


# General Information

	Super-saver fee	Registration fee
	Before March 29	After March 29
Pre-conference (April 26)	\$125	\$150
Full (April 27 - 28)	\$299	\$325
Tuesday, April 27	\$199	\$225
Wednesday, April 28	\$100	\$125

## PRE-CONFERENCE

A pre-conference intensive entitled "HUD Occupancy Update" is being offered this year on Monday, April 26, from 1 – 5 p.m. Our presenter, Mary Ross, is president of Ross Business Development. There is an additional registration fee to attend the pre-conference. You may attend both the pre-conference and the full conference program (add both fees together to get your registration total) or you may attend just the pre-conference intensive, the regular full conference or either day of the conference. So many options for educational opportunities!

The full conference registration fee includes: conference materials, attendance at all sessions, Tuesday lunch and reception, continental breakfast on Tuesday and Wednesday and all refreshment breaks. Register before March 29 and receive the super-saver special! To take advantage of the super-saver conference registration offer, the conference registration form must be faxed or postmarked on or before March 29. Additionally, payment or voucher must be received by April 28 or you will be charged the regular registration fee. Cancellations received up to five business days before the conference dates (April 19) are refundable, less a 25 percent administrative fee. After that, cancellations are subject to the forfeiting of the entire registration fee. Cancellations

must be received in writing, by fax (518-434-4385, attn: Kathy Burke) or by e-mail (kburke@nyahsa.org). Individuals who are registered but do not attend the conference and fail to comply with the cancellation policy will be billed. Substitutions are permitted.

This conference is approved as a HUD and DHCR allowable expense.

## ATTIRE

Due to the relaxed nature of this conference, please come dressed informally and comfortably. Blue jeans are acceptable. Please be aware that meeting room temperatures are difficult to regulate. For your comfort, we recommend dressing in layers and keeping a sweater or jacket available.

## HOTEL ACCOMMODATIONS

All guest rooms at the DoubleTree feature high-speed wireless Internet access (charge), in-room coffeemakers, irons and ironing boards, hair dryers, remote controls and mp3 compatible digital clock radios. Other hotel amenities include an indoor heated pool, an extensive fitness center open 24 hours a day and an expanded business center with complimentary Internet access. The hotel provides complimentary van transportation to and from

Hancock International Airport for registered guests.

## CONFERENCE RATE

Single Occupancy: \$97  
Double Occupancy: \$97

Hotel requests must be received by March 26, 2010  
Check in: 3 p.m.  
Check out: Noon

## PARKING

Complementary parking is available for all conference attendees.

## CONTINUING EDUCATION CREDIT

The Foundation for Long Term Care, the educational affiliate of NYAHS, is a certified sponsor of professional continuing education with the National Association of Boards of Examiners of Long Term Care Administrators (NAB), and has applied for credit through NAB for the one-day educational track on Tuesday, April 27, for marketing professionals in retirement housing and assisted living settings.

Upon verification of hours attended, a certificate of completion will be sent to all Certified Aging Services Professionals (CASP), adult home administrators and individuals requesting one.

If you have a problem that keeps you from attending this conference, call Kathy Gormley at (518) 449-7873, Ext. 114. Perhaps we can help!



*This conference was so helpful. I had so much valuable information to take back with me.*

**Why should you attend this conference? Because you will walk away knowing....**

- *What's new in HUD occupancy*
- *What the future holds for senior housing*
- *The legal ramifications of evictions*
- *The latest in REAC inspection*
- *How to get rid of bed bugs*
- *And a whole lot more...all for a very reasonable fee!*

## TRAVEL DIRECTIONS:

### **Downtown Syracuse to the DoubleTree Hotel:**

Route 690 east to Thompson Road exit, Thompson Road north to Carrier Circle, take Route 298 east ½ mile to DoubleTree, on the left.

### **Hancock International Airport to the DoubleTree Hotel:**

Take Airport Road to Interstate 81 south to NYS Thruway going east, take the NYS Thruway east to Exit 35 (Carrier Circle) to Route 298 east, and take Route 298 east to DoubleTree, on the left.

