



The CapitalCare Foundation presents the 23rd annual
People and Progress Continuing Care Conference
February 4, 5 & 6, 2009
Fantasyland Hotel, Edmonton

January 30, 2009

Creating a caring culture in long term care discussed at conference

Edmonton – Media are invited to join more than 400 people from across Western Canada February 4-6 for the 23rd annual People and Progress Continuing Care Conference. The conference is for professional caregivers as well as volunteers and family caregivers.

This year's theme, *Linking Culture to Care*, emphasizes the importance of creating a workplace culture that supports the mental, physical and spiritual health of the people who live, work, volunteer and visit at continuing care centres.

Conference topics include:

- building the optimal culture for success
- engaging intergenerational differences in the workplace
- adopting a person-centred approach to dementia care
- balancing your life, your work, your family
- managing disruptive behaviours in dementia
- caring at end of life
- resolving conflict with staff, clients and families

The keynote speaker is **David Sheard**, Director of *Dementia Care Matters* and a Training Consultant with the Alzheimer's Society Quality Care Team in the U.K. On February 4, Sheard will give a pre-conference interactive session for elder care providers which explores the concept of person-centred dementia care. He speaks to the main conference Feb. 5.

At the main conference Feb. 5, award-winning author and speaker, **Phil Callaway** gives insights into "Staying sane while caring for those you love." His presentation will inspire both professional and family caregivers. Callaway also speaks to the Volunteer, Auxiliary Family conference taking place Feb. 5 in conjunction with the main conference.

The conference concludes Friday morning with two keynote addresses on the theme of workplace culture. As a managing partner of n-gen, **Adwoa Buahene** partners with clients to design and lead strategic people initiatives that measurably improve workplace performance. Her presentation clarifies how to get, keep, and grow your human capital by responding to the generational identities, and outlines what organizations must do to build an engaged workforce.

Don Bell, a co-founder of WestJet, is widely considered the company's spiritual leader, a "culture guru" who champions teamwork while emphasizing an upbeat mood. Don has compelling messages about people and creating a culture that can help any organization. Charismatic, powerful and real, he will inspire leaders to see the value their people bring to the job every day.

For more information on conference presentations and speakers go to www.capitalcare.net (click on conference).

-30-

Media may contact:

Bernadette DeSantis
CapitalCare Communications
tel.780.448.2425
bernadettesantis@capitalcare.net