63rd Annual Convention

Preserving & Strengthening the Ambulance Safety Net

June 15-17, 2011
Harrah’s Hotel
Lake Tahoe

Registration Information
The California Ambulance Association cordially invites California’s EMS leaders and professionals to join us at the Annual Convention on June 15-17, 2011 at Harrah’s Lake Tahoe in Stateline, Nevada.

This year’s program will feature outstanding speakers and topics, including state-specific issues that will protect and help your ambulance service grow. Please see pages 2-4 in this brochure for a complete schedule and description of all seminars. Please complete the registration form on page 5 to sign-up to attend today!

Please pass this convention brochure and registration information along to your colleagues and personnel.

See you in Tahoe!

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**General Information**

**HARRAHS’ LAKE TAHOE HOTEL**
15 Hwy 50, Stateline, NV 1-800-HARRAHS

Surrounded by the Sierra Nevada Mountains and alpine forests, Harrah’s Lake Tahoe Hotel sits near the beautiful south shore of Lake Tahoe. As impressive as the lake itself, this 18-story hotel features award-winning guest rooms, exceptional restaurants, a magnificent swimming pool, luxurious spa and a first-rate casino. The biggest names in music and comedy make a point to stop at the hottest casino in Lake Tahoe. Enjoy legendary entertainment and performances by big-name stars in the South Shore Room. For more information, access Harrah’s website at www.harrahslaketahoe.com.

**HOTEL RESERVATIONS**

For guest room reservations, please call Harrah’s Lake Tahoe Hotel directly toll-free at (800) 455-4770. Mention group code S06CAAA for the discounted CAA room rates. The discounted CAA rates are: $89.00 plus tax per night for Tuesday-Thursday nights, $129.00 plus tax for Friday night, and $189 plus tax for Saturday night. The deadline to receive the CAA rate on your hotel room is May 15, 2011.

**TRANSPORTATION**

Harrah’s Lake Tahoe Hotel is located on Highway 50 in Stateline, Nevada.

South Tahoe Express provides transportation to/from Reno/Tahoe International Airport. Current ticket prices are $27.00 one-way or $48.00 round-trip for adults. Book online at www.southtahoeexpress.com or call 1-775-325-8944 or toll free at 1-866-89-TAHOE. You may also purchase tickets at their airport office located across from Carousel 5 in the baggage claim area or at the front desk or concierge at Harrah’s.

Travel time to Harrah’s Tahoe Hotel is approximately 1 hour and 45 minutes from the Reno/Tahoe International Airport. Rental cars are also available at the airport.

**CLIMATE & ATTIRE**

Average Lake Tahoe temperatures for June range from the mid 60s to the low 70s. When planning for your trip, please consider that evenings on Lake Tahoe can be quite cool. Attire for the convention is business casual. The Chair’s Banquet is evening business attire.

**CANCELLATION POLICY**

A full refund of convention registration fees shall be made if registration is cancelled in writing by June 1, 2011. If registration is cancelled after June 1, 2011, a 50% cancellation fee will apply. Golf fees are non-refundable if cancelled after June 1, 2011. No refunds or credits will be made for “no shows.”
RAYMOND LIM MEMORIAL GOLF TOURNAMENT

Edgewood Tahoe Golf Course
100 Lake Parkway, Stateline, NV 89449
Golf Shop: 775.588.3566
www.edgewoodtahoe.com

In honor of the CAA’s great friend and colleague, Raymond Lim, a golf tournament will be held at the beautiful Edgewood Golf Course. Set along the beautiful shoreline of Lake Tahoe, Edgewood Tahoe has been a world-class destination for golf and special events since 1968.

Edgewood Tahoe Golf Course is rated by Golf Digest as one of “America’s Top Golf Courses.” Challenging yet fair, the course designed by legendary architect, George Fazio with enhancements by similarly celebrated designer, Tom Fazio, has been the home of the American Century Celebrity Golf Championship for the last 19 years, as well as the host of the U.S. Senior Open and U.S. Public Links.

The golf registration fee includes green and cart fees, tee prizes, lunch, two beverage tickets and one ticket to the Welcome Reception and Dinner which will also be held at the Edgewood Tahoe Golf Course. Please send in your registration form indicating participation in the tournament as soon as possible.

Once again, Leader Industries is sponsoring a “Hole in One” contest – participate in the golf tournament for a chance to win a new ambulance!

Golf fees are not refundable if cancelled after June 1, 2011.

WELCOME RECEPTION & GOLF AWARDS DINNER

This year’s Welcome Reception and Golf Awards Dinner will be held on Wednesday, June 15, 2011 at the beautiful Edgewood Golf Course. Transportation will be provided from Harrah’s.

Other Highlights

CAA MARKET PLACE – Thursday, June 16th

Throughout the day on Thursday, attendees will benefit from opportunities to visit vendors to learn more about products and services related to the ambulance industry. The Passport program is back this year. Check your registration packet for your CAA Market Place Passport. If you have each vendor in the Market Place sign off on your Passport, you will be entered to win a prize! See the registration desk for further details.

