

2012 HCLA/LALA ANNUAL CONFERENCE & TRADE SHOW

LEARN
CONNECT
DISCOVER



NOVEMBER 8-9, 2012
CROWNE PLAZA
BATON ROUGE, LA

The 2012 HCLA/LALA Annual Conference & Trade Show will provide your company with an opportunity to **LEARN** about the latest developments in the home care industries, **CONNECT** with other home care professionals, and **DISCOVER** new products and services to enhance patient care and improve your operating performance. Make plans to join us for two days of networking and continuing education. We hope to see you there!



LEARN CONNECT DISCOVER

Register online @ www.hclanet.org

WHO SHOULD ATTEND?

Homecare owners and administrators, DONs, clinicians, marketing and sales staff, home health billers, etc. Anyone else wanting to hear the latest home care information and industry changes! Come to hear the latest and meet with our vendors!

HOTEL INFORMATION

Our conference will be held at the Crowne Plaza Hotel in Baton Rouge, located at 4728 Constitution Avenue. A block of rooms has been reserved at the Crowne Plaza for Wednesday, November 7th through Friday, November 9th. The conference room rate is \$99 per night for single or double occupancy (plus tax). To take advantage of this discount, please call 800-678-4065 and request the group code HCA. You can also make a reservation at www.crowneplaza.com/execcenterbtr. All reservations must be guaranteed with a major credit card.

Reservations at this discounted rate will be accepted on a space-available basis through October 15, 2012.

TRADE SHOW/EXHIBIT SCHEDULE

Representatives of more than 40 companies offering products and services of interest to the home care and assisted living industries will be participating in our annual conference as exhibitors and event sponsors. On Thursday, November 8th, please make plans to join us for an opening night reception with exhibitors from 5:30 to 7:00 p.m. Refreshments will be provided, and a cash bar will be available. The exhibition will continue on Friday, November 9th from 10:00 a.m. to 11:30 a.m. Please make plans to show your appreciation to our exhibitors by joining them for breakfast in the Exhibit Hall.

CONTINUING EDUCATION CREDIT

The HomeCare Association of Louisiana is an approved provider of continuing nursing education by Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation. "Number of credits TBD"

REGISTRATION INSTRUCTIONS

To register and pay with a check, please use the registration form included on page 4. Online registration is available via the HCLA website @ www.hclanet.org for those wishing to pay by credit card or PayPal. Click on the Event Calendar option

under the HCLA Events tab. Look for the 2012 HCLA/LALA Annual Conference HCLA Registration links, and select the desired registration type (two-day registration). You will need to log in using your email as your user ID and password in order to complete the registration. After the first attendee, you can register additional attendees as "guests" (a \$25 discount will be applied to two-day guest registrations after the first attendee). There will be no group registrations due to the discount after one registrant. If you have any problems with the registration system or need assistance creating a user ID and password, please contact Liz Langley in the HCLA office at 337-231-0080.

PAYMENT & CANCELLATION POLICIES

All registration fees must be paid in advance via check, cash or credit card. For registrations after November 2nd, a credit card number will be required to reserve your spot for the conference. **No registrations will be accepted at the door.** Cancellations received by Friday, November 2nd will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after November 2nd or for "no shows." Substitutions are welcome. If possible, please notify us in advance if a substitution will be made so that the change can be made on the name badge. Registration fees and continuing education credits are based on the registrant attending the entire conference sessions for which he/she has registered. Therefore, attendees cannot "share" a registration (i.e., one person attend one day and someone else attend on the second day under a two-day registration).

SPECIAL NEEDS

If you have a disability, require special assistance or have dietary restrictions, please attach a written description of your special needs and return it with your registration form. Every effort will be made to accommodate your request.

QUESTIONS?

If you need additional information, please call the HCLA office at 337-231-0080 or contact **Liz Langley** at liz@hclanet.org.



