



78th Annual Convention & Expo

October 27 & 28, 2026

Harrah's Waterfront Conference Center, Atlantic City

***We're looking forward
to seeing you there!***

Facility Prospectus



Conference At-A-Glance

Monday, October 26, 2026

12 noon - 6:30 p.m.	Conference registration open to all for badge pick-up	Outside Vendor Ballroom
7:00 p.m. - 10:00 p.m.	Welcome Back Cocktail Reception - Badge pick-up available. CONFERENCE REGISTRATION IS REQUIRED. All registrants are welcome!	Seven Stars Lounge

Tuesday, October 27, 2026

8:00 a.m.	Registration open to all / Vendor Ballroom open to vendors only	Vendor Ballroom
8:30 a.m. - 10:30 a.m.	Registration, tour of exhibits, continental breakfast	Vendor Ballroom
9:00 a.m. - 10:15 a.m.	DON Roundtable— RESERVATIONS REQUIRED <i>sponsored by PELORUS</i> DON plus one support staff member (ADMINISTRATORS / EXECUTIVE DIRECTORS NOT INCLUDED)	Avalon Ballroom
10:30 a.m. - 12:30 p.m.	Opening Session and Keynote Speaker	Avalon Ballroom
12:30 p.m. - 2:30 p.m.	Tour of exhibits / Vendor luncheon (kosher options available) Complimentary to all registrants	Vendor Ballroom
2:30 p.m. - 3:30 p.m.	Tour of exhibits Vendor prize drawings via HCANJ Passports	Vendor Ballroom Food Court
4:00 p.m.	Facility Owners Briefing	Avalon Ballroom
3:30 p.m. - 5:30 p.m.	Concurrent education sessions	Avalon Ballroom
4:00 p.m.	Registration & Vendor Ballroom closes for the day	Vendor Ballroom
8:00 p.m. - 11:00 p.m.	The Party - hosted by HCANJ & Senior Planning Services CONFERENCE REGISTRATION IS REQUIRED. All registrants are welcome!	Avalon Ballroom pre-function area 2 nd floor

Wednesday, October 28, 2026

7:30 a.m.	Registration open to all Vendor Ballroom open to vendors only	Outside Vendor Ballroom
8 :00 a.m. - 10:00 a.m.	Registration / Tour of exhibits / Continental breakfast	Vendor Ballroom
9:00 a.m. - 11:00 a.m.	Concurrent education sessions	Avalon Ballrooms
11:00 a.m. - 3:00 p.m.	Tour of exhibits / Vendor mixer luncheon	Vendor Ballroom
11:15 a.m. - 12:15 p.m.	Education Session	Avalon Ballrooms
1:15 p.m.	Grand Prize & Final vendor prizes via HCANJ Passports	Vendor Ballroom Food Court
2:00 p.m. - 4:00 p.m.	Education session	Avalon Ballroom
2:30 p.m.	Vendor Ballroom closes & Vendor breakdown to begin	Vendor Ballroom
4:00 p.m.	Conference closes	

Convention Highlights

Reaching Your Vertical Summit



KEYNOTE PRESENTED BY

MANLEY FEINBERG

International Keynote Speaker,
Bestselling Author & Expert
Mountain Climber

OPENING SESSION

Tuesday, October 27th
Opening Session
10:30 a.m. - 12:30 p.m.
Avalon Ballroom

Join us for the
President's
Welcome,
Awards Ceremony,
and the
Keynote Address

DON Roundtable Breakfast

Tuesday, October 27th
9:00 a.m. - 10:15 a.m.
Avalon Ballroom

Compliments of HCANJ Sponsor



Limited seating - Reservations required

Attendance by DONs and one support staff member
(administrators/executive directors not included)

*Looking to take a breather from the convention floor hustle and bustle?
Come relax and gather with colleagues.*



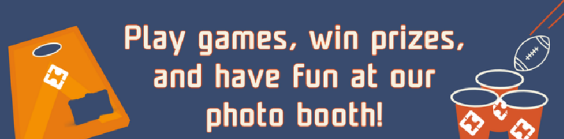
CONTINUOUS TAILGATE

The Ultimate Game Plan Starts Here!