### **NYS Thruway to the DoubleTree Hotel:**

Take NYS Thruway to Exit 35 (Carrier Circle), go around Carrier Circle (3/4 around) to Route 298 east, and take Route 298 east to DoubleTree, on the left.

### **Interstate 81 North to the DoubleTree Hotel:**

Take Interstate 81 north into Syracuse where it turns into Interstate 481 north, take Interstate 481 north to Exit 7, which is Route 298 west, go down Route 298 west (about 7 miles) to DoubleTree, on the right.

### **Interstate 81 South to the DoubleTree Hotel:**

Take Interstate 81 south to the NYS Thruway, take the NYS Thruway east to Exit 35 (Carrier Circle), go around Carrier Circle (3/4 around) to Route 298 east, and take Route 298 east to DoubleTree, on the left.

# Program

## Monday, April 26

12:30 – 1 p.m.

Pre-conference registration

1 – 5 p.m.

Pre-conference program

(Lunch is NOT included)

There is an additional fee for attending the pre-conference intensive.

### HUD OCCUPANCY UPDATE

Are you ready for all the changes? Regulatory requirements continue to be updated as HUD works to improve the multifamily housing programs. Join Mary Ross to discuss recent changes to HUD requirements including clarifications on TRACS issues, updated MOR information, HUD policy changes and much more. Sample policies, notices and checklists will be included as part of this presentation.

• Mary Ross, CPO, FHC, MORS, Ross Business Development Inc., Kennesaw, GA

## Tuesday, April 27

7:30 – 8:30 a.m.

Registration/Continental breakfast

8:30 – 8:45 a.m.

Welcome

8:45 – 9:45 a.m.

### KEYNOTE ADDRESS: As The World Turns: Senior Living Meets Global Aging With Innovations And Technology

How senior living providers meet the oncoming age wave won't exactly be a soap opera, but the changes it will bring about will definitely be dramatic! Join us on an exciting exploration of the forces driving the need for new models of senior housing and care to meet both the demographic and psychographic needs of an aging U.S. and worldwide population.

Examine examples of unique and state-of-the-art communities for different cultural, niche and special needs populations.

Discover how applications of "Nana" technologies and alternative forms of senior living are being developed for the future.

Unearth the next generation of senior living that will address the issues presented by Global Aging and evolve way beyond one-size-fits-all models.

• Andrew Carle, assistant professor and founding director, Program in Assisted Living/Senior Housing Administration, George Mason University, Fairfax, VA

9:45 – 10 a.m.

Coffee break

10 a.m. – Noon

### CONCURRENT SESSIONS:

#### 1 FEDERAL AND STATE UPDATE

This session will review the national and New York state policy, regulatory and funding updates that impact affordable senior housing. Topics include the HUD budget, the New York state budget, the Section 202 bill, HUD directives, the New York state waiver program, the CLASS Act, and much more.

• Ken Harris, director, The NYAHS Center for Senior Living and Community Services, New York Association of Homes & Services for the Aging, Albany, NY

• Colleen Bloom, associate director for housing operations, American Association of Homes & Services for the Aging, Washington, DC

#### 2 ENTERPRISE INCOME VERIFICATION (EIV) SYSTEM

In order to enhance the income verification process, HUD implemented an improved verification system called the

Enterprise Income Verification System. Not only does HUD provide SSA/SSI income verification, but EIV also shares data with the Department of Health and Human Services databases to provide you with employment, wage and unemployment insurance information. Required by HUD as of January 31, learn all the requirements of implementing the system and how to establish policies to ensure compliant and consistent use of the EIV data.

• Mary Ross, CPO, FHC, MORS, Ross Business Development Inc., Kennesaw, GA

#### 3 LEGAL ISSUES FOR SERVICE COORDINATORS

This session will address issues faced by service coordinators such as eviction and fair housing. Got a question(s) on any other legal issues faced by service coordinators? Write them on the appropriate section of the conference registration form. Questions will be addressed by the presenter at the conference.

