meeting
and Election of Officers

Clifton (Clif) Porter II is the President and CEO of the American Health Care Association and the National Center for Assisted Living (AHCA/NCAL), representing over 14,000 long-term care providers. With more than 35 years of experience in the field, he played a key role in securing critical resources during the COVID-19 pandemic. Porter began his career in 1989 as an administrator-in-training and later held senior roles at skilled nursing centers and HCR ManorCare. He has earned numerous awards, including the Industry Ally Award from *McKnight's Long-Term Care News* and recognition on *The Hill's* Top 100 Lobbyists list. Porter holds a Bachelor of Science in Healthcare Management from Virginia Commonwealth University (VCU) and co-founded the Porter Legacy Scholarship to support students in the College of Health Professions.



TUESDAY, JULY 15
8:30 TO 10:30 A.M.
Mega Session:
Membership Meeting
and Election of Officers

LaShuan Bethea is the executive director of the National Center for Assisted Living (NCAL), representing the assisted living sector of the American Health Care Association (AHCA). She joined NCAL in 2021 after serving in various leadership roles at Genesis Healthcare, Inc. since 2007. A registered nurse and attorney, Bethea has over 25 years of experience in long-term care. In her current role, she communicates NCAL's mission of "Improving Lives by Delivering Solutions for Quality Care," identifies industry risks and opportunities, and develops strategies to strengthen the sector. Bethea also fosters relationships with industry stakeholders, legislators, regulators, and other key parties, advocating for assisted living facilities at the federal level and in the media.



WEDNESDAY, JULY 16
8:30 TO 10:00 A.M.
Mega Session

Kim Smoak has been with the Agency for Health Care Administration since August 1995. She is the Deputy Secretary of the Division of Health Quality Assurance. She holds a Master of Science in Health with the program emphasis in Aging Studies and is also a Qualified Intellectual Disability Professional (QIDP). In 2009 and 2017, she received Survey & Certification Achievement Awards, presented by the Centers for Medicare & Medicaid Services for her work in Survey and Certification.



WEDNESDAY, JULY 16
12:00 TO 2:00 P.M.
Circle of Excellence
Award Luncheon & Officer
Installation

Magie Cook, an award-winning Latina entrepreneur, overcame a childhood spent in an orphanage in Mexico to build a successful salsa company, Maggie's All-Natural Fresh Salsas & Dips. After moving to the U.S. on a basketball scholarship, she started making salsa for friends, which led to a business opportunity. She won a salsa competition, receiving \$800 to start her company, which rapidly grew into a multi-million-dollar business. In 2015, she sold her company to Campbell's Soup for \$231 million. Now a globally sought-after keynote speaker, Magie inspires audiences with her powerful mix of research-based data and personal storytelling. Her speeches focus on strategies for boosting workplace performance, improving employee well-being, and creating more equitable, creative workplace cultures. She's known for her humor, vulnerability, and practical insights into overcoming challenges and achieving success. Magie's accolades include the Nobel Entrepreneurial Prize in Mexico, the Small Business Administration's Young Entrepreneur of the Year Award, and West Virginia's Generation Next "40 Under 40" Award.

SPECIALIZED TRAININGS



NURSING HOME ADMINISTRATOR 101

SUNDAY, JULY 13, 2025 | 10:30 A.M. TO 6:00 P.M.

This six-hour training is for new administrators with five years or less experience and is designed to motivate and develop the skills needed to become a great leader and provide valuable networking connections. The training will focus on leadership, financial, legal and regulatory, life safety, survey readiness and quality improvement skills. Hear from long term care leaders as they discuss best practices and tools for the administrator to be successful. Nursing home administrators are responsible for leading the team to ensure regulations are met and quality of care is of the highest standard. This course will provide a foundation for new administrators as well as serve as a good refresher for seasoned administrators. Registration includes lunch, breaks, a resource reference manual and 6 CEUs.

Additional Registration Fee Required.

PRECEPTOR REFRESHER COURSE

WEDNESDAY, JULY 16, 2025 | 3:30 - 5:30 P.M.

