

MARKETING CALENDAR

Jan/Feb	Mar/Apr	May/June	Regularly covered topics:
Ad Close: 12/24	Ad Close: 2/12	Ad Close: 4/16	Assisted Living
Materials Due: 12/29	Materials Due: 2/16	Materials Due: 4/20	Care Transitions
<p>Featured Content: Technology Medication Management Facility Operations Risk Management</p>	<p>Featured Content: Memory care Regulatory update Financial management Coding compliance</p>	<p>Leaders of Tomorrow</p>	Continuing Care
<p>Bonus Distribution</p> <p>Senior Living 100 Miami, FL (3/1-3/4)</p>	<p>Bonus Distribution</p> <p>NIC (Regional Symposium) San Diego, CA (3/31-4/2)</p> <p>ACHCA, San Antonio, TX (4/11-4/15)</p> <p>Environments for Aging Conference Baltimore, MD (4/19-4/21)</p> <p>ALFA ,Tampa, FL (5/4-5/7)</p> <p>AANAC , New Orleans (5/6-5/8)</p>	<p>Featured Content: Nursing leadership Staff training Pharmacy</p>	Finance
<p>Bonus Distribution</p>		<p>Bonus Distribution</p> <p>NADONA, Atlanta, GA (6/6 – 6/10)</p> <p>WOCN, San Antonio, TX (6/6 – 6/10))</p> <p>LTPAC HIT, Baltimore (6/21 – 6/23)</p>	Hospice
Ad Close: 6/15	Ad Close: 8/12	Ad Close: 10/15	Infection Control
Materials Due: 6/18	Materials Due: 8/17	Materials Due: 10/19	Legal Issues
<p>Buyers Guide</p>	<p>OPTIMA Award coverage</p>		Medicare/Medicaid Reimbursement
<p>Featured Content: Facility operations Resident care Technology</p>	<p>Featured Content: Designing for care Finance Rehab/Therapy Legal</p>	<p>Featured Content: Infection control Memory care Compliance Wander management</p>	Memory Care
<p>Bonus Distribution</p> <p>Pioneer Network (TBD)</p>	<p>Bonus Distribution</p> <p>LeadingAge, Boston (11/1-11/4)</p> <p>AHCA/NCAL San Antonio, TX (10/4 – 10/7)</p>		Resident Monitoring
			Retirement Communities
			Risk Management
			Safety
			Senior Living Care Models
			Skilled Nursing
			Staffing
			Technology