HCLA CONFERENCE SCHEDULE

THURSDAY, NOVEMBER 8, 2012

7:30 am	Registration Opens	
9:00 am - 9:15 pm	Welcome, Announcements, & Sponsor Recognition	
9:15 am - 10:15 am	Keynote - Session A - "The Freak Factor: Discovering Uniqueness by Amplifying Weakness" Presented by David Rendall	
10:15 am - 10:30 am	Break	
10:30 am - 11:30 am	Session B - "Ingenuity in Patient Education Preventing Rehospitalization through Patient Literacy" Presented by Melissa Stewart	Session C - Federal Health Care Fraud and the Medicare Fraud Strikeforce Presented by Richard Bourgeois
11:30 am - 12:30 pm	Lunch	
12:30 pm - 2:00 pm	Session D - "The Freak Factory: Making People Better by Helping Them Get Worse" Presented by David Rendall	Session E - "ZPIC Audits: Your Proactive and Reactive Plans" Presented by Mary Ellen Conway
2:00 pm - 2:15 pm	Break	
2:15 pm - 3:45 pm	Session F - "Preparing for your Hospital's Vetting Post-Acute Homecare Partner" Presented by Arnie Cisneros & Linda Alexander	Session G - "Your Soon-to-be Mandatory Compliance Plan" Presented by Mary Ellen Conway
3:45 pm - 4:00 pm	Break	
4:00 pm - 5:30 pm	General - Session H - "Accountable Care Organizations and the Role of Home Health in Post-Acute Bundling Models" Presented by Arnie Cisneros & Linda Alexander	
5:30 pm - 7:00 pm	Opening Night Reception	

FRIDAY, NOVEMBER 9, 2012

7:15 am	Registration Opens	
7:45 am - 8:45 am	General - Session I - "Future for Healthcare in Louisiana" - Panel	
8:45 am - 9:00 am	Break	
9:00 am - 10:00 am	Session J - "LaPost-End of Life Care" Presented by Susan Nelson	Session K - "Home Health & the Nursing Workforce" Presented by Cynthia Bienemy
10:00 am - 11:30 am	Brunch	
11:30 am - 12:30 pm	Session L - "Survey and Certification, OASIS State Issues/A New Waiver Opportunities for Care at Home" Presented by Marian Tate, Joyce Erwin, Allison Vuljoin, Robin Wagner	Session M - "Safety for Visiting Homecare Staff-National Survey Results and the Way Forward" Presented by Pam Albers
12:30 pm - 12:45 pm	Break	
12:45 pm - 1:45 pm	Closing - Session N - "2013 Rule for Home Health PPS Sanctions and More" Presented by Richard MacMillan	

HCLA Session Descriptions

Session A - The Freak Factor: Discovering Uniqueness by Flaunting Weakness

Presented by David Rendall

What do you wish you could change about yourself? Are you too loud or too quiet, too hyperactive or too sedentary, too organized or too messy? You get the idea. Most people think that they should find and fix their weaknesses. However, research shows that most of us never make much progress trying to eliminate our worst traits. In fact, your weaknesses are actually the best clue to your strengths. In this funny and counter-intuitive talk, David shows you how to find success and improve performance by starting with your weaknesses — and embracing them rather than trying to deny them.

Session B - Ingenuity in Patient Education - Preventing Rehospitalization Through Patient Literacy

Presented by Melissa Stewart

Imagine the impact on rehospitalizations if patients recalled most of what nurses and doctors teach. Research in patient education has just taken a quantum leap. McGraw Hill is so excited about this new approach to patient education it has published the book in 22 languages. This innovative method of teaching patients has been incorporated into the CMS 9th Scope of Work, and was part of a model that received a national CMS award. Dr. Melissa Stewart's book and presentation on *Practical Patient Literacy* includes her UPPs (Understanding Patient Perception) tool which was included in a CMS' Care Transitions Pilot. Attendees will learn how this model reduced rehospitalization rates with its reliable, robust methodology. Dr. Stewart will also share how we can better understand the patient's emotional state and grieving process while receiving healthcare.

Session C - Federal Health Care Fraud and the Medicare Fraud Strikeforce

Presented by Richard Bourgeois

Health care fraud indictments are all too common across the nation over the past few years. Louisiana has had its own activity recently, first with HME providers and most recently with an October case related to a New Orleans area home health agency. This presentation will include information from US Attorney Don Cazayoux's office related to activity in the Middle District of Louisiana. We will also have a presentation from a defense attorney giving providers an idea of what agency owners and employees can expect if they happen to come across an experience with fraud.

Session D - The Freak Factory: Making People Better by Helping Them Get Worse

Presented by David Rendall

Most current management practices — trying to improve employees' work habits, weaknesses, and attitudes — actually have a counter-productive effect. So how do you get more out of your employees? You start with their flaws — but don't try to improve them. Instead, use them as clues for what they'd be best-suited for doing. David's provocative and counter-intuitive talk will show you how to achieve peak performance—and create a positive, engaged workforce.