• Mark S. Stemm, Esq., Porter Wright, Columbus, OH

12 noon – 1:15 p.m.

Luncheon

1:15 – 2:45 p.m.

### CONCURRENT SESSIONS:

#### 1 CAPITAL NEEDS ASSESSMENT

This workshop will include an overview of the process used to assess HUD Properties for determining what items will require replacement over the next 5, 10, and 20 years, as well as the process for determining what the appropriate replacement reserve will be to ensure that all replacements are properly funded. The workshop will cover the use of HUD forms, processes for estimation of replacement costs and replacement cycles, as well as

proper techniques for updating assessments.

• Scott Precourt, president, US Housing Consultants, Northwood, NH

#### 2 REASONABLE ACCOMMODATIONS AND MODIFICATIONS

We know you understand the basics of fair housing, so we want to discuss one of the most challenging issues facing property managers and service coordinators today. In this session, we will review ways to improve policies surrounding reasonable accommodations/modifications focusing specifically on live-in aides and assistance animals.

• Mary Ross, CPO, FHC, MORS, Ross Business Development Inc., Kennesaw, GA

#### 3 DEMENTIA IN SENIOR HOUSING

As professionals working with people who live in their own apartments, the most important information you can have is an understanding of the early stages and the empathic communication and approach techniques that should be used with residents with early stage dementia. This session will give you valuable tips and techniques to help you use with your residents to make them feel safe and understood.

• Kelly Smith Papa MSN, RN, Director of Education, Research and Dementia Care Consulting Alzheimer's Resource Center of Connecticut, Plantsville, CT

2:45 – 3 p.m.

Refreshment break

“

The entire conference was great! Very informative!

3 – 4:30 p.m.

### CONCURRENT SESSIONS:

#### 1 HUD OCCUPANCY Q & A

Let's get those questions answered! This was so much fun last year; we thought we'd do it again this year! If you have a question about HUD Occupancy issues or Fair Housing, we will research it for you and see if we can provide an answer. In this session, conference participants will have an opportunity to ask questions related to occupancy and operations in a HUD senior community. Mary Ross will draw from 20 years of property management experience, national exposure to industry stakeholders and her work with contract administrators and HUD to provide the answers to questions that puzzle many property management professionals. Questions can be submitted prior to the conference by e-mail (strongly suggested) or at the conference.

• *Mary Ross, CPO, FHC, MORS, Ross Business Development Inc., Kennesaw, GA*

**Got questions? Send them by April 16 to Ken Harris at: [kharris@nyahsa.org](mailto:kharris@nyahsa.org) We will also take questions at the conference.**

#### 2 FINANCING OPTIONS FOR AFFORDABLE SENIOR HOUSING

This session will discuss refinancing opportunities available for the preservation of affordable senior housing including the Low Income Housing Tax Credit program, tax-exempt bond and conventional refinancing. Discussions will include building renovations, green building features, energy efficiency, cultivating resources, community redevelopment and the weatherization program. A special emphasis will be placed on how various financing options could affect daily operations.

• *Steve Weiss, Esq., Cannon Heyman & Weiss, LLP, Buffalo, NY*

#### 3 ELDER ABUSE IN THE COMMUNITY: RECOGNITION, INTERVENTION AND PREVENTION

Victims of elder abuse reside throughout our communities. Most remain hidden or isolated, subjected to domestic violence, physical, emotional or financial mistreatment by their adult children or others.

Designed to meet the unique needs of housing managers and service coordinators, this program will provide a clear explanation of elder abuse and its implications for identification and follow-up in the independent housing setting.

Participants will gain an increased understanding of the causes of elder abuse and how to recognize "red flags" for elder abuse and mistreatment in the community. They will learn techniques to assess and identify victims and persons at risk for elder abuse during the housing application and interview process as well as throughout tenant residency at their facility. They will learn about how to identify resources in their community that can help to protect the victims of elder abuse through collaboration with social service, civil and criminal justice organizations, domestic violence service providers and law enforcement.

