MASSACHUSETTS SENIOR CARE ASSOCIATION

2026 ANNUAL MEETING & TRADE SHOW

TUESDAY, NOVEMBER 17, 2026

DCU Center, Worcester, MA

NETWORKING • EDUCATION • TRADE SHOW

Join colleagues from across the Commonwealth for a premier event bringing together providers, policymakers, and industry experts to shape the future of long-term care.

FEATURED SESSIONS • 4 CEUs

Advocating with Clarity: Telling the Story of Caring for Older Adults with Confidence

At a time when Medicaid cuts threaten access to care and public perceptions are too often shaped by misinformation, bias, and negative media coverage, it is more important than ever that providers tell their own story. At the heart of this work are the older adults we serve, the people who care for them, and a mission grounded in dignity, compassion, and humanity. This keynote will help participants use meaningful stories, real experiences, and credible data to communicate the value of long-term care with clarity and confidence – and build trust with families, the media, policymakers, regulators, and the broader community.

Avi Olitzky

Chair's Report and Annual Meeting

Mass Senior Care Board Chair and Alliance Health & Human Services COO, Tom Lavallee, reflects on the past year, highlights key achievements, and conducts the annual business meeting.

Tom Lavallee

State of the Sector

Mass Senior Care President and CEO, Tara Gregorio, delivers a candid look at where the nursing facility sector stands today and what is ahead for the field.

Tara Gregorio

Regulatory Update: AGO & DPH

Get the latest directly from the Attorney General's Office and the Department of Public Health, including a timely update on survey deficiencies and what they mean for your organization. This is your chance to hear regulatory priorities straight from the source and ask questions in real time.

Massachusetts Department of Public Health
DPH

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REGISTRATION FORM

Member Provider/Corporate Office Staff

Registration is on an individual basis

Facility/Company:	
Address:	
City, State, Zip:	
Phone #:	**Fax #:**

Please clearly print name, title, and email address of each attendee.
Confirmations will be sent via email.
Email address may be given to our Member Sponsors & Exhibitors for pre and post show mailings.

	Name of Attendee(s)	Title	Email Address
1.			
2.			
3.			
4.			
5.			

CEUs will be available for Administrators and Nurses
(Application for social work continuing education credits has been submitted.)

Member Registration Fee: $150 per person
Registration fee includes education programs (4 CEUs), continental breakfast, lunch, & trade show.

Non-Member **Registration Fee: $300 per person**

Cancellation Policy: Mass Senior Care must be notified in writing no later than 48 hours prior to the start of the seminar for a refund, minus a $25 processing fee, which will be refunded in the manner in which the payment was made. "No Show" attendees will be billed at the full registration fee. Cancellations should be emailed to info@maseniorcare.org.

Method of Payment: *(Payment must be received prior to attending)*
Credit Card: ☐MasterCard ☐Visa ☐AMEX
Account Number: _____ Exp. Date: _____CID Code (3 or 4 digit): _____
Name on Card: _____
Billing Address (if different than above): _____

Check for $_____ enclosed *(Please make check payable to and mail to: Massachusetts Senior Care Association)*

Please complete and return this form to:
Massachusetts Senior Care Association
PO Box 1657, Easton, MA 02334
Phone: 617-558-0202 Fax: 617-558-3546
Email: LNguyen@maseniorcare.org