



SCALA 2021 Fall Convention & Trade Show
 Wild Dunes Resort at Isle of Palms
 October 10-13, 2021

Monday, October 11, 2021– Sweetgrass Pavilion (event center)

| | | |
|-----------------------------|---|-------------------------------|
| 8:00 –9:00 am | Registration & Continental Breakfast | Sweetgrass Pavilion |
| 9:00 am– 12 pm | Exhibitor registration & set up. Must be set up by noon. | Sweetgrass Pavilion |
| 9:00 –10:30 am | Welcome & Keynote: #KeepGrowing, "You told me" Sales Strategy <i>Justin Searle, Think Ad Group</i> | Tides Ballroom |
| 1.5 ceu | Session summary: Session will cover: customer engagement, conflict resolution, the power of closing, connecting with your client, finding your inner Lion, winning sales pitches, keep growing. Your network is your network, the camper story, and starting over. Justin has over 17 years in the sales and marketing industry, winning over accounts and training a sales team to meet their goals. He brings an unparalleled personality, humor, knowledge and enthusiasm to his team! | |
| 10:30-10:45 am | Break | Tides Foyer |
| 10:45 am– 12:15 pm | Team Building—Positivity, Motivation & Empowerment <i>John Furnell, KeyPoint Training</i> | Tides Ballroom |
| 1.5 ceu | Session summary: Great teams are built by great leaders! The power of teaming allows organizations to capitalize on unique strengths & skill sets among team members. The strongest teams have the deepest wells of diversity & in this fun & inter- active session we will experience this reality. | |
| 11:30 am | Box lunches available for exhibitors | Palms Ballroom |
| 12:00-3:00 pm | Box lunch pickup and Trade Show open | Palms Ballroom |
| 3 ceu for SC (none for NAB) | | |
| 3:00-5:00 pm | State of Mind Leadership <i>John Furnell, KeyPoint Training</i> | Tides Ballroom |
| 2 ceu | Session summary: Leaders are not defined by how many people report to them or how long they have been at the organization. Earning the title as leader is more than managing people & true leadership is a state of mind. Participants in this session will explore what it means to be a servant leader who is others-focused & will challenge attendees to learn how to build trust & rapport through vulnerability. | |
| 8:30-11:00 pm | Casino night | Indigo Room & Rooftop Terrace |

8 hours available– SC 5 hours available– NAB



Tuesday, October 12, 2021– Sweetgrass Inn (hotel)

| | | |
|-----------------|---|-----------------|
| 8:30 –9:30 am | Continental Breakfast | Sweetgrass Inn |
| 9:00 – 10:30 am | A Multidisciplinary Approach to Minimize the Negative Impacts of Loneliness & Social Isolation in Assisted Living Residents | Osprey Ballroom |
| 1.5 ceu | <i>Nicolette Ogier, The Weston Group</i> Session summary: Comprehensive review of the current literature, findings & recommendations related to loneliness & social isolation in older adults. Understanding how experiencing these feelings impact overall health in your residents & a review of the most effective interventions that each department can provide. | |
| 10:30-10:45 am | Break | Osprey Foyer |
| 10:45 –12:15 pm | Reimagining Success for the Resident Experience. Collaboration is Key! | Osprey Ballroom |
| 1.5 ceu | <i>Ellen Belk, Keep in Mind Inc.</i> Session summary: Tired of Bingo? Uninspired by Arts & Crafts? It’s time to reimagine the Resident Experience & get to Championship levels of success! The “Experience” is a non-stop heart & soul feeling that includes activity but supported by a variety of other factors. | |
| 12:15–1:15 pm | Networking Lunch & Legislative Update | Osprey Ballroom |
| 1 ceu | <i>Susan Bowling, McGuireWoods Consulting LLC (SCALA Lobbyist)</i> Session summary: Join our lobbyist as she gives a review of legislation affecting the industry & what to expect for 2022 | |
| 1:15 – 2:45 pm | What is Skills2Care? An Evidence Based Best Practice To Manage Challenging Dementia Behaviors | Osprey Ballroom |
| 1.5 ceu | <i>Lizette Cloete, “Think Different” Dementia, LLC</i> Session summary: An intro to Skills2Care, an evidence based Occupational Therapy program that empowers your staff by teaching how to identify triggers for challenging behaviors in dementia. Decrease the intensity & the frequency of resident’s challenging behaviors. | |
| 2:45– 3 pm | Break | Osprey Foyer |
| 3:00-4:30 pm | Attracting & Retaining Talent Post– Covid | Osprey Ballroom |
| 1.5 ceu | <i>James Howe, LandrumHR</i> Session summary: You will learn about the reasons for today’s “employee-driven” market & the factors that drive candidate behaviors. Now is the perfect time to reassess and improve your company’s recruiting, hiring, onboarding, engagement, & retention strategies for both your current workforce & new hires. Hear from a staffing industry expert on key tactics you can use to find the employees you need now. | |
| 8:30-11:00 pm | 80’s Party! DJ, Dancing and contests! Come dressed for the 80’s! | Palms Ballroom |



SCALA 2021 Fall Convention & Trade Show
Wild Dunes Resort at Isle of Palms
October 10-13, 2021

Wednesday, October 13, 2021– Sweetgrass Inn (hotel)

| | | |
|--------------------|---|-----------------|
| 9:00 –10:00 am | APS 101: Protecting Our Vulnerable Adults in SC & Adult Advocacy’s Contract Bed Program | Osprey Ballroom |
| 1 ceu | <i>Russell Rich, SC Dept. of Social Services Adult Advocacy Division</i> Session summary: This session will discuss the Law & what guides the Dept. of Social Services APS, what programs the agency offers to community partners to help with housing of clients & what protective services are how the agency uses them. | |
| 10:00-11:00 am | Building a Sustainable Culture of Resident Engagement Post Pandemic | Osprey Ballroom |
| 1 ceu | <i>Sara Kyle & Kelly Stranburg, LE3 Solutions</i> Session summary: The pandemic most certainly highlighted gaps in our industry but also presented numerous opportunities. One of the greatest is the opportunity to reassess the current model of resident engagement and pivot the approach moving forward. Capturing the resident story and creating more Individualized programming has become even more critical than we previously recognized. In order to pivot we must define a resident engagement philosophy, have a solid resident discovery process, and programs that supports both of these elements. This session will be a workshop designed to help you build these elements into new or existing processes with minimal disruption to staff and residents. | |
| 11:00-11:15 am | Break | Osprey Foyer |
| 11:15 am –12:15 pm | Best Practices Post Covid | Osprey Ballroom |
| 1 ceu | <i>Denise Kish, Mount Pleasant Gardens</i> Session summary: We’ve all had to make changes with our programming, nursing practices, dining, & visitation as well as the way we recognize & manage our employees & how we recruit new ones. Let’s share these practices for our continued success. | |
| 12:15 pm | Closing Announcements & Adjournment | |

3 hours available– SC 3 hours available– NAB