Participants will be given training in how to use The Weinberg Center Elder Abuse Screening Tool in their setting. An overview of The Weinberg Center for Elder Abuse Prevention, the first comprehensive center in the nation that provides emergency residential shelter and community services for victims of elder abuse, educational,

training, community awareness and replication programs, will be presented.

• *Joy Solomon, Esq., director and managing attorney, The Harry and Jeanette Weinberg Center for Elder Abuse Prevention at The Hebrew Home at Riverdale, Riverdale, NY*

4:30 – 5:30 p.m.

Networking reception

### Wednesday, April 28 7:15 a.m.

Registration/Deluxe continental breakfast

### CONCURRENT SESSIONS:

1 8 – 9:15 a.m.  
Service coordination networking breakfast

#### 2 7:30 – 9:15 a.m. HUD/HTFC/CGI UPDATE AND NETWORKING BREAKFAST

The networking breakfast offers an opportunity to meet with HUD project coordinators; CGI and Housing Trust Fund Corporation staff followed by a 60-minute panel presentation on what is new with New York state HUD and contract administration. Please write any questions you may have for panelists on the conference registration form.

• *Teresa Bainton, director, NYC and Buffalo Multifamily HUB, U.S. Department of Housing and Urban Development, Buffalo, NY*

• *Lisa Pugliese, supervisory project manager, Multifamily HUB, U.S. Department of Housing and Urban Development, Buffalo, NY*

• *Wayne Willard, program center director, Buffalo Multifamily Asset Management Staff*

• *Leslie Pierce, director of operations, CGI, Albany, NY*

• *Jackie Robotti, project director, HTFC Project Based Section 8 HTFC, Troy, NY*

• *James Van Loan, state manager, CGI, Albany, NY*



9:15 – 10:15 a.m.

### CONCURRENT SESSIONS

1 SMOKE-FREE HOUSING  
Recognizing that secondhand smoke can affect the health and well-being of all residents in a senior housing facility, owners are adopting policies, changing house rules and modifying their lease agreements for the building to go entirely "smoke free." The session will review the options available for HUD property owners in transitioning into a smoke-free building. Firsthand accounts from owners/operators of the hurdles and benefits of the process will be offered.

• *Colleen Bloom, associate director for housing operations, American Association of Homes & Services for the Aging, Washington, DC*

• *Nikki Ferguson, director of housing, Embury Apartments, Inc., Saratoga Springs, NY*

#### 2 HOUSING AND SUPPORTIVE SERVICES: THE FUTURE OF AGING SERVICES

This session will provide an overview of state and federal issues involved with having supportive services available in senior housing settings. Topics discussed will be national best practices, New York state regulations and the benefits and possible hurdles for incorporating supportive services in senior housing. We'll review best practices developed in New York including service coordination, agency partnerships, collaborations, NORCs and other successful programs.

• *Ken Harris, director, The NYAHS Center for Senior Living and Community Services, New York Association of Homes & Services for the Aging, Albany, NY*

## Program, continued

9:15 – 10 a.m.

### 3 HEALTH INSURANCE INFORMATION COUNSELING AND ASSISTANCE PROGRAM

(this program ends at 10 a.m.)

Health Insurance Information Counseling and Assistance Program (HIICAP) is the New York State Health Insurance Assistance Programs (SHIPs) and is located within the New York State Office for the Aging. HIICAP educates the public about Medicare, Medicaid, managed care, EPIC and other health insurance options and issues. HIICAP also provides free unbiased individual counseling to assist Medicare

beneficiaries and their families to choose and use their health insurance wisely.

• *Michelle M. Cinque, NYSOFA intern, HIICAP, Albany, NY*

10 – 10:30 a.m.

Break

10:30 – 11:30 a.m.

### CONCURRENT SESSIONS

(Note different start and ending times of sessions.)