Session E - ZPIC Audits: Your Proactive and Reactive Plans

Presented by Mary Ellen Conway

The ZPICs were just one more acronym to learn when Louisiana providers gathered for two presentations on the topic in 2010. Today most agencies in our state are all too familiar with Zone Program Integrity Contractors. Mary Ellen Conway will review the purpose of these audits, share information about the contractors, and the potential consequences of ZPIC audits. She will also address Office of Inspector General's (OIG) work plans, risk areas, common issues auditors are finding, and data elements that providers need to be vigilant about. Lastly, proactive and reactive recommendations, how to submit items and tracking submissions as well as other tips for success will be shared.

HCLA Session Descriptions (continued)

Session F - Preparing for Your Hospital's Vetting the Post-Acute Home Care Partner

Presented by Arnie Cisneros & Linda Alexander

Hospital patients discharged to the community in the future will be part of the Care Transition Program of the ACO model, and the acute care hospital will be responsible for Post-Acute care and costs for 30 days. Many progressive hospitals and health systems will be creating rosters of preferred vendors for Post-Acute care: LTACHs, SNFs, and Home Health will all be involved. What are the desired elements that will play a role in how the vendors are chosen? How can you compete for inclusion in these future care models? What aspects of care management will be the focus for the ACOs? This presentation will outline how one CMS Pioneer ACO Grant Awardee, The Detroit Medical Center, developed a Post-Acute roster of preferred Post-Acute Providers, and created clinical pathway protocols to guide efficient patient movement through the episode and the care continuum.

Session G - Your Soon-to-be-Mandatory Compliance Plan

Presented by Mary Ellen Conway

Mandatory compliance plans have been 'soon-to-be' for some time now. But with the aggressive approach of Health and Human Services over the past two years, in an effort to protect the solvency of the Medicare Trust Fund, a compliance plan is a good investment of time and resources. Mary Ellen Conway will drive that point home with a review of the high profile cases of fraud and abuse in home health and illustrate the impact that a lack of effective monitoring can have on an agency. Ms. Conway will address the positive impact of your compliance plan and lay out the nuts and bolts so you will have immediate take home value.

Session H - Accountable Care Organizations and the Role of Home Health in Post-Acute Bundling

Models - Presented by Arnie Cisneros & Linda Alexander

Accountable Care Organizations (ACOs) are the cornerstone of healthcare reform, mandated by the Patient Protection Affordable Care Act (PPACA), and will reinvent how we manage acute and chronic care in the future. Structural problems with the current American healthcare model increases spending without care improvements, and the ACO model, based on wellness and savings, will re-wire how care programs are developed and delivered. Under today's system, most Providers are accountable to the wrong people, and often for the wrong reasons, with the needs of patients coming last. The ACO incentivizes efficient care that produces savings, and inverts payment structures to focus on clinical outcomes in lieu of traditional volume or fee-for-service coverage.

The Post-Acute Bundling aspect of the ACO seeks to reduce costly hospital readmissions by management of the first 30 days of post-discharge care. LTACH, SNF, and Home Health Providers will participate in the Bundling model, and this will affect how all PART A Medicare patients are managed upon release from acute care episodes. Utilization changes will be seen, clinical content will become competitive, and readmission rates will decline significantly from the levels seen throughout the PPS era. The Detroit Medical Center, a CMS Pioneer ACO Awardee, has developed a post-acute vendor partner roster for acute care patient management. Learn the specifics of how the Bundling model works, and how it will affect ALL post-acute Providers and patients in the future.

Session I - The Future of Healthcare in Louisiana - Panel

This interactive panel discussion will include current and recent past healthcare leaders in Louisiana. The panel will explore the impact of the Affordable Care Act on Louisiana, the impact of Governor Jindal's health policies, and what we can expect over the coming years with Medicaid Managed Care. Health Insurance Exchanges, projects to address issues with dual eligible, and shortages of primary care practitioners will all impact health care in our state. Hear from the experts to better plan your own future.