Huddle Up With the Experts!



Play games, win prizes,
and have fun at our
photo booth!





CARNIVAL GAMES!

Step right up
to the **TYPOLOUNGE**

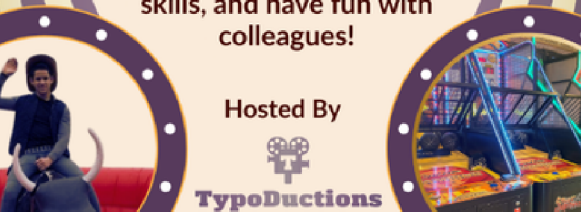
The TypoDuctions space brings you
something new—carnival games!

Swing by to connect, test your
skills, and have fun with
colleagues!

Hosted By



TypoDuctions



Registration Guide

HCANJ MEMBER CENTER

By COB September 25, 2026	\$700
After September 25, 2026	\$800

NON-MEMBER CENTER

By COB September 25, 2026	\$1,800
After September 25, 2026	\$2,300

**Without Exception
Registration Closes October 15**

Your registration includes admission to the convention for up to 14 staff members

Registration is **PER CENTER** for up to 14 staff members. To register, the center must include the completed center badge registration form listing the names, titles & unique/individual email addresses of their employees who will attend. Attendees must be employed at the center for which they are being registered. Companies that own and/or manage more than one company CANNOT register all centers under one company name. Registration will not be accepted without the center registration form and payment in full.

Once registration is received by HCANJ, any badge changes will be subject to a \$50 administrative processing fee per badge change.



Scan QR code for complete rules & regulations or visit:
hcanj.org/facrules

ADMINISTRATOR EDUCATION CONTACT HOURS:

This continuing education program is approved for New Jersey LNHA and CALA by the Health Care Association of New Jersey (HCANJ) and is in compliance with N.J.A.C. 8:34-7.3 to provide licensed nursing home administrator (LNHA) and certified assisted living administrator (CALA) education credits accepted by the Nursing Home Administrators Licensing Board (NHALB). This education activity may only be used for continuing education credit and not to meet academic college credits.

PA and NY credits have been submitted to the State Board of Examiners of Nursing Home Administrators and are pending approval.

In order to receive CEs, you must scan both in and out of each session and complete an electronic evaluation form.

NURSING EDUCATION CONTACT HOURS:



In support of improving patient care, this activity has been planned and implemented by Rutgers Biomedical and Health Sciences and the Health Care Association of New Jersey. Rutgers Biomedical and Health Sciences is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

RUTGERS
BIOMEDICAL AND
HEALTH SCIENCES

Hotel Reservations



Hotel is not included with registration

**Please book inside the HCANJ room block.
DON'T BE SCAMMED by third party vendors looking to book your room for you. Use the codes below.**

Book by phone

(888) 516-2215

8:00 a.m. to 2:00 a.m., seven days a week

Group Name:

Health Care Association of NJ 2026

Group Code: SH10HE6

Note: All callers will be asked for this code, but can also book by saying "Health Care Association."

Book online

Scan QR code or visit

<http://book.passkey.com/go/SH10HE6>



Rates

All room rates are subject to Atlantic City Tourism Promotion fee, currently \$2, New Jersey State Occupancy Fee, currently \$3, Atlantic City Occupancy Surcharge, currently \$2, and a Resort Fee of \$15. Taxes subject to change without notice.

Reservations include a \$5.00 voucher toward self-park, two (2) guest admissions per day to the Fitness Center, (no locker/shower access) basic in-room Wi-Fi for two (2) devices per day, in-room coffeemakers, and all local calls.

Waterfront Tower\$ 89.00

Waterfront Modern Suite.....\$ 299.00

Hotel check-in: 4:00 p.m.

Hotel check-out: 11:00 a.m.