#### 1 UNDERSTANDING REAC INSPECTIONS

The speaking engagement is a “Primer Course” version of our two day seminar on REAC Compliance and UPCS Inspection code violations. This primer course details

the information that is truly important to understanding REAC Inspection, including how the score is determined on REAC Inspections

• *Scott Precourt, president, US Housing Consultants, Northwood, NH*  
• *Moderator: Colleen Bloom, associate director for housing operations, American Association of Homes & Services for the Aging, Washington, DC*

10:30 – 11:30 a.m.

#### 2 HANDLING A BEDBUG INFESTATION: A PROVIDER'S INSIGHT

Hear how one provider confronted a bedbug problem, how they went about developing a plan and strategy

and how they tackled the budget aspect of the program. This session will address the following:

- Review recent cases defining how the courts view the responsibilities of the tenant and the landlord.
- Describe several case studies which exemplify the psychosocial aspects of bedbug infestations. Treatment modalities will be explained.
- Review supplies, materials and tools that can be purchased to assist the managers in establishing control of the problem,

## Attention Marketing Professionals

**New This Year:**  
One-day educational track for professionals responsible for marketing in the retirement housing and assisted living settings

Our conference is expanding to add educational information on marketing your community to give you the edge to be successful.

Whether you're for-profit or non-profit, a start-up or long-established landmark, keeping a fresh flow of well-qualified, highly motivated leads in the pipeline, making them prospects and persuading them to become residents is essential to building and maintaining occupancy levels, meeting your obligations, fulfilling your mission and realizing your vision.

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7:30 – 8:30 a.m.

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8:45 – 9:45 a.m.

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• **Andrew Carle, assistant professor and founding director, Program in Assisted Living/Senior Housing Administration, George Mason University, Fairfax, VA**

measure the success of their program, while dealing with anxieties of housekeeping and care agencies working in your building.

- Susan V. Kayser, partner, Duane Morris LLP, New York, NY
- Clair Gucrette, programs director, St. Margaret's House, New York, NY

**10:15 – 11:45 a.m.**

### **3 THE PROBLEM WITH TOO MUCH STUFF: RECOGNIZING AND RESPONDING TO CLUTTERING AND HOARDING BEHAVIORS**

- Patrick Arbore, Ph.D., director, Institute on Aging, San Francisco, CA

**11:45 a.m. – 12:45 p.m.**  
CLOSING SESSION

### **DEALING WITH ANXIETY IN TODAY'S ENVIRONMENT**

The economy in the past year and a half has severely affected the availability of services for those in need. As you continue to try to meet the needs of your residents to offer them the best possible quality of life, your stress levels increase. At this closing program, Dr. Arbore will address how to handle Anxiety in Today's Environment for Housing professionals working in the current world of limited services.

- Patrick Arbore, Ph.D., director, Institute on Aging, San Francisco, CA

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Great conference!  
See you again next year!



**9:45 – 10:00 a.m.**

Coffee break

**10 a.m. – 4:30 p.m.**

### **Successful Marketing Strategies For Retirement Housing And Assisted Living**

**Noon – 1:15pm**

Lunch

Sales are the lifeblood of a senior housing and assisted living facilities success. In these difficult economic times filling vacancies can be difficult. Keeping a fresh flow of leads in the pipeline and persuading potential residents to become residents is essential to success. Developing successful marketing strategies is essential for fulfilling your mission and realizing your vision for the future.

In this full-day workshop, participants will learn proven

marketing strategies in a stalled market to ensure success. Topics covered will include:

- The current New York state senior housing and assisted living market
- Strategies and tactics affecting sales
- Facility appearance
- Vacant units
- Model and guest apartments
- What seniors want in a retirement community
- Providing market choices
- Market research tools
- Realize the value in effective branding
- Measure your return on investment (ROI) for effective leads

- Methods for higher lead responses
- Steps to ensure success
- Sales staff training and support

For almost 20 years, Christine Wirthwein, as president of Wirthwein Corporation, has focused on senior living marketing through marshalling an array of services for providers to deliver real, workable solutions for every phase of their marketing strategy.

