Massachusetts Council of Activity Professionals - MassCAP
MassCAP
PO Box 1657
Easton, MA 02334
Tel 617-558-0202  Fax 617-558-3546
www.masscapbelong.com

# MassCAP 2026 Conference

## October 14 – 15, 2026

## Hotel 1620 Plymouth Harbor
## 180 Water Street
## Plymouth, MA 02360
## (508) 747-4900

*"Activity Professional…Oceans of Possibilities"*

**MassCAP – Celebrating 51 years as your State Organization!**

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# MassCAP 2026 Conference Schedule
# "Activity Professionals…Ocean of Possibilities"

## Wednesday, October 14th – (3.0 Contact Hours available)

**5:00pm – 6:00pm Registration** (Outside Mayflower Ballroom)
**Welcome/ Vendor Viewing/ Hors d'oeuvres** & Cash Bar

**6:00pm -9:00pm "From Broken to Beautiful: Finding Magic and Calm in Sea Glass"- Anne Cabral, LNHA, LSW, CDP, CDPT, CADDCT, CMCCPT, CMDCP, ABA, M Ed, C.A.G.S., BC-AC** (Ballroom: Mayflower)
Step away from every day and immerse yourself in an inspiring, hands-on experience where creativity meets purpose. Create a one-of-a-kind sea glass keepsake while discovering how simple, adaptable activity can engage residents of all ability levels, including those living with dementia. You'll leave with practical ideas you can implement immediately, renewed energy, fresh inspiration, and a reminder that even the smallest moments can spark joy, connection, and purpose. Come create, connect, and discover an ocean of possibilities!

**PLEASE NOTE:**
**Dinner on Wednesday is not being provided. Hors d'oeuvres & Cash Bar will be available to attendees. Please plan accordingly as outside food cannot be brought into the hotel.**
**The hotel has many restaurants and shopping venues nearby.**

*** Session rooms are often air conditioned. Please remember to bring a sweater.**

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# MassCAP 2026 Conference Schedule
# "Activity Professionals…Oceans of Possibilities"

## Thursday, October 15th – (8.0 Contact Hours – available)

**7:30 - 8:00am** **Registration** (for Thursday only attendees – those attending both days do not need to register on the second day) (Outside the Mayflower Ballroom)

**8:00am-8:30am** Mass**CAP Welcome/Business Meeting/Vendor Viewing**

**8:30am-10:00am (1.5 contact hour) Opening Speaker:**
**Celebrate Joy, Happiness and Humor" by Dr. Steve Sobel**
(Ballroom: Mayflower)
Dr. Sobel will present an uplifting and interactive program designed to promote joy, laughter and well-being. Dr. Sobel is the author of "The Good times Handbook- Your Guide to Positive Living and Exciting Life" and has been profiled on INSIDE Edition, The Boston Globe, etc. He believes that "boring presentations are truly slow forms of torture".

**10:00am-11:30am (1.5 contact hour) "From Engagement to Occupancy: The Marketing Power of the Recreation/Activity Department" by Cheryl Perry, ADC, CDP, Certified Level II Reiki Practitioner, Director of Community Marketing** (Ballroom: Mayflower)
Discover how a dynamic recreation/activity department can become one of your facility's most powerful marketing tools. This session will explore how meaningful engagement, innovative programming, community partnerships, social media and memorable events enhance quality of life while attracting prospective residents, families, referral sources and employees. Learn practical strategies to showcase your department's impact, strengthen your facility's reputation, and help drive occupancy through authentic stories and exceptional experiences.

**11:30am-12:00pm Break/Vendor Viewing**

## MassCAP 2026 Conference Schedule (Continued)

### Thursday, October 15th – (8.0 Contact Hours – available)

**12:00pm-2:00pm (2.0 contact hours) Lunch/ "Vendor Spotlight" Anne Cabral, LNHA, LSW, CDP, CDPT, CADDCT, CMCCPT, ABA, M Ed, C.A.G.S , BC-AC, MassCAP Vice President and the Vendors** (Ballroom: Mayflower)
In this two-contact hour presentation, the vendors will be given a brief time to highlight their services and/or products. Participants will learn about any new and innovative ideas or products offered by the vendors.