**The room block will be released Friday, October 10, 2026.
Reservations made after October 10 are on a space-availability basis at the current hotel rates.
All room rates include a registration fee to HCANJ.**

PHOTO DISCLAIMER: HCANJ reserves the right to use any photograph taken during the conference without the expressed written permission of those included within the photograph. HCANJ may use the photo in hard-copy or electronically. A person attending a HCANJ event who does not wish to have their image recorded for distribution should make their wishes known in writing to the event organizer at Michelle@hcanj.org prior to the event. By participating in an HCANJ event, you are agreeing to the terms and conditions listed above.



CONFERENCE AGENDA

Tuesday, October 27, 2026

DON Roundtable 9:00 - 10:15 a.m.

Compliments of HCANJ Sponsor, Pelorus



Navigating the Survey Landscape: What Nurse Leaders Need to Know

HCANJ welcomes Kimberly Hansen, Assistant Commissioner of Survey, for an informative look at the evolving survey landscape in long-term care. The session will explore the newly launched CMS Risk-Based Survey process for higher-performing nursing homes, as well as ongoing efforts to streamline and improve the assisted living survey process. Nurse leaders will gain valuable insight into current survey priorities and have a unique opportunity to engage in meaningful dialogue focused on strengthening the survey experience and supporting quality outcomes.

Kimberly Hansen, MSN, RN,

Assistant Commissioner/Acute Care Program Manager Health Facility Survey & Field Operations

1.25 Nursing Contact Hours Submitted ~ Registration REQUIRED

Opening Session 10:30 a.m. - 12:30 p.m.

Welcome & Awards Ceremony

Andrew Aronson

President & CEO, Health Care Association of New Jersey

Keynote Speaker: Manley Feinberg

Manley inspires organizations through edge-of-your-seat stories and powerful leadership lessons to ignite and inspire your team to be committed to your organization and find renewed energy from within.

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Owners Briefing 2:00 - 3:00 p.m.

This meeting is reserved exclusively for facility owners for open discussion of industry issues led by HCANJ President & CEO, Andrew Aronson.

1.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Concurrent Education Sessions 3:30 - 5:30 p.m.

AI & Nursing: Working Smarter, Caring Better – Ethically

Artificial intelligence is rapidly transforming long term care, but its impact on the industry is not entirely new. This session will take a look at the evolution of AI in long-term care and how technology is already influencing the way providers operate and deliver care.

Explore the role of AI in documentation and MDS, PDPM, risk management, revenue, and clinical surveillance, with a focus on how these tools can improve efficiency, support clinical decision-making, identify potential risks, and strengthen financial performance. The session will also look into the future of AI in long term care.

Nelia Adaci, COO, The CHARTS Group

Amanda DiTullio, Regional Director of Clinical Education, Complete Care

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

AI in Your Community: The Secure, Strategic, and Sensible Approach

AI is already finding its way into long-term care—from EHRs and scheduling systems to everyday workplace tools. This practical session will explore where AI can help, where caution is needed, and how to protect resident information.

Attendees will learn what should never be entered into public AI tools and leave with practical resources, including a simple green, yellow, red guide for everyday AI use and key questions to ask before using AI or adopting AI-enabled products. No technical background required to attend this interactive session!

Ross Brouse, President, Continous

2.0 NJ LNHA/CALA CEs approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted



CONFERENCE AGENDA

Wednesday, October 28, 2026

Concurrent Education Sessions

9:00 - 11 a.m.

Meet Your Regulator: State Leaders Discuss the Future of Long Term Care

HCANJ President Andy Aronson will lead an engaging open discussion with invited New Jersey state representatives on the current state of the long-term care sector and its future. The conversation will explore key challenges facing the industry, and the goals and priorities shaping the future of long-term care policy in New Jersey.

Andrew Aronson, President & CEO, HCANJ

Kaylee McGuire, Deputy Commissioner, NJ Department of Human Services

Neil Eicher, Deputy Commissioner, NJ Department of Health

2.0 NJ LNHA/CALA CE approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Communication Is Care: Building Stronger Teams & Better Experiences

Strong communication is essential to building effective teams, improving employee engagement, and creating organizational alignment. This interactive panel will explore common communication challenges across departments, shifts, and teams, including silos and inconsistent messaging.

Through real-world examples and practical discussion, panelists will share strategies to strengthen communication, improve collaboration, and ensure important information reaches the right people at the right time. Attendees will leave with practical ideas they can put to work in their own organizations.