Christine brings unmatched experience in strategic planning, sales, marketing and advertising to her

presentations. Christine began her career in senior living in 1983 and has since worked with over 200 communities to develop marketing strategies.

- Christine Wirthwein, president, Wirthwein Corporation, Senior Living Marketing & Advertising, East Aurora, NY.

**4:30 – 5:30 p.m.**

Networking reception

*Please see the conference brochure for additional information on registration information and fees, hotel information and travel directions. Please register on the conference registration form for this one-day track.*

**“Price Is What You Pay. Value Is What You Get.”**

Warren Buffet

# Conference Registration Form

## NYAHS A ANNUAL CONFERENCE FOR HOUSING PROFESSIONALS | April 26 – 28, 2010

(Please type or print)

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Facility: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_ Is this at work\_\_ or at home\_\_?  
 Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

NYAHS A Member:  Yes  No

Are you a first-time attendee to this conference?  Yes  No

How many years have you been a Housing Manager, Service Coordinator or Marketing professional? \_\_\_\_\_

My question for the HUD Networking Breakfast: \_\_\_\_\_

Who is your HUD Representative? \_\_\_\_\_

My question/s for the HUD/HTFC/CGI program: \_\_\_\_\_

Question(s) you would like to have addressed in the Legal Issues for Service Coordinators Program

(Please check which sessions you plan to attend.)

### MONDAY, APRIL 26

Pre-Conference Intensive

1 – 5 p.m.

- HUD Occupancy Update

### CONCURRENT SESSIONS:

#### TUESDAY, APRIL 27

10 a.m. – Noon

- Federal and State Update  
 OR  
 Enterprise Income Verification (EIV) System  
 OR  
 Legal Issues for Service Coordinators

1:15 – 2:45 p.m.

- Capital Needs Assessment  
 OR  
 Reasonable Accommodations and Modifications  
 OR  
 Dementia in Senior Housing

3 – 4:30 p.m.

- HUD Occupancy Q&A  
 OR  
 Financing Options for Affordable Senior Housing  
 OR  
 Elder Abuse in the Community: Recognition, Intervention and Prevention

### Tuesday, April 27, 10 a.m. – 4:30 p.m.

One day educational track for professionals responsible for marketing in the retirement housing and assisted living settings.

- Successful Marketing Strategies for Retirement Housing and Assisted Living

NOTE: Only this one day track has been submitted to NAB for marketing professionals in retirement housing and assisted living settings.

### CONCURRENT SESSIONS:

#### WEDNESDAY, APRIL 28

8 – 9:15 a.m.

- Service Coordination Networking Breakfast

7:30 – 9:15 a.m.

- HUD/HTFC/CGI Update and Networking Breakfast

9:15 – 10:15 a.m.

- Smoke-Free Housing  
 OR  
 Housing and Supportive Services  
 OR

9:15 – 10 a.m.

- Health Insurance Information Counseling and Assistance Program

10:30 – 11:30 a.m.

- REAC Inspections  
 OR  
 Handling a Bedbug Infestation  
 OR

10:15 – 11:45 a.m.

- The Problem with Too Much Stuff: Cluttering and Hoarding Behaviors

### PROGRAM REGISTRATION FEES:

(Please circle appropriate fee)

	Super-saver fee	Registration fee
	Before	After
	March 29	March 29
Pre-conference (April 26)	\$125	\$150
Full (April 27 - 28)	\$299	\$325
Tuesday, April 27	\$199	\$225
Wednesday, April 28	\$100	\$125

### Meals:

If not specified, a regular meal will be served.

Please check if appropriate:

- Kosher meal  Vegetarian/Low-fat meal

Do you require auxiliary aids/services at this meeting?

- Yes  No

If yes, please specify: \_\_\_\_\_

Payment: Please complete what is applicable to you:

\$ \_\_\_\_\_ Pre-conference fee

\$ \_\_\_\_\_ Full conference fee

\$ \_\_\_\_\_ Daily fee (if applicable)

\$ \_\_\_\_\_ TOTAL amount due

### Payment Method:

- Check  MasterCard  Visa  Discover  AMEX

Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Cardholder's name \_\_\_\_\_  
 (Exactly as appears on card)

Signature: \_\_\_\_\_ Customer code: \_\_\_\_\_

This is the 3-digit number on the back of your credit card near the signature strip.)

