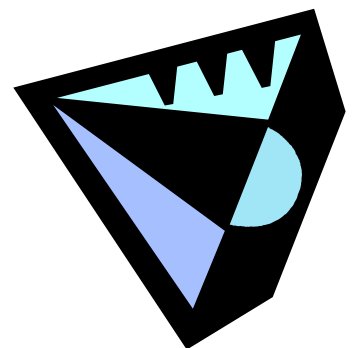


**60th Annual
Convention & Trade Show
November 1—4, 2010
Dallas, Texas**

2010 Call for Presentations
Deadline for Proposals is March 15, 2010

Information for Speakers

The Texas Health Care Association Annual Convention attracts the leaders of the long term care profession of Texas. The convention runs four days and includes a golf tournament, an exhibit hall, THCA committee and council meetings, Nurses Day, Assisted Living Day, Awards Luncheon, keynote session, concurrent break-out sessions, the annual meeting of the House of Delegates, an awards and officer installation banquet, and numerous networking and social events. Educational seminars are offered every day of the convention. This brochure provides you with all the basic information about our Convention and your part in it. You are invited to submit one or more proposals in your area of interest and expertise.



Topics: This year's conference is all about leadership, inspiration and transformation with the outcome being the best quality of life and the best quality of care possible for the individuals who reside in long term care in Texas. THCA-EF strives to offer seminars which are timely and pertinent for post-acute and long term care professionals: including providers of skilled nursing facility, assisted living care, hospice care and specialized rehabilitation.

We are seeking presentations in the following general areas.

- ◆ Leadership and Motivation skills, staff empowerment, management techniques, character development, team building, communication skills, ethics, and conflict resolution,
- ◆ Recruiting, Hiring and Retaining Staff,
- ◆ New or Updated Best Practices for Clinical Care— for Nursing, Social Work, Dietary and more,
- ◆ MDS 3.0 Resident Assessment and RUG-III and RUG-IV for Medicaid and Medicare,
- ◆ Meeting behavioral challenges, stress and pain reduction, dementia care techniques,
- ◆ Resident-Centered Care - NEW Techniques and Successful Approaches and Case Studies,
- ◆ State and Federal Regulations and Legal Issues affecting SNF or AL facilities,
- ◆ Disaster and Pandemic Planning & Recovery,
- ◆ Research and Development related to Quality Measures, Quality Improvement, Demographics, LTC Trends and other clinical as well as administrative initiatives to assess Quality.

Information for Speakers

Style: Presenters should use humor and interactive teaching strategies in their presentations and make every effort to provide inspiration and information to encourage quality care for residents and a positive and inspirational attitude among caregivers.

Audience: Depending on a topic's demand, speakers can expect 25 to 300 attendees at a break-out seminar but the final number will vary. Keynote sessions will attract 500+ attendees. The audience will consist of nursing facility administrators, nurses, owners, assisted living managers, social workers, activity professionals, rehab therapists and other professionals who work in nursing facilities or companies that provide products and services for long term care.

Audio/Visual Equipment: Please indicate all audiovisual equipment needs. Also indicate what equipment you will be bringing for your presentation.

Speaker Expenses: THCA is a non-profit organization operating on a limited budget to bring fine quality education to our members. Speaker expenses are by and large the responsibility of the speaker. When the speaker is representing a business member of the association or a consulting firm, travel expenses are paid by the speaker (or speaker's employer). Honoraria are not paid to speakers representing business members. Travel reimbursement and speaking fees are offered on a very limited basis and are individually negotiated

with speakers.

Speaker Benefits: THCA provides education and networking opportunities in long term care. THCA provides a great opportunity for businesses to meet and mix with key owners, operators, administrators, directors of nursing and other professionals of long term care facilities. Presenting at our seminars offers an excellent opportunity to increase visibility and earn credibility with leaders of the profession. Speakers will be provided with a list of attendees in their seminar. While speakers are encouraged to distribute business cards and written information about their products and services, this cannot be done during educational activity time or inside the room in which the educational session is being held.

