



2011 Skilled Nursing Investment Forum • March 8-10, 2011 • Hyatt Regency Century Plaza Hotel
Charting the Future in the Midst of Fiscal Uncertainty

Wednesday, March 9, 12:00 p.m. – 1:45 p.m. – Los Angeles Room

SPEAKER BIOS



	<p>Brian Fortune (Moderator)</p> <p>Chief Political Strategist Marwood Group 1025 Connecticut Avenue NW Washington, DC 20036 Phone: (202) 465-7298 Email: bfortune@marwoodgroup.com</p>	<p>Brian Fortune is the Marwood Group's Political Strategist and a Managing Director of its healthcare research group. Before joining the Marwood Group in 2002, Mr. Fortune served as the Staff Director of the House Republican Leadership's policy analysis division, where he worked closely with the senior staff of all House committees, focusing particularly on Ways & Means, Energy & Commerce, and Appropriations. During his tenure on Capitol Hill, Mr. Fortune worked on many Medicare and other healthcare initiatives including the Balanced Budget Act of 1997, the Health Insurance Portability and Accountability Act (HIPAA), and the Medicare, Medicaid and SCHIP Benefits Improvement and Protection Act of 2000 as well as early versions of prescription drug legislation. Mr. Fortune is a graduate of Oregon State University. He holds the FINRA Series 7, 65, 86 and 87 securities licenses.</p>
	<p>James H. Gomez</p> <p>CEO/President California Association of Health Facilities 2201 K Street Sacramento, CA 95816 Phone: (916) 441-6400 Fax: (906) 441-6441 Email: jgomez@cahf.org Assistant: Molly Gartman Email: mgartman@cahf.org</p>	<p>As CEO and President of the California Association of Health Facilities, James H. Gomez leads the primary organization of long-term care professionals in California and the largest statewide organization of its kind in the nation. With a staff of 35, his job is to ensure that the caregivers at 1,300 skilled-nursing, intermediate-care and developmental-services facilities in California have their voices heard in the Legislature and among government regulators and fellow stakeholders. Under Jim, CAHF staff keeps members informed with financial, legislative and legal analysis, and, through CAHF's Quality Care Health Foundation, the Association provides educational seminars and scholarships to caregivers throughout the state. Jim serves on the California Board of Directors of the Health Services Advisory Group, Inc., California's Medicare quality-improvement organization. Jim served two years as Chair of the Board of Directors of Lumetra, California's former Medicare quality-improvement organization – the first non-physician to fill that role in Lumetra's 24-year history. Jim's outstanding reputation in governmental circles grew out of his 30-plus years of leadership experience, including service as Chief Operating Officer of CalPERS, Director of the state Department of Corrections and other high-level government posts.</p>




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	<p>Mark Parkinson President & CEO, AHCA/NCAL and former Governor of Kansas 1201 L Street NW Washington, DC 20005 Phone: (202) 898-6324 Fax: (202) 842-3860 Assistant: Carole Jones Email: cjones@ahca.org</p>	<p>The Honorable Mark Parkinson is the president and chief executive officer of the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL), which represents more than 11,000 for- and not-for-profit nursing homes, assisted living residences, and facilities for the care of people with mental retardation and developmental disabilities. Before leading AHCA/NCAL, the native Kansan was a successful businessman, state legislator, and most recently served as the 45th Governor of the State of Kansas. A <i>summa cum laude</i> graduate of Wichita State University, Parkinson finished first in his class from the University of Kansas School of Law in 1984 before forming his own private practice law firm in 1986. In 1990, Parkinson was elected to the Kansas House of Representatives; two years later he was elected to the Kansas Senate. While serving in the state legislature, Parkinson earned a reputation for bridging party lines. In 1996, Parkinson focused on a new passion—helping to enhance seniors’ quality of life by providing first-class elder care facilities. An owner and operator for more than 15 years, Parkinson helped to develop ten facilities in Kansas and Missouri. His experience as founder, developer, and CEO of facilities offering skilled nursing care, assisted living, and dementia-related care has given Parkinson a perspective that spans the continuum of care. His vision also helped to earn national recognition for the design of one of his assisted living facilities, and the title of “Outstanding Business in Northeast Johnson County” for his company. Next, the successful businessman and former state legislator returned to the state capital, joining The Honorable Kathleen Sebelius as her Lieutenant Governor in 2006. Three years later, Parkinson was sworn in as Governor of Kansas when Sebelius was selected to serve as U.S. Secretary of Health & Human Services. Under his leadership, Kansas developed a comprehensive energy policy and a ten-year transportation plan for maintaining the state’s infrastructure. Citing his bipartisan support and ability to move the state forward even in challenging economic times, the <i>Topeka Capital Journal</i> named Parkinson “Kansan of the Year” in 2009. Married for more than 27 years, Mark and Stacy Parkinson are the parents of three children – Alex, Sam and Kit – and active in community and charitable organizations. From his hands on work at the facility level to his experience in the State Legislature, the former Governor of Kansas is uniquely qualified to take on the challenges of addressing myriad health policy issues while guiding the nation’s largest association of long term and post-acute health care providers toward the future.</p>
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sponsored by:

	<p>Alan G. Rosenbloom</p> <p>The Alliance for Quality Nursing Home Care 1350 Connecticut Ave NW Suite 900 Washington, DC 20036 Phone: (202) 459-6310 Email: arosenbloom@aqnhc.org</p>	<p>Alan G. Rosenbloom is President of the Alliance for Quality Nursing Home Care in Washington, DC. The Alliance includes 16 of the largest long term care provider companies in America, all of which offer skilled nursing facility care and services as a core business. The Alliance companies care for more than 300,000 people each year in more than 1800 nursing facilities in 47 states. The Alliance concentrates its activities on advocacy and public policy and is a leader among provider organizations in shaping the long term care delivery system for the nation's future. Before joining the Alliance in January 2006, Mr. Rosenbloom served as President and CEO of the Pennsylvania Health Care Association in Harrisburg, Pennsylvania. He previously served in several capacities with the American Association of Homes and Services for the Aging in Washington, D.C, and as a partner in two Philadelphia-based law firms, where he limited his practice to health care law. Mr. Rosenbloom has held various community service positions and has taught as an Adjunct Professor of Health Care Law and Ethics at St. Joseph's University and Eastern College. Mr. Rosenbloom received a B.A. <i>summa cum laude</i> from the University of Massachusetts and a J.D. from the University of Pennsylvania, where he served as Associate Editor of <u>The Law Review</u>. He also studied public policy analysis at the Wharton School. He has had extensive public speaking experience during his more than 20 year professional career.</p>
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