Florida Board of Nursing Home Administrator (BNHA) regulations pursuant to 64B10-16.0025(2), FAC, require all Florida Nursing Home Administrators with Preceptor Certification to take a two-hour Preceptor Refresher Course upon license renewal every two years. This course will meet that requirement. If you are considering becoming a Preceptor, this session will also provide an overview to help you understand the needs and expectations of AITs and Preceptors. FHCA's Senior Director of Quality Affairs Deborah Franklin will moderate this session as experts, including current and past members of the BNHA, probable cause panel members and experienced Preceptors, share their knowledge.

Included in all Full, Additional Full, and Wednesday Single Day Registrations.

PRECEPTOR PROVIDER TRAINING

THURSDAY, JULY 17, 2025 | 9:00 A.M. - 3:30 P.M.

This six (6) hour Preceptor Training meets the requirements of 64B10-16.0025(2), FAC. This session will be an interactive training program to qualify attendees to become preceptors and help shape the careers of new long term care administrators. Lunch will be provided.

Additional Registration Fee Required.

SPEAKER SPOTLIGHT

MARTY GRABIJAS, American Health Care Association

PAMELA TRUSCOTT, National Center for Assisted Living

JULIE MORRIS, Aston Health, FHCA President

ROBIN A. BLEIER, RB Health Partners, Inc.

A.C. BURKE, RB Health Partners, Inc.

KENDRA FERRERO, Onyx Health

KAREN GOLDSMITH, FHCA's Regulatory Counsel

CLINTON SLIER, Integrity Health Care Systems, Inc.

ANNE SOSIAK, Agency for Health Care Administration

KIRSTEN ULLMAN, Ullman Bursa Law

HOT TOPICS

Alternative Payment Models

CMS Changes

Data Tracking and
Trending in ALFs

Elopements

Infection Prevention

Life Safety Requirements

Manage Advance Directives

Optimal Behavioral Management
Without Psychotropics

Technology in Memory Care

Understanding Medicaid Eligibility

SPECIAL EVENTS

OPENING SOCIAL: START YOUR ENGINES

SUNDAY, JULY 13 | 6:00 - 7:30 P.M.

Start your engine and catch up with your colleagues and friends at this year's Opening Social. Join us for an exciting evening of music, light appetizers and a complimentary beverage as we rev up for a fantastic experience ahead. All attendees, exhibitors and sponsors are encouraged to attend this event.

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QUALITY AWARD & SCHOLARSHIP CELEBRATION: FUEL YOUR PASSION

TUESDAY, JULY 15 | 4:45 - 5:30 P.M.

Help us celebrate FHCA's outstanding members who received state and national awards this year, along with recipients who earned scholarships from the Education and Development Foundation to advance their long term care careers. All attendees receive a complimentary beverage and light hors d'oeuvres.

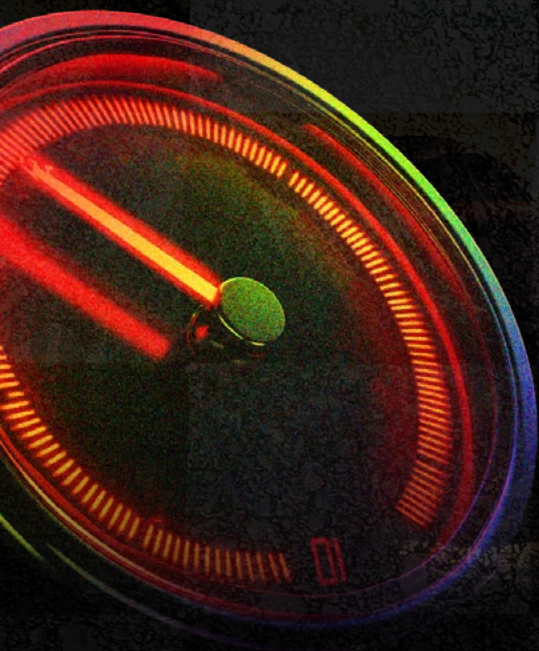
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INDUSTRIES**

CIRCLE OF EXCELLENCE LUNCHEON: ACCELERATING EXCELLENCE & INSTALLATION OF OFFICERS

WEDNESDAY, JULY 16 | 12:00 - 2:00 P.M.

