



American College of Health Care Administrators  
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**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**ACHCA's Winter Marketplace Conference Will  
Chart the Course for LTC Leadership Success**

**Alexandria, VA – August 15, 2013** –The American College of Health Care Administrators (ACHCA) is expecting over 200 long term care professionals to attend the 20<sup>th</sup> Annual Winter Marketplace, November 15-17, 2013 at The Hyatt Regency La Jolla at Aventine in San Diego, California. With more than 40 hours of educational sessions, attendees will have a variety of ways to learn new trends, gather best practices and gain new insights. The conference theme, *Leadership: Charting the Course for Success*, sets the stage for LTC leaders to discover strategies to enhance their leadership skills and improve the long term viability of their organizations.

Keynote speaker Mary Jane Mapes, president and founder of The Aligned Leader Institute, a leadership development organization, and author of *You CAN Teach a Pig to Sing – Create a Great Relationship with Anybody, Anytime, Anywhere*, will reveal the secrets to taking the “pig by the tail.” Through the use of riveting stories, powerful examples, and current research, Ms. Mapes will show attendees why and how to sing in harmony with a ‘PIG’ (Particularly Irritating Guy/Gal) -- all for the purpose of building trust, improving work efficiency, and increasing satisfaction. The keynote presentation will be on Friday, November 15<sup>th</sup>, 8:45 am – 10:15 am.

Plenary speaker Patty Cisco is President of Creative Catalyst and owner of Cisco & Co. She is a nationally recognized creative business coach and consultant. Ms. Cisco helps senior care providers connect with their customers through creative marketing, sales, customer service, and leadership strategies and in return meet their revenue goals. This session will focus on developing creative strategies to build relationships while maintaining a competitive edge. The plenary session, *Stop Marketing, Start Engaging*, will be on Saturday, November 16<sup>th</sup>, 8:30 am – 9:30 am.

In addition, the exhibit marketplace allows attendees to visit with over 15 of the leading long term care product and service companies dedicated to providing the latest solutions to deliver resident care cost-effectively and efficiently.

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's long term care administrators and executives. Focusing on advancing leadership excellence, ACHCA provides professional education and certification to administrators from across the spectrum of long term care. For more information about ACHCA contact the national office at (202) 536-5120 or visit [www.achca.org](http://www.achca.org).

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