Christina Fleming, Chief Marketing Officer, National Health Care Associates

Panel: Iris Ginolfi, Zlaty Kelin & Moe Rabi

2.0 NJ LNHA/CALA CE approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Education Session

11:15 a.m. - 12:15 p.m.

Food for Thought: Staying Ahead of Dietary Citations

Dietary compliance is a critical component of quality care in long term care. This session will explore the most common dietary citations, what surveyors are looking for, and practical strategies to identify and address potential compliance concerns. Learn how to strengthen dietary practices, reduce risk, and stay ahead of deficiencies while continuing to provide safe, high-quality dining experiences for residents.

Tony Aquilino, Sr Director of Operations, Healthcare Services Group

2.0 NJ LNHA/CALA CE approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Education Session

2:00 - 4:00 p.m.

Know the Trends. Avoid the Tags

Stay ahead of the latest data on the most common deficiencies impacting long-term care. This session will highlight key trends and insights that can influence operations, compliance, and resident care. Learn how to use current data to identify potential areas of risk, strengthen policies and practices, and take proactive steps to avoid deficiencies—including serious citations and Immediate Jeopardy.

Katherine Gursky, Director, Assisted Living

2.0 NJ LNHA/CALA CE approved, PA/NY Pending Approval / 2.0 Nursing Contact Hours Submitted

Stay Connected with HCANJ!

Never miss an event!

Visit our Events Calendar to save the date for upcoming programs, networking, & conferences.

Scan here to go
directly to our
calendar of events.



Prize Drawings

Passport To Prizes Drawings

- Only Passports will be used for prize drawing.
- Visit booths specifically listed on the passport and have the vendor "dot" their company box.
- Visit booths of your choice to have the "Free Spaces" dotted.
- Once completed, write your name and the facility name on the passport and deposit in the tumbler located in the ballroom food court.
- You **MUST** be present to win.
- Daily Passport is valid only for the day indicated on the front of the passport - one per day.

Grand Prize Drawing

- Only registered center administrators/owners are eligible.
- Up to \$5,000 in HCANJ state dues credit for 2026. Awarded dues credit does not include national dues. No cash substitute in lieu of dues credit.

Grand Prize Drawing Rules

- No cash substitute in lieu of awarded prizes.
- All New Jersey long term care centers, whether or not they are currently HCANJ members, are eligible to win, provided that they have paid in full for the 78th Annual Convention and Expo at the time of the drawing.
- Must use entry form specified for the Special Drawing.
- The center owners or administrators/executive directors must be present at the drawing to accept prizes. If the owner or administrator/executive director is not present when their center name is drawn, the center will be disqualified and another center entry form will be drawn.

SHOW MANAGEMENT

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MEMBERSHIP

Deb Mumola

Office Manager, Bookkeeping, Member Services

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(609) 890-8700

CANCELLATIONS/REFUND POLICY HCANJ reserves the right to cancel any program. When HCANJ cancels a program and rescheduling fails, all registration fees are refunded in full with notification. A 50% refund will be offered for cancellations made at least 30 days in advance. After that time, HCANJ regrets that we are unable to offer refunds for canceled registrations or no-shows, nor can we offer credit for future programs. In the event of inclement weather, call the HCANJ office at (609) 890-8700 or visit our website www.hcanj.org for cancellation information.

Special Events

(for registrants only)

A great way to kick-off convention!



Join us for our

Welcome Cocktail Reception

Monday, October 26

7:00 - 10:00 p.m.

Seven Stars Lounge

Sponsored by



**Conference registration is
REQUIRED to attend these events.**



Tuesday, October 27

8:00 - 11:00 p.m.

Avalon Ballroom, pre-function area, 2nd floor

Special thanks to our Co-Hosts:

INCITE
STRATEGIC PARTNERS

Workforce
Solutions



**Facilities must register by COB on September 25, 2026, or incur an increase in fees.
No registrations will be accepted after October 15, 2026.**

(see "Registration Guide")

2026 Annual Sponsors

Platinum



Gold