Join us as we celebrate excellence and significant achievements in long term care as FHCA presents the 2025 prestigious Walter M. Johnson, Jr. Circle of Excellence Award and installs the 2025-26 FHCA Board of Directors. This event will also feature Mark Schulman, a World-Renowned drummer for P!NK, Billy Idol, Cher, Stevie Nicks, and many others. He takes audiences behind the curtain and reveals the secrets to rockstars' success.

**SPONSORED BY: MARSH
MCLENNAN AGENCY**



FINISH LINE

Party

FHCA



FUN NIGHT 500

THE GREAT AMERICAN PARTY

WEDNESDAY, JULY 16
7:00 - 10:00 P.M.

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Route 66

All-American Road trip

TRADE SHOW COCKTAIL PARTY & ONLINE AUCTION

MONDAY, JULY 14
5:00 TO 7:00 P.M.

Get your kicks on the iconic Route 66 as you begin your road trip at the Trade Show Cocktail Party. Enjoy light hors d'oeuvres and a complimentary drink while visiting 290+ roadside exhibitor attractions showcasing the best products and services in long term care. Attendees can also enjoy an Online Auction to benefit the FHC PAC.

TRADE SHOW & ONLINE AUCTION

TUESDAY, JULY 15
10:30 A.M. TO 1:30 P.M.

Put the pedal to the metal and head to the Trade Show to receive one (1) CEU when you visit exhibitors for at least 1 hour on Tuesday only. Extraordinary exhibitor prizes will be drawn, and bid high and often at the FHC PAC Online Auction.

TRADE SHOW ACTIVITIES

AMSC SCRATCH-OFFS

Visit the Trade Show for your chance to win big! The AMSC Good Guys will be offering scratch-off tickets so make sure to visit specially-marked booths to win anywhere between \$1 to \$500!

AMSC WINE TOSS

Test your luck and skill at the two FREE AMSC Wine Toss areas for a chance to win wine and spirits.

LUNCH AT THE TRADE SHOW

Cruise on over for lunch at the Filling Station on the Trade Show floor on Tuesday, July 15. Enjoy a discounted lunch while never having to leave the Conference space.



GOLF TOURNAMENT

**MONDAY, JULY 14, 2025 | 7:00 A.M. – 2:00 P.M.
SHINGLE CREEK GOLF CLUB**

Players will enjoy a light breakfast and gift bag upon registration, refreshing beverages and snacks on the golf course and a casual lunch at the Winner's Circle Awards Ceremony. This year's tournament will take place at the Shingle Creek Golf Club, just minutes from The Hyatt Regency Orlando. With every swing you'll help support FHCA's programs to benefit long term care professionals. Proceeds from the FHCA Golf Tournament will support scholarships awarded through the 501c3 FHC Education & Development Foundation.

**REGISTRATION \$200 PER INDIVIDUAL
FEES: \$700 PER FOURSOME**

PLEASE VISIT [FHCACONFERENCE.ORG](https://fhcaconference.org) TO REGISTER FOR THIS YEAR'S GOLF TOURNAMENT.

SPECIAL THANKS TO OUR TOURNAMENT TITLE SPONSOR

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REGISTRATION INFORMATION AND POLICIES

TO REGISTER FOR THE 2025 ANNUAL CONFERENCE & TRADESHOW,

PLEASE VISIT THE FHCA ANNUAL CONFERENCE WEBSITE
AT WWW.FHCACONFERENCE.ORG.

Please read these Registration Policies carefully before you register. Additional policies are detailed online. Most fees are discounted if the registration is received by May 7, 2025. Those who register by this date will be eligible for a prize drawing to win complimentary registration for the 2026 Annual Conference & Trade Show.