HCLA Session Descriptions (continued)

Session J - LaPOST – Evidence Based End of Life Care

Presented by Susan Nelson, MD

Baton Rouge Compassionate, quality care at the end of life, especially for those with serious advanced illnesses, has been hard to come by in today's fast pace, poorly orchestrated healthcare environment. Using the Louisiana Physicians Orders for Scope of Treatment (LaPOST) Document and Model of Care, families will be able to enhance the quality of life. The LaPOST document and model of care were created to effectively communicate the wishes of seriously ill patients to have or to limit medical treatment as they move from one care setting to another (e.g., hospital to home/nursing home/assisted living/home health/hospice and vice versa).

Session K - Home Health and the Nursing Work

Presented by Cynthia Bienemy

Home healthcare's nursing workforce is aging, and changing rapidly along with healthcare. What does the data say about Louisiana's home health nurses? How about our state's nursing profession? What will the availability of nurses be in the years ahead? Cynthia Bienemy, PhD, RN, is Director of the Louisiana Center for Nursing Supply. The Louisiana Nurse Practice Act requires that an RN renew his/her license every year, submitting data to the Louisiana State Board of Nursing. Dr. Bienemy will report on the number of nurses licensed in our state, their average age, the various sectors in which they are employed, and how soon they plan to retire. Will the new nurses being licensed every year meet the need for the home health workforce? Dr. Bienemy will share these numbers along with national trends, economic issues that are bringing nurses out of retirement, but still are insufficient to reverse the long term projections of a nursing shortage. How are leaders addressing issues of the nursing shortage? Dr. Bienemy will explore these issues and more.

Session L - Joint Session- DHH-Survey Process/ OASIS, Community Choice Waiver

Presented by Marian Tate, Joyce Erwin, Allison Vuljoin, Robin Wagner

In this joint session we will hear first from Marian Tate, RN, BSN, DHH's Medical Certification Program Manager for Home Health & Hospice, will share with us aspects of the new survey process. She will update us on most frequent survey deficiencies and introduce us to the state's new OASIS Education Coordinator. Then we will hear about the progress of the Community Choice Waiver program, a new approach to addressing care that enhances the skilled care model for a population that is primarily dual eligibles.

Session M - Safety for Visiting Homecare Staff - National Survey Results and the Way Forward

Presented by Pam Albers

When a New Orleans area homecare/hospice nurse was kidnapped and sexually assaulted earlier this year the home care/hospice community was shocked into action. The event brought together leaders from our combined associations for a summit to explore issues around staff safety and wellbeing. A survey of homecare/hospice workers was done to better understand the magnitude and breadth of this issue. Pam Albers, MSW, will present the results of the survey; explore proactive solutions for organizations and individuals to enhance the safety of visiting homecare and hospice staff members. This work is important to us all. This session will be dedicated to our homecare/hospice colleague that endured this traumatic event.

Session N - 2013 PPS Proposed Rule for Home Health: Details of Proposed Changes, Sanctions, Challenges

Presented by Richard MacMillan, RN, JD

This session will highlight the proposed changes and industry impact from Medicare's recently published Home Health PPS Proposed Rule for 2013. Sanctions will be a significant challenge for the provider community. This session will be loaded with important information as providers plan for the coming year.

HCLA Speaker Descriptions

David Rendall, PhD is a speaker, leadership professor, stand-up comedian and endurance athlete. During the last ten years he has spoken to audiences throughout the United States, Africa, Canada, India, Australia and the United Kingdom. His clients include AT&T, GlaxoSmithKline, Tyco International, Jobs Australia, Potash Corp, Duke University and Value Options. Prior to becoming a professor and speaker, he managed nonprofit enterprises that provided employment for people with disabilities. He has more than fifteen years of experience leading people and organizations. David has a doctor of management degree as well as a graduate degree in psychology. His first book was *The Four Factors of Effective Leadership*. His newest book is *The Freak Factor: Discovering Uniqueness by Flaunting Weakness*.

Richard Bourgeois, Deputy Criminal Chief, United States Attorney's Office, Middle District of Louisiana. He then attended law school at Georgetown University in Washington, DC. He received his juris doctor, graduating magna cum laude. Following law school, worked as a litigation associate with Latham and Watkins, handling multi-million dollar civil litigation as well as regulatory matters in Washington, DC. Rich returned to Baton Rouge as an Assistant United States Attorney in the Middle District of Louisiana. He began prosecuting white collar crime cases in 2004, and has been involved in prosecutions involving investment fraud schemes, complex computer crimes, public corruption cases, and health care fraud. His current position is Deputy Criminal Chief, supervising a team of 6 criminal prosecutors. The primary focus of his current position is to oversee his office's handling of all health care fraud related prosecutions.