Please make check payable to: FLTC, attn: Sandy Kelley  
 150 State Street, Suite 301, Albany, NY 12207-1698  
 Phone (518) 449-7873, Fax (518) 434-4385

# Hotel Registration Form

**NYAHS A ANNUAL CONFERENCE FOR HOUSING PROFESSIONALS | Monday, April 26 – Wednesday, April 28**

Your reservation will be confirmed upon receipt of one night's room and tax or credit card guarantee. Your deposit must be received within 30 days from the date your reservation is made. Advance deposit is refundable if you cancel at least 24 hours before your scheduled arrival date.

Each individual guest must make his/her own reservations by calling the hotel directly at (315) 432-0200 or you may call the national reservation office directly (800) 222-TREE. In order to receive this special rate, guests must identify themselves as attending the NYAHS A/FLTC Housing Conference. Send a check for your deposit, or secure your reservation with a credit card. Please complete the credit card information on this form to authorize your reservation guarantee. This form can also be faxed directly to the DoubleTree Hotel Syracuse at (315) 433-1210.

If individual guests are to be responsible for incidental expenses, the guest will be expected to leave a valid credit card or a cash deposit in the amount of \$25 with the hotel at the time of check-in.

If more than one person will share the room, please include the names of the additional occupants. Check out time is Noon, and rooms may not be available for check in until 3 p.m.

Cancellations must be made by 4 p.m. on the day of arrival to be refunded the room deposit.

## **Reservation Cut-Off Date – March 26, 2010**

Tax-Exempt Status: To qualify as tax-exempt, a tax-exempt form must be presented and payment must be made by company check or corporate credit card with the company name printed on it. All other transactions will be taxable (above rates do not include taxes).

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Sharing room with: \_\_\_\_\_

Arrival date: \_\_\_\_\_ Departure date: \_\_\_\_\_

### **Room Rates:**

\$97 per night plus applicable NYS & occupancy tax, single or double occupancy.

*\*The conference rate may be available prior to and after the conclusion of the conference, based on availability only.*

Please check preferred accommodations:

\_\_\_\_\_ King size bed \_\_\_\_\_ (2) Double beds \_\_\_\_\_ Smoking \_\_\_\_\_ Non-smoking

*The DoubleTree Hotel Syracuse will attempt to accommodate your request; however, at times this may not be possible. We will provide the best available room.*

### **Make check or money order payable to:**

DoubleTree Hotel Syracuse  
6301 Route 298  
East Syracuse, NY 13057

Do not send currency

### **Credit card information:**

I hereby authorize the DoubleTree Hotel Syracuse to guarantee my reservation to the following credit card.

Credit card #: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Expiration date: \_\_\_\_\_

DoubleTree Hotel Syracuse  
6301 State Route 298  
East Syracuse, NY 13057  
(315) 432-0200 § Fax # (315) 433-1210  
Visit our web site at: [www.syracuse.DoubleTree.com](http://www.syracuse.DoubleTree.com)

This conference is sponsored by the New York Association of Homes & Services for the Aging (NYAHSA) and the Foundation for Long Term Care (FLTC), the educational affiliate of NYAHSA.

# Housing Professionals

April 26 -  
April 28

Doubletree Hotel,  
Syracuse, NY

An educational opportunity for **professionals** in **subsidized housing management**, **service coordination** and **marketing** for retirement housing and assisted living.

## NYAHSA Annual Conference for

NYAHSA ANNUAL CONFERENCE  
FOR HOUSING PROFESSIONALS  
April 26-28, 2010  
Doubletree Hotel, Syracuse, NY



New York Association of Homes & Services for the Aging  
150 State Street, Suite 301  
Albany, NY 12207-1698

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