CANCELLATIONS: Cancellation and refund requests for registrations must be submitted in writing to eventsupport@fhca.org by June 23, 2025 to be eligible for a refund and are subject to a \$50 cancellation fee. Requests received after this date will not be accepted unless cancellation is due to survey at your facility. Cancellations due to a facility survey will still need to be submitted in writing to eventsupport@fhca.org as soon as possible, and FHCA will refund your registration with exception of a \$50 administrative fee. Please allow up to six (6) weeks, from the date of request, for all refunds to be issued.

NO-SHOWS: Refunds will not be issued to participants who do not attend the Conference and did not cancel their registration prior to Conference unless their attendance was affected by facility survey or other family or business emergency. We ask that no-show requested for registrations be submitted in writing as soon as a decision has been made to eventsupport@fhca.org. Please allow up to six (6) weeks, from the date of request, for all refunds to be issued.

REGISTRATION DEADLINE:

Registrations made after June 23 must be made onsite and will be assessed an additional \$50 onsite fee.

DIETARY REQUESTS: If you have special needs or dietary requests (including Kosher meals), contact Mary Ann Obos at mobos@fhca.org by Monday, June 23.

TRADE SHOW POLICY:

Representatives with nonexhibiting vendor companies are not permitted to purchase a Trade Show only pass, Monday Single Day or Tuesday Single Day Registration. Those considering the purchase of a booth for a future Trade Show should contact Jenny Early at jearyl@fhca.org. Purchasing admission to the Trade Show in no way grants the right to solicit business in any way; that right is reserved exclusively for our exhibitors who have purchased booths. Anyone found violating this policy will be escorted from the Trade Show.

ADDITIONAL EVENT POLICIES:

By registering for the FHCA Annual Conference & Trade Show you are also agreeing to additional event policies located at www.fhcaconference.org. Should you have questions regarding any policy, please contact mobos@fhca.org.



ATTENDEE REGISTRATION FEES

FULL REGISTRATIONS

FULL REGISTRANT (Includes 22 potential CEUs and admission to all Education Sessions, including 3 Mega Sessions, 2 Membership Meetings and Circle of Excellence Award Luncheon & Officer Installation with Keynotes; Preceptor Refresher Program; Opening Social; Trade Show; Quality Award Celebration; Fun Night)

	By May 7	After May 7
FHCA Member	\$525	\$575
Nonmember	\$715	\$765

ADULT GUEST PACKAGE

(Includes Opening Social, Trade Show and Fun Night Tickets)

Adult Guest	\$105
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SINGLE DAY REGISTRATIONS

MONDAY (Includes 25 Education Sessions, including 1 Membership Meeting and Keynote, with 6 potential contact hours. Special Events include Trade Show & Welcome Cocktail Party; Assisted Living Day)

	By May 7	After May 7
FHCA Member	\$170	\$190
Nonmember	\$220	\$240

TUESDAY (Includes 12 Education Sessions, including 1 Mega Session, 1 Membership Meeting and Keynote and Trade Show, with 5.5 potential contact hours. Special Events include Quality Award & Scholarship Celebration)

	By May 7	After May 7
FHCA Member	\$155	\$175
Nonmember	\$205	\$225

WEDNESDAY (Includes 17 Education Sessions, including Preceptor Refresher Course, 1 Mega Session, Circle of Excellence Award Luncheon & Officer Installation and 2 Keynotes, with 7 potential contact hours)

(Single Day Registration does not include a ticket to the Fun Night)

	By May 7	After May 7
FHCA Member	\$170	\$190
Nonmember	\$220	\$240

THURSDAY (Includes 7 Education Sessions, with 3.5 potential contact hours)

	By May 7	After May 7
FHCA Member	\$110	\$130
Nonmember	\$160	\$180

ADDITIONAL EVENTS/FEES

Opening Social Ticket (Sunday)	\$25
Circle of Excellence Award Luncheon Ticket (Wednesday)	\$75
Fun Night Ticket (Wednesday)	\$90
Preceptor Provider Training (Thursday)	\$199

TRADE SHOW (MONDAY AND TUESDAY)

FHCA Member	\$50
Nonmember	\$75

SPECIALIZED TRAININGS NURSING HOME ADMINISTRATOR 101 (SUNDAY)

