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## Convention & Expo Offers Unique General Sessions

AHCA/NCAL Convention

Published: August 31, 2021

[meetings@ahca.org](mailto:meetings@ahca.org)

### ***Speakers Will Share Personal Stories on the Impact of COVID-19***

At this year's [Convention & Expo](#), the Opening and Closing General Sessions will look back on the past 19 months, begin to process the events, and celebrate and lift each other up. Through a series of LED Talks, designed to Lead, Engage, and Discover, speakers will share their own stories of COVID-19, how it impacted them and those around them, how they persevered, and what they learned from their personal experiences.

[Make plans to attend!](#)

LED speakers at Opening General Session include:

**Marlene Cestaro**, *Sub-Acute Manager, Dogwood Unit – Bartley Healthcare (Jackson, NJ)*

Marlene Cestaro is one of the thousands of direct care providers who has worked throughout the pandemic to care for and protect the frail and elderly living in long term care communities across the country. She will tell her story and describe what she learned—how she cared for the sicker residents, how she protected herself and her family, and how the virus personally impacted her life.

**Debbie Meade**, *CEO, Health Management, LLC (Warner Robins, GA)*

**Helen Crunk**, *Executive Director, Pemberly Place Management and Archer Place Medical Clinic (Lincoln, NE)*

Debbie Meade and Helen Crunk both manage buildings within the long term care community, and they are used to making hard decisions. When the COVID-19 pandemic hit, they both had to make some of the hardest decisions of their careers. Hear their stories of why they never second guessed themselves, what lessons they learned, and how they each have adapted their leadership to a world where COVID-19 continues to be present.

**Reginald Hartsfield**, *Owner, Advantage Management Group (Detroit, MI)*

When COVID-19 shook the world in 2020, Reginald Hartsfield worked along with his residents and staff on the front lines. When he tested positive for the virus in April 2020, he had no idea that he was in for the fight of his life – literally. Reggie will share his remarkable story of battling COVID-19 and describe how the experience changed his life. He will also share important lessons that will help us all as we move into the future.

The Closing General Session will feature two powerful LED Talks focused on resilience and the role it plays in securing the future, for both the profession and our residents.

LED speakers at Closing General Session include:

**Phil Fogg**, *President and CEO, Marquis Companies (Portland, OR)*

COVID-19 placed an unprecedented physical, emotional, and financial burden on long term care communities. So many concerns remain, including staffing, census, the uncertainty of the virus, and what tomorrow holds. Despite these obstacles, Phil Fogg has found a way to lift up the leadership and staff within his communities. Learn his strategies for making it through and find out why he believes that the long term care future is bright.

**Rodger Hogan**, *Pastor, Midland Baptist Church (Vinton, VA)*

Rodger Hogan will tell the story of his mother, a resident at Friendship Assisted Living in Roanoke, VA, and how silence impacted his family once the doors were closed to visitors due to COVID-19 restrictions. Learn about his journey to discovering that his mom was not only in the safest place she could be during the pandemic, but that she was in a place that could hear her during the time of forced silence.

The Opening and Closing General Sessions present a unique and powerful opportunity to be back together, to grieve, laugh, cry, remember, honor, and celebrate each other. Don't miss your chance to be part of this amazing experience.

Learn more about the General Sessions and all the events happening this fall from **October 10-13**, and [register](#) today. The Advance Registration deadline is September 24.

[AHCAConvention.org](https://www.AHCAConvention.org)

[NCALConvention.org](https://www.NCALConvention.org)

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