Melissa Stewart, DNP, RN, is the author of *Practical Patient Literacy: The Medagogy Model*. McGraw Hill thinks so highly of Dr. Stewart's work that the book has been published in 22 languages. Melissa has worked in home health, academia, medical surgical settings, and was a hospital administrator. She completed her Doctorate of Nursing Practice at Case Western Reserve University in Cleveland Ohio and is a Certified Patient Educator. She is the founder of The Organization of Patient Educators and presently serves as Executive Director. She teaches health care professionals how to improve their educational efforts through the utilization of a patient centered approach which is detailed in her conceptual framework – Medagogy. Dr. Stewart's patient literacy work and Understanding Personal Perspective (UPP) tool is presently used in the CMS pilot "Care transitions" through EQ Health Solutions. Dr. Stewart's work led to the American Nurses Association (ANA) making health literacy a major initiative for ANA in the coming years.

Mary Ellen Conway is a nurse health care consultant with over 25 years in management across the health care continuum. As the President of Capital Healthcare Group, LLC, she is known for her special expertise in operations and regulatory compliance issues in the acute care setting as well as in the post-acute arena, from physician practice, home health, hospice, medical equipment, to supplemental staffing and accreditation. Ms. Conway is qualified as a legal expert in home health and has served on the faculty of both Georgetown University and Catholic University's Schools of Nursing. She is a nationally recognized health care speaker and author. She writes a monthly column for Homecare Magazine and is a member of several advisory boards.

Arnie Cisneros, P.T., President of Home Health Strategic Management in Lansing Michigan, has provided clinical services, program development and management consultation in geriatric rehab and home health since 1979. He is renowned for his refinement of clinical delivery mechanisms, the integration of new protocols at the staff level and the adaptation of traditional care philosophies to address current health care initiatives. Arnie presents nationally on utilization review for homecare, best practice adaptation and clinical management for quality outcomes. He authors "Home Health Forum", a bi-weekly column addressing contemporary homecare issues. He is a graduate of The Ohio State University of Physical Therapy.

Susan E. Nelson, MD, FACP, FAAHPM, received her undergraduate degree in Pharmacy from the University of Houston (1979) and her medical degree from the University of Texas Medical School at Houston (1984). She completed her residency in Internal Medicine at UTMSH (1987) and subsequently served as Chief Resident and Assistant Professor in the Department of Internal Medicine. Dr. Nelson is Board Certified in Internal Medicine, Geriatrics, and Hospice and Palliative Medicine. She is a Fellow of the American College of Physicians as well as the American Academy of Hospice and Palliative Medicine. Dr. Nelson is the Medical Director, Senior Services for the Franciscan Missionaries of Our Lady Health System and PACE Baton Rouge. In those roles, she continues to develop PACE in Louisiana and work to improve care for the elderly. She is a member of the Louisiana State Medical Society Council on Public Health, and serves on several workgroups within the Louisiana Department of Health and Hospitals involving care for the elderly.

HCLA Speaker Descriptions

Susan is currently chairing the LaPOST (Louisiana Physician Order for Scope of Treatment) Coalition which has developed a model of care document for patients with life limiting illness. This legislation enacting the use of the document occurred in the 2010 legislature. Dr. Nelson is Medical Director of St. Joseph Hospice and has served as medical director of many long term care facilities in the Baton Rouge area. She was a delegate to the 2005 White House Conference on Aging and a member of the Louisiana Health Care Redesign Collaborative, chairing the Work Group on End of Life Care. Dr. Nelson works with medical students and residents as well as allied health students to enhance their knowledge of geriatric principles.

Cynthia Bienemy became Director of Louisiana Center for Nursing on November 1, 2009. Dr. Bienemy completed her nursing studies at Southeastern Louisiana University (BSN), McNeese State University (MSN) and Southern University and A & M College (PhD). She has been a registered nurse for over 28 years and has experience in nursing practice, nursing education at the undergraduate and graduate levels, nursing research, project planning, funding, and program evaluation.