	By May 7	After May 7
FHCA Member	\$199	\$249
Nonmember	\$249	\$299

PRECEPTOR PROVIDER TRAINING (THURSDAY)

	By May 7	After May 7
FHCA Member	\$199	\$249
Nonmember	\$249	\$299



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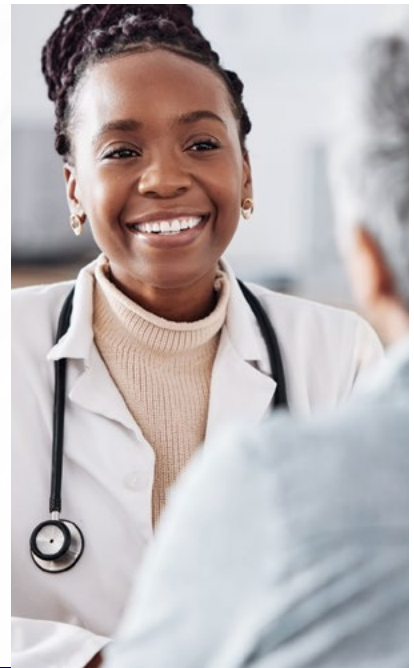
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1. McGarry BE, Grabowski DC. Managed care for long-stay nursing home residents: An evaluation of institutional special needs plans. *AMJC*. 2019; 25(9):400-405.

2. 2023 Member Satisfaction Survey, Optum Consumer Experience Research Program.

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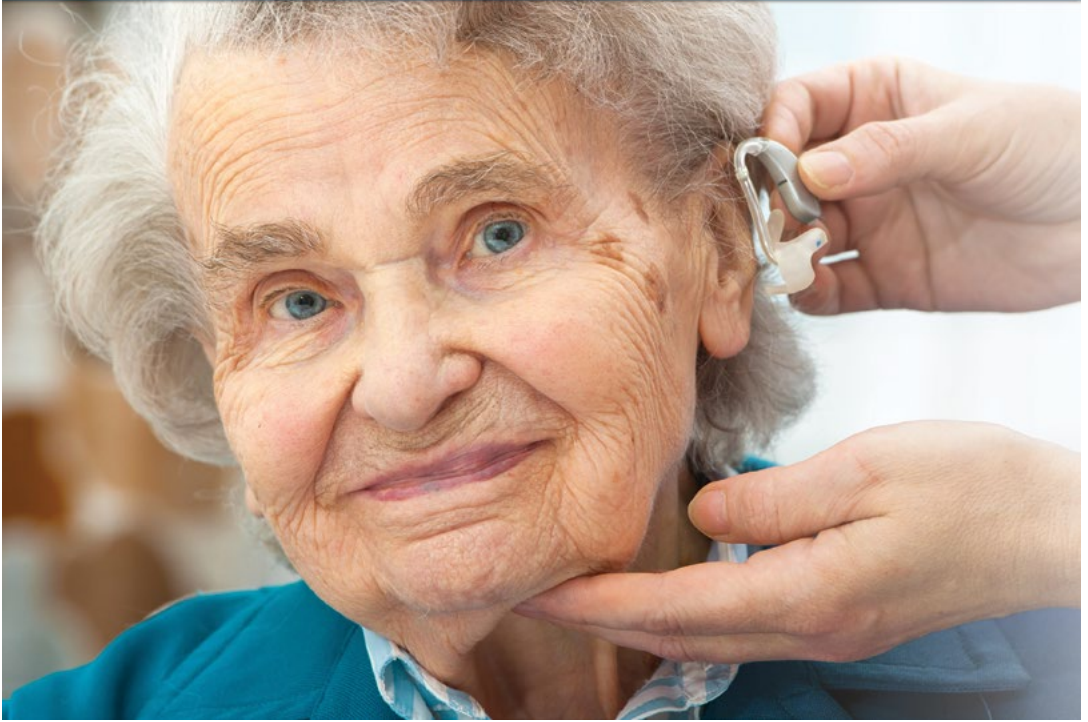
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