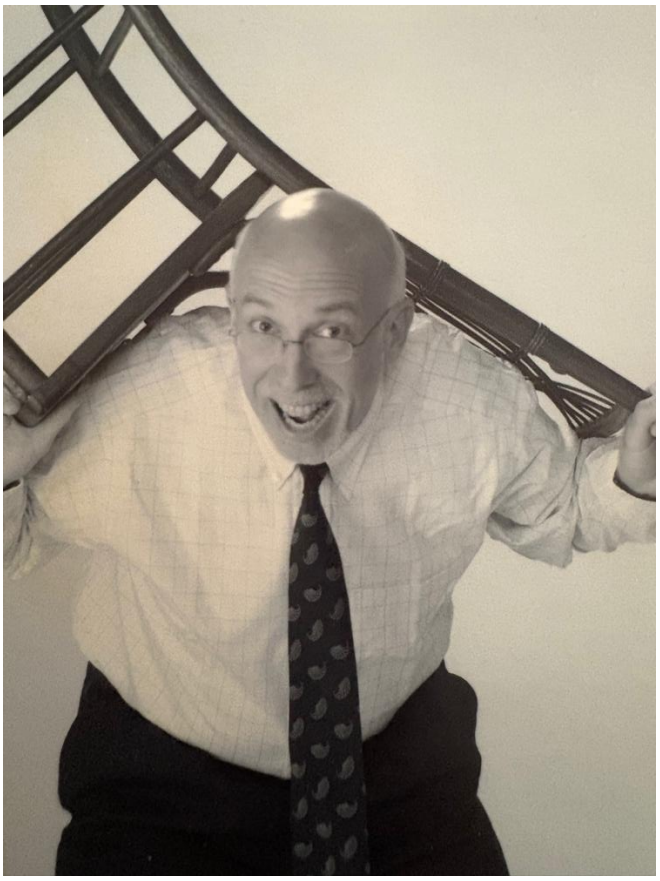
**2:00pm-3:30pm (1.5 contact hour) "Dancing With Wolves- How to Deal Superbly and Creatively With Difficult People!" Dr. Steve Sobel** (Ballroom: Mayflower) A fast moving and highly enjoyable presentation that will allow you on a daily basis to deal effectively with people who can be challenging to deal with. Learn what are the most effective strategies for dealing with the "Wolves" who can make life miserable for you at work and at home. An essential program for taking control of your life!

**3:30pm-5:00pm (1.5 contact hour) "Developing Successful Out -of -the -Box Activity Programs"** Sandra Sarza, LNHA, ACC/EDU, CADDCT, CMDC, MassCAP President and the MassCAP Board (Ballroom: Mayflower)
In this session the MassCAP Board and attendees will share out-of-the-box group programs and ideas. Some out these programs will be demonstrated, and program descriptions will be shared.

CAP
The Massachusetts Council of Activity Professionals

# Opening Speaker

## Dr. Steve Sobel
## Speaker, Author & Humorist



**"Ever Feel the Weight of the World on Your Shoulders? Let Dr. Sobel provide the humor, inspiration & resilience to relieve your stress!!**

Hotel Information:

**Hotel 1620 Plymouth Harbor**

**180 Water Street**

**Plymouth, MA 02360**

**1-508-747-4900**

**When booking refer to the MassCAP Conference group to secure your room for $149.00+ tax (Destination fee will be waived)**

**Online Reservations may be made on www.hotel1620.com and enter the GROUP code MC391**

Please note – You MUST make your hotel reservations directly with the hotel by calling the number above. Hotel rooms are $149.00 plus taxes.

**Hotel Reservations MUST be made by September 14, 2026 to get $149.00 room rate. *After that date rooms may not be available at that rate.**

# MassCAP 2026 Conference Registration Form

PLEASE Print Clearly! – You must pre-register – No Walk-Ins accepted!

Name _____ MassCAP Member: YES / NO

Facility_____

Address_____ City_____ State_____ Zip_____

Home Phone_____ Cell Phone_____

Email_____

**Wednesday, October 14, 2026 (3 contact hours)**

**5:00pm-6:00pm** **Vendor viewing:** Dinner on Wednesday is not being provided. Please plan accordingly as outside food cannot be brought into the hotel. **There will be a cash bar and Hors d'oeuvres from 5:00m-6:00pm only.**

**6:00pm-9:00pm** (3 contact hours): **From Broken to Beautiful: Finding Magic and Calm in Sea Glass** by Anne Cabral, LNHA, LSW, CDP, CDPT, CADDCT, CMCCPT, CMDCP, ABA, M Ed, C.A.G.S., BC-AC

**Thursday, October 15, 2026 (8 contact hours)**

- **7:30- 8:00am Registration** (for Thursday only attendees) – those attending both days do not need to register on the second day) (Outside Mayflower Ballroom)
- **8:30am-10:00am** (1.5 contact hour) Opening Speaker: **Celebrate Joy, Happiness and Humor"**
  - by Dr. Steve Sobel
- **10:00am-11:30am** (1.5 contact hour) **"From Engagement to Occupancy: The Marketing Power of the Recreation/Activity Department"** by Cheryl Perry, ADC, CDP, Certified Level II Reiki Practitioner, Director of Community Marketing
- **12:00pm-2:00pm** (2.0 contact hours) Lunch/ **"Vendor Spotlight"**
- **2:00pm-3:30pm** (1.5 contact hour) **"Dancing with Wolves- How to Deal Superbly and Creatively with Difficult People" by** Dr. Steve Sobel
- **3:30pm-5:00pm** (1.5 contact hour) **"Developing Successful Out-of-the-Box Activity Programs"** by Sandy Sarza, MassCAP President and MassCAP Board

***Space is limited. You must pre-register for the conference – No Walk-Ins!***

Member: Both Days $275_____ Wednesday Only $75___ Thursday Only $200___

Non-Member: Both Days $350___ Wednesday Only $125___ Thursday Only $300___

Payment Type: Check _____ Credit Card: Visa_____ MasterCard_____ AMEX_____

Credit Card #_____ Expiration _____ CID Code_____

Signature_____

***If you have any special needs or requests, please indicate it here:***

_____

**Is this your first MassCAP Conference? Yes_____ No_____**

**Return your completed form & payment to:**

**MassCAP/Mass Senior Care Association**
**P0 Box 1657**
**Easton, MA 02334**
**Tel: 617-558-0202 Fax: 617-558-3546**