Marian Tate graduated with a BS from Northwestern State University in 1982. Marian worked at Our Lady of the Lake Regional Medical Center on the Oncology Floor and the Oncology Specialty Care Unit from 1982 until 1997. She worked for a small home health agency from 1997 until it closed in 1998 due to the BBA and all the cuts. Then Marian came to Health Standards in 1998. She started at the Nursing Home Complaint Desk and then moved to the Home Health and Hospice Desk where she is happy to be today.

Robin Wagner, Deputy Assistant Secretary, Office of Aging and Adult Services, Louisiana Department of Health and Hospitals. Robin has worked in the area of gerontology and disability services since 1990 when she obtained her Masters in Social Work with certification in Gerontology from Tulane School of Social Work. She has served as clinical faculty in Gerontology at LSU Medical School and was Assistant Professor at Tulane School of Social Work where she researched and taught in the areas of aging and adult development, policy, and community practice. Prior to her current position as Deputy Assistant Secretary for the Office of Aging and Adult Services, Robin worked in the DHH Office of the Secretary and for the Governor's Office of Disability Affairs on two major federal Systems Change/ Transformation grants designed to shift Louisiana's system of long term care for older adults and people with disabilities away from reliance on institutions towards use of diverse and innovative home and community-based services. Post-Katrina, she was the DHH lead in developing Louisiana's Permanent Supportive Housing program for older adults and people with disabilities, a program which is now providing mainstream affordable housing with supportive services to over 2,000 households in south Louisiana. She is currently responsible for implementation of the Office of Aging's new Community Choices waiver program which was launched October 1st and which will provide a much broader array of community-based services than current Medicaid programs serving older adults in Louisiana.

Pam Albers, LCSW, BACS has worked for many years with survivors of domestic violence and sexual abuse. She has been a community educator, presenting over 200 workshops in the past 5 years on topics such as art assisted trauma therapy, ethics, stress management, and a wide range of topics concerning domestic violence. Ms. Albers has a Masters in Social Work from Tulane University and is on call for hospital emergency rooms as a 'first responder' for sexual and/or domestic assault victims.

Richard A. MacMillan, RN, JD, is Senior Vice President/Senior Counsel, Legislative and Regulatory Affairs for LHC Group since 2007. Richard served many of the state's home care providers as legal counsel in his prior employment with the Gachassin Law Firm. He is a Past-President of the Louisiana Rural Health Association, a member of the American Health Lawyers Compliance Association. Mr. MacMillan served as General Counsel to the HCLA from 1994 to 2007. He is admitted to the Louisiana Bar and the Mississippi Bar. He is also licensed as a Registered Nurse in Mississippi and Louisiana. Mr. MacMillan received his Juris Doctorate from LSU, and a B.S. in Nursing degree from the University of Southern Mississippi.

Conference Registration Form

Registration Fees for HCLA Members

(Only members who are current on their 2012 membership dues are eligible to receive the member discount)

Registration Fees for Non-Members

Two-Day Conference Registration - \$300 for first attendee, \$275 for each additional attendee from the same company

Two-Day Conference Registration - \$400 per person

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Member of:

HomeCare Association of Louisiana

Non-Member

Please list each attendee below. Use additional copies for more than four registrations.

Name: _____ Email: _____

Two-Day Conference Registration - \$300 for members, \$400 non-member

Registration Fee \$ _____

Name: _____ Email: _____

Two-Day Conference Registration - \$275 for members, \$400 non-members

Registration Fee \$ _____

Name: _____ Email: _____

Two-Day Conference Registration \$275 for members, \$400 non-member

Registration Fee \$ _____

Name: _____ Email: _____

Two-Day Conference Registration \$275 for members, \$400 non-member

Registration Fee \$ _____

I/We have read the payment and cancellation policies and agree to comply with these terms. **Please enclose check payable to the HomeCare Association of Louisiana.** You may also register and pay online at www.hclanet.org. **Questions?** Call HCLA at 337-231-0080.

TOTAL ENCLOSED \$ _____

Method of Payment:

Check payable to HCLA

Amex

Discover

MasterCard

Visa

Card No. _____ Expiration Date _____ CSV Code _____

Name on Card _____ Signature _____

Going Green! In an effort to be environmentally responsible, the 2012 HCLA/LALA Annual Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a binder containing the conference schedule, session evaluations, exhibit hall layout and sponsor/exhibitor guide. Session handouts will not be printed and distributed; attendees and exhibitors will have the opportunity to download the session handouts before, during and after the conference from the HCLA website.

Mail registration form and payments to:

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