CHAIR’S BANQUET – Thursday June 16th

The Annual Chair’s Reception and Banquet promises to be another wonderful event! A reception begins the evening followed by dinner and awards. Evening business attire is suggested. One ticket to the Chair’s Reception and Banquet is included with each full registration. Additional tickets may be purchased separately.

Dates to Remember

HOTEL RESERVATION DEADLINE:

May 15, 2011
Call (800) 455-4770;
use code S06CAAAA when making your hotel reservation

EARLY REGISTRATION DEADLINE:

June 1, 2011
Questions?
Call the CAA toll-free at (877) 276-1410
Wednesday, June 15, 2011

9:00 am – Shotgun Start  
Annual Ray Lim Memorial Golf Tournament  
Edgewood Golf Course

2:00 pm – 5:00 pm  
Registration

5:30 pm – 6:30 pm  
Welcome Reception / Golf Awards  
Edgewood Golf Course

6:30 pm  
“Dinner at the Lake” – Edgewood Golf Course

Thursday, June 16, 2011

7:30 am – 4:00 pm  
Registration

7:30 am – 5:00 pm  
CAA Market Place

7:30 am – 8:30 am  
Continental Breakfast in the CAA Market Place

8:30 am – 9:00 am  
Annual General Membership Meeting

9:00 am – 10:15 am  
California’s Political Landscape  
Greg Lucas  
In more than 25 years of writing about the Capitol, state government and politics, Greg Lucas presents a perspective that won’t be found many other places. Lucas levels his bipartisan wit at Republicans and Democrats and, not infrequently deservedly, at himself. This session will address the California political landscape today and tomorrow, the importance of businesses being engaged in the process and how to survive in the political minority.

10:15 am – 10:45 am  
Break in the CAA Market Place

10:45 am – 12:00 noon  
ACOs and the Medicare Shared Savings (MSS) Program: What Does It Mean for Ambulance Providers?  
Mike Scarano, Foley Lardner, LLC  
ACOs and the MSS are among the centerpieces of health care reform. If successful, they could have a major impact on the way health care is delivered and paid for. Among other things, they will create a new type of payor as well as a comprehensive set of service metrics. This session will explore the implications of these changes for ambulance providers and the opportunities and risks they will bring.

12:00 noon – 1:45 pm  
Opening Lunch

1:45 pm – 3:00 pm  
Challenges and Successes of EMS Entrepreneurs  
Panel Facilitated by Harvey Hall, Hall Ambulance Service, Inc.

Over the years, successful independent ambulance businesses have endured through intense competition, declining reimbursement and a myriad of ever-changing EMS regulations. This facilitated panel discussion will explore the common threads to their success including strategies for achieving organizational effectiveness in key business functions such as quality patient care, employee retention, service growth, public affairs and technology.

3:00 pm – 3:30 pm  
Break in the CAA Market Place

3:30 pm – 4:30 pm  
CAA Strategic Initiatives

This session will provide a progress report regarding the CAA’s Strategic Initiatives:
- Medi-Cal Ground Ambulance Rates – Efforts to generate support for CAA-sponsored SB 359 and an update on current and potential legal challenges.
- Medi-Cal Implementation of HCPCS Codes – The project to streamline Medi-Cal claims processing by converting to Medicare HCPCS codes.
- Chapter 13 Task Force – The EMSA-sponsored task force which is writing state regulations for EMS system management and organization.
- CAA Legislative Update – An overview of the bills the CAA is monitoring in the 2011-2012 CA Legislature.

6:00 pm – 7:00 pm  
Chair’s Reception

7:00 pm – 10:00 pm  
Annual Chair’s Banquet

Join your colleagues to network and celebrate the contributions the association’s members have made to promote industry best practices and to advance excellent pre-hospital care to the people of California. Annual recognition awards will be presented. Evening business attire suggested.
Friday, June 17, 2011

8:30 am – 2:00 pm
Registration

9:00 am – 10:30 am
Using CAAS’ Risk Management & Employee Safety Standards to Improve Your Services & Reduce Costs
Sara McEntee, Executive Director, Commission on Accreditation of Ambulance Services
CAAS standards are designed to help EMS agencies improve organizational performance and decrease risk and liability. Learn how the CAAS standards for safety and risk management can benefit your organization. This session will explain the standards, provide examples of best practices, and help you apply these standards within your own agency. In addition, CAAS will offer an update on the value of accreditation in the competitive bidding process.

10:30 am – 10:45 am
Break

10:45 am – 12:00 pm
Hot Topic
The session will feature a current topic which focuses on our conference theme, “Preserving and Strengthening the Ambulance Safety Net.”

12:15 pm – 1:30 pm
CAA Recognition Lunch
This annual lunch features the presentation of the Annual Safety Awards sponsored by State Compensation Insurance Fund among other awards. The lunch concludes with the CAAPAC Raffle and the Passport Prize Drawing.

