The power has shifted from employers to employees with an improved economy. Business has changed and so have the expectations of employees, which makes the job market more competitive. It’s not just about a paycheck anymore. Successful companies are now putting forth intentional efforts and resources to create an organizational culture where people WANT to work in order to attract and retain talent. Is this one of your challenges, too? If so, join us on April 28 as our presenter Leah Brown discusses the important conversations we need to be having as employers. A critical factor creating more challenges in the workplace is the widening generational gaps. Millennials (workers under 36 years of age) are now the largest generational cohort in the workforce, and they’ll outnumber the Boomers and GenXers combined by 2020.

Program Objectives
• Provide attendees with updated information on generational forces that are shaping the workforce today and beyond
• Provide attendees with the business case for investing in employee recruitment and retention strategies
• Provide attendees with a forum to discuss specific issues with employee recruitment and retention
• Discuss the current situation in Tennessee and what actions might be taken to enhance the quantity and quality of employees

TENTATIVE AGENDA
8:00 – 8:30 a.m. Registration
8:30 – 10:00 a.m. Understanding the Millennial Mindset; Leading the New Workforce: Evolution of Employee Expectations
10:00 – 10:15 a.m. Break
10:15 – 11:30 a.m. Calculating the Business Cost of Turnover
11:30 – 12:45 p.m. Lunch on Your Own
12:45 – 1:45 p.m. New Hire Strategies: Onboarding and Beyond
1:45 – 2:30 p.m. Best Practices for Attracting and Retaining Talent; Communications, Transparency, Employer Branding
2:30 – 2:45 p.m. Break
2:45 – 4:15 p.m. Priority Discussion and Action Planning; Tennessee-specific Discussion with THCA Staff

SPEAKER
Leah Brown has more than 25 years of teaching experience and was named in Louisville Business First as one of 2016’s “20 People to Know in Education and Workforce Development.” As a talent retention expert at Crescendo Strategies, Brown works with organizations to bridge the workplace gaps that are causing unnecessary employee turnover. Brown is a GenXer herself who has raised two Millennial children, so she gets it!

WHO SHOULD ATTEND?
Nursing Home Owners, Administrators, Directors of Nursing, and Human Resources Personnel
DATE AND LOCATION:
April 28, 2017 - Nashville
One Century Place Conference Center
26 Century Boulevard
Nashville, TN 37214 • (615) 872-6400
Lodging: The One Century Place Conference Center does not offer overnight accommodations. Attendees must make their own arrangements. Please contact the nearby Comfort Suites Airport/Opry Mills, 2521 Elm Hill Pike, at 615-391-3919 for a THCA rate of $119.99 plus tax per night for a king bed. A double room is $139.99 per night plus tax. Be sure to mention that you are calling for the THCA rate when you make reservations.

Registration:
Seminar:
Registration:
Early fees:
The first 100 attendees will receive the free book The Millennial Mindset by Cara Silletto, MBA, owner of Crescendo Strategies

Early registration deadline/late fees: Friday, April 21; after this date, add $20 to the registration fee.

Credit: 6.0 Hours NAB/NCERS credit applied for

To register: Complete the form below, detach and mail with payment to THCA, P.O. Box 440548, Nashville, TN, 37244-0548, or fax to (615) 834-2502

THCA reserves the right to cancel any seminar and will make a full refund to registrants in the event of a cancellation. THCA understands that registrants cannot always attend seminars as planned. Therefore, substitutions may be made at any time. If cancellation of a registration is necessary and is received by THCA at least 48 hours before the seminar, a full refund will be made; less than 48 hours, a 50 percent refund will be made. Those who cancel less than 48 hours prior to the seminar and have not paid will be invoiced for 50 percent of the fee. All cancellations must be in writing. Cancellations may be faxed to the THCA office at (615) 834-2502. Registrants who do not attend and who do not cancel will be invoiced for the full seminar fee.

CONTINUING EDUCATION POLICY
THCA education program participants must attend the entire scheduled seminar to receive credit. No partial credit can be given for late arrivals or early departures. Any participant with knowledge of abuse or misuse of the attendance policy should contact THCA or the staff member present and request a form to report the incident. THCA will only accept attendance certificates that are completed and collected onsite at the conclusion of the seminar.

NOTE TO ATTENDEES
Business casual attire is recommended. Room temperature in large meeting spaces is often difficult to control. Please dress appropriately by carrying a light jacket or sweater. If you have special needs (disabilities or dietary restrictions) that require attention in order to attend this event, please notify THCA at least seven days prior to the seminar date.


Look for the Tennessee Health Care Association/Tennessee Center for Assisted Living on Facebook, Twitter and YouTube.