Seminar Information

Continuing Education Credits: Seminars will provide continuing education credits for licensed nursing facility administrators, assisted living managers, registered nurses, licensed vocational nurses, social workers, rehabilitation therapists, dietary managers, and other professionals if the topic is appropriate. Continuing education credit will be documented by the Texas Health Care Association - Education Foundation (THCA-EF). THCA-EF will provide all required registration, documentation, record keeping, and certificates. Speakers will provide objectives, content outline, teaching methodology, and qualifications as required for selection and documentation purposes. A set of forms for completion are attached. For your proposal to be considered, please complete and submit the required forms with your proposal.

Length: Seminars are typically scheduled for two or three and a half hours with time built in for breaks and evaluation. A limited number of slots for full-day sessions are also available. Please note that a single educational activity may include multiple speakers. Presentations of an hour or less may be combined with other presentations of closely related topics. THCA-EF staff will communicate with speakers to determine how to best combine and adjust proposals to maximize the quality of the entire presentation.

Content: Content must be educational in nature and may not be used to market specific products or services or be comparable to an "in-service".

Instructional Design: Presenters are requested to use a variety of instructional methods during the seminar to maintain a lively and interesting presentation.

Seminar Marketing: Seminars will be marketed through direct mail, emails, announcements at meetings, newsletters, and other media. Presenters' company names and sponsors will be included in all marketing materials.

Speaker Responsibilities

Speaker Agreement Form: After the selection process is completed, THCA will send you a speaker agreement form and any additional forms related to continuing education documentation. Forms sent will be based on which disciplines are being targeted through your activity and must be completed and submitted to THCA-EF within specified time frames.

Handouts: Speakers must supply handout masters to THCA by October 1, 2010. Handouts should be mailed or e-mailed. Faxed handouts are not accepted. THCA will duplicate and ship handouts to the convention location. **Please note that THCA will be making handouts available online for download by our convention registrants.**

Travel Arrangements: As noted previously, THCA will not be responsible for speaker expenses except in a very limited number of cases. THCA will make hotel reservations for speakers as requested on your speaker agreement. Any travel expenses to be reimbursed to you by THCA must be pre-approved and included on the speaker agreement prepared by THCA.

Information for CE Documentation: The description of your proposed seminar; the target audience; presentation objectives; instructional methods; your biographical data form, your Conflict of Interest Disclosure and the educational documentation form are all gathered as part of the application process to select presentations and develop the convention agenda and brochure. However, additional information may be requested as needed for CE documentation.

Watch your mail: We will send you updated information about the Convention as it becomes available. Please watch your mail for your copy of the registration brochure and other pertinent information.

Process of Selection: The selection of topics and presentations is made by members of the THCA Quality Committee, the THCA Nurse Council, THCA Nurse Planners and THCA staff. The selection process will be completed by the end of April and notification will be made to all selected speakers by the end of May, 2010.

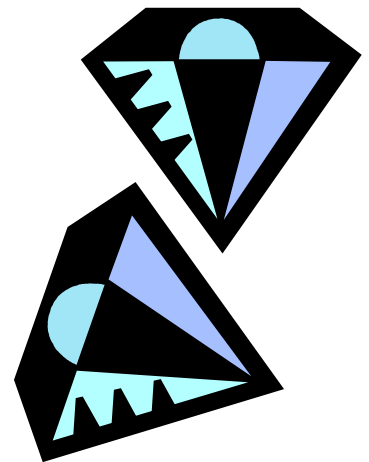
Questions??? Please call Sue Wilson at THCA at 512.458.1257

60th Annual THCA Convention and Tradeshow

Houston, Texas
November 1—4, 2010

THCA Presenter Application Form

Please complete the application form and related attachments and return to: THCA, Attention: Sue Wilson, P. O. Box 4554, Austin, TX 78765; Fax 512/467-9575; or email swilson@txhca.org (Please attach a biographical data form for each presenter.)



Save this application as a word document by downloading it to your computer or disk. Be sure to include your 3 attachments with this document when it is submitted. When your application is 100% complete, submit it as an email attachment to swilson@txhca.org, fax or mail it to THCA. **The deadline for application submittal is March 15, 2010.**

Save these dates and be a part of this year's Texas Health Care Association's 60th Annual Convention & Tradeshow.