



2025 LCPLFA TENTATIVE SCHEDULE OF EVENTS

February 19-21, 2025 – Tradewinds Resort - St Pete Beach, FL

For Reservations call 800.808.9833 - \$299 includes daily resort services fee.

Wednesday, February 19, 2025

9:00 am – 5:00 pm | Fundamentals of LCPLFA – *Separate Registration Required*®

5:00 pm - 5:30 pm | First Timers/Non-Member Networking Event with LCP Board of Directors

5:30 pm - 7:00 pm | Opening Welcome Reception

Thursday, February 20, 2025

9:00 am – 10:15 am | **Welcome Remarks/Opening Keynote: How to Make a Great First Impression** - *Patti Wood, MA*

10:15 am – 10:45 am | **Networking Break**

10:45 am – 12:15 pm | **General Session 2: Dementia: Brain Health Basics™ & The GUIDE: An Overview of CMS' Model Test Program** - *Kevin James, Dementia Society of America*®

12:00 pm – 1:00 pm | **Networking/Business Meeting Lunch**

1:00 pm – 2:00 pm | **Concurrent Breakout Sessions**

- **Getting the Work Done in Your Life Care Planning Law Firm - The Technology, Case Management, and Paralegal Training Your Firm Needs** - *Audrey Gay Ehrhardt, Practice 42*
- **Collaboration Over Competition: A Mindset Shift for Aging Life Care Professionals** - *Tracy Duhaney, MSc, The Amboseli Group*
- **Marketing an LCP Law Firm: Messaging/Communicating Services Provided by Your Firm into Digestible Soundbites** - *LCPLFA Member Panel facilitated by Laura Nelson, Rothkoff Law Group*

2:00 pm – 2:30 pm | **Break**

2:30 pm – 3:30 pm | **Concurrent Breakout Sessions**

- **2A – Expounding Upon Automation & Customer Relationship Management (CRM)/Metrics** - *Andrew Schierberg, Esq.*
- **2B – The Social Media Playbook: Winning Strategies for Elder Care Law** – *Rebecca Kowalewicz, VP Digital, Clearbridge Branding*
- **2C – VA Pension and Compensation** - *Jami Worley, Esq., Worley Elder Law (invited)*

3:30 pm – 4:00 pm | Break

4:00 pm – 5:00 pm | Concurrent Breakout Sessions

- **3A – Effective Client Intake Best Practices Panel**
- **3B – Trust Administration Logistics & Tips - Eric Eifrig, Esq.**
- **3C - Embodied Labs’ Alzheimer’s Immersive Training Platform – Kreisher Marshall & Associates, LLC**

5:15 pm - 6:30 pm | A Very Special “Don’t Miss” Networking Group Event

7:00 pm – 9:00 pm | Dine-Arounds/Optional Group Event

Friday, February 21, 2025

9:00 am – 10:15 am | General Session 3 - The Mental Health Continuum in Older Adults

During this session Dr. John Brose will help Life Care Planning professionals better understand behavioral health care and equip us with the tools and knowledge necessary to support older adults with mental health issues. In addition to providing an overview of the continuum of mental health issues most frequently found in older adults in long term care centers, assisted living and adult day programs, he will describe how common mental health issues may show up in the behaviors of older adults so we can more clearly understand what is behind them. Essential strategies to address challenging behaviors when they arise, which may require new approaches or a significant change in philosophy, will be discussed and what you can do to adopt an effective behavioral health program.

John Brose, PhD, LP, LMFT, LADC, CEO, Owner, Clinical Director, Associated Clinic of Psychology Minneapolis, MN

10:15 am – 10:45 am | Networking Break

10:45 am – 11:45 am | General Session 4: Embodied Labs’ Alzheimer’s Immersive Training Platform – Kreisher Marshall & Associates, LLC OR ~9 Informal Roundtable

Discussions/UnProgram Sessions* *Facilitated Topics specific to Attorneys, ECCS, Public Benefits, Firm Manager/Marketing and Legal Support Staff*

12:00 pm – 1:00 pm | Networking Lunch

1:00 pm – 2:00 pm | ~9 Informal Roundtable Discussions/UnProgram Sessions*

Facilitated Topics specific to Attorneys, ECCS, Public Benefits, Firm Manager/Marketing and Legal Support Staff

Attorney	ECCS	Public Benefits
Firm Management	Marketing	Legal Support
Other	Other	Other

2:00 pm – 2:15 pm | Break

2:15 pm – 3:00 pm | ~9 Informal Roundtable Discussions/UnProgram Sessions*

Attorney	ECCS	Public Benefits
Firm Management	Marketing	Legal Support
Other	Other	Other

3:00 pm – 3:15 pm | Break

3:15 pm – 4:00 pm | Closing Wrap Up/Lessons Learned General Session

***Topic List:**

ECC New and Ongoing Case Loads; Behavioral Issues in Placements/The Unmet Needs of our Clients; The Ethics with Integrating a Social Worker into a Law Firm; Tips to Fix Medicaid Struggles; Best Practices for Working with Financial Institutions/POAs, Additional Signatures etc; Recruiting/Hiring and Retaining the Right Team; Succession Planning and More...

LCP “ Marketing Magic” – Share Your Biggest Marketing Impact in 2024 ; Digital Marketing 101 – How to strategize your marketing budget and funds, Email Marketing – how to use it and strategize it, Community Networking and Referrals – Building a Referral Network “Everybody Markets” | Reviewing Different Community Events - Marketing to the End User. Mailers and community dinners, Vendor Fairs, Caregiver Events (How do you get people to come to community events and if you do – is it beneficial).

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