1:45 pm – 3:00 pm
Medi-Cal Fiscal Intermediary Transition
Panel: Bonnie Kincaid, CA Department of Health Care Services; Cindy Garrett, HP Enterprise Services; Blanca Castro, ACS
A new fiscal intermediary will be processing all Medi-Cal claims beginning in the fall of 2011. This panel represents the state agency which oversees Medi-Cal, the current intermediary and the new intermediary. Issues addressed by the panel will include the transition timing, computer system conversions, and customer service and claims support processes.

3:00 pm
Adjourn
Keynote Speaker
Greg Lucas

Greg Lucas has been a California political writer and satirist for more than 20 years. He’s leveled his bipartisan wit and humor at both Republicans and Democrats – and, not infrequently, himself.


Greg has spoken to educators, business leaders and numerous trade associations about the good, bad and ugly of California politics. He has also counseled companies on improving their writing and communications. There is plenty of room for improvement.

During 19 years covering the state Capitol for the San Francisco Chronicle, Greg wrote nearly 3,000 articles on everything from presidential politics to the introduction of prune burgers in school cafeterias.

Greg has written about gambling, transportation, health care, growth, education and nearly every DBI – Dull But Important – issue that has confronted public policy makers over the past two decades. His most challenging job, however, was ride operator on Pirates of the Caribbean at Disneyland.

He has a Bachelor’s degree in Communications from Stanford University and a Masters degree in Professional Writing – as opposed to amateurish writing – from the University of Southern California. But he has never let academics stand in the way of his education.

Blanca Castro
Affiliated Computer Services, Inc.

Cindy Garrett
HP Enterprise Services

Harvey Hall
CEO, Hall Ambulance Service

Bonnie Kincaid
CA Department of Health Care Services

Sara McEntee
Executive Director, Commission on Accreditation of Ambulance Services

Chris Micheli
Legislative Advocate, Aprea & Micheli

Mike Scarano
Partner, Foley & Lardner LLP

Brenda Staffan
Executive Director, CA Ambulance Association

Presentations and materials provided by speakers at the CAA Annual Convention are the sole opinion and advice of that speaker and/or presenter and have not been reviewed by the CA Ambulance Association prior to the convention.
FULL REGISTRATION
Full registration features admission to all events on Thursday, June 16th & Friday, June 17th including seminars, all refreshments, lunches, CAA Marketplace, Chair’s Reception and Chair’s Banquet. Full registration does not include Special Events on Wednesday, June 15th (Golf, Welcome Reception & “Dinner at the Lake”).

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<th>CAA Members</th>
<th>Non-Members</th>
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<td><strong>On or Before June 1, 2011:</strong></td>
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<td>Qty. _____ @ $445 each = $_________ Total A-1</td>
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<td><strong>After June 1, 2011:</strong></td>
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<td>Qty. _____ @ $495 each = $_________ Total A-3</td>
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MEALS REGISTRATION
All meals are included in full registration, however, tickets can also be purchased on an individual basis:

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<td><strong>Guest Tickets – CAA Members</strong></td>
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<td>Opening Lunch (6/16/11):</td>
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<td>Qty. _____ @ $40 each = $_________ Total M-1</td>
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<td>Chair’s Reception/Banquet (6/16/11):</td>
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<td>Qty. _____ @ $80 each = $_________ Total M-2</td>
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<td>Recognition Lunch (6/17/11):</td>
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<td><strong>Guest Tickets – Non-Members</strong></td>
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<td>Chair’s Reception/Banquet (6/16/11):</td>
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<td>Qty. _____ @ $160 each = $_________ Total M-2</td>
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SPECIAL EVENT REGISTRATION (separate fee required)
Golf registration includes: green fees, lunch, 1/2 cart, refreshments, tee prize, Reception and Golf Awards Dinner. Golf fees are non-refundable if cancelled after June 1, 2011. No refunds will be made for “no shows.”

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<td><strong>Raymond Lim Memorial Golf Tournament (6/15/11):</strong></td>
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<td>Qty. _____ @ $215 each = $_________ Total S-1</td>
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<td><strong>Golf Awards Dinner (6/15/11):</strong></td>
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<td>Qty. _____ @ $60 each = $_________ Total S-2</td>
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<td><strong>Raymond Lim Memorial Golf Tournament (6/15/11):</strong></td>
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<td>Qty. _____ @ $430 each = $_________ Total S-1</td>
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<td><strong>Golf Awards Dinner (6/15/11):</strong></td>
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<td>Qty. _____ @ $120 each = $_________ Total S-2</td>
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Please print or type all attendee names (even if they’re only attending social functions) as they should appear on each name badge. Indicate the type of registration for each person (A-1, A-2, etc.) and the social activities each person will attend (S-1, S-2, etc.):

Attendee Name | E-mail | Type (A-1, S-1, etc)
---------------|-------|---------------------

METHOD OF PAYMENT
- [ ] Check Payable to California Ambulance Association
- [ ] MasterCard  [ ] Visa  [ ] American Express

Card # _____ CID # _____ Exp. Date _____

Signature _____

Send completed form to: CAA
2520 Venture Oaks Way, Suite 150  •  Sacramento, CA 95833
(877) 276-1410  •  Fax: (916) 924-7323  •  kingersoll@the-caa.org