



WEDNESDAY, MAY 3, 2023

Spring Conference & Trade Expo

7:30–8:30 A.M.		REGISTRATION & BREAKFAST
8:15-10:15 AM	2 CEU	WELCOME & OPENING SESSION: THE ART OF DELEGATION. John Furnell, CEO, KeyPoint Training. Join us for this opening session as we kick off the conference! Participants will learn the importance of delegation as a crucial leadership skill.
10:15-11:45 AM	1.5 CEU	PUTTING ALL THE PIECES TOGETHER -John Elliston, Consultant, Integrity Matters Most. A practical presentation developed for senior living administrators and management staff to focus on critical skills needed to meet the daily requirements of directing a community in an effective way using time tested proven techniques focused on service.
12:00-12:45	1 CEU	NETWORKING LUNCH- Legislative Updates- Susan Bowling, McGuire Woods Consulting.
12:45-2:15 PM	1.5 CEU	THE IMPORTANCE OF WHY - AND ITS IMPACT ON THE HOW! Mike Schonberg, CEO, vCare Hospice. We will focus on the importance of putting the residents and their families first while we provide care, support, and stability to our residents. The "why" will focus on developing a passion for our purpose. Embracing what we do and the opportunity to be better every day. The "how" will address the importance of making use of all available healthcare resources, including hospice and home health care as part of the plan of care, especially to address staffing concerns.
2:15-3:45 PM	1.5 CEU	LEADERSHIP THROUGH DISC PERSONALITIES. Jamie Preston, Director of Marketing, SC House Calls. Leadership through the lens of personality types used in DISC is the focus on this session. We will discuss servant leadership and how we can best lead others when we fully understand their personality type. How to easily recognize the 4 personality types and what it takes to get through and motivate each personality. This presentation is engaging, motivating and can be applied immediately.
4:00 – 5:30 P.M.	1.5 CEU	DHEC UPDATES. JoMonica Taylor, Director, Residential Facilities Division DHEC Bureau Community Care, Sandra Johnson and Pamela Williams, DHEC. <i>Top citations and any other important regulatory updates the agency would like to share with communities will be discussed.</i>

TOTAL HOURS 9 CEU'S



THURSDAY, MAY 4, 2023

Spring Conference & Trade Expo

8:00– 9:30 AM		BREAKFAST
8:30 – 12:15 PM		EXHIBITOR REGISTRATION & TRADE EXPO SET UP
8:30-9:45 AM	1.25 CEU	LONG TERM CARE INSURANCE POLICIES 101. Heather Burton, Connections to Care, Lindsay McKenzie & Victoria Spencer, Absolute Insurance Solutions. Do you have potential clients/current clients who have a LTC Insurance Policy & feel intimidated by all the insurance & legalese jargon? Are you helping them utilize their LTC Policies to pay for care in your community? Education will be provided on initiating long term care claims, lifetime benefits & elimination periods. Learn how to interpret a policy, initiate a claim & tips related to documentation required to keep the claim open while the client is in the facility.
9:45-11:00 AM	1.25 CEU	EMPLOYMENT PRACTICES LIABILITY. Kent Tuten, President, KLT Risk Concepts. A review of employment practice liability insurance coverage.
11:00 AM-12:30 PM	1.5 CEU	EFFECTIVE EMPLOYEE RETENTION STRATEGIES. Dr. Valerie Howe, DBA, CRCFA, LPN, The Parker/Inspirit Senior Living. Employee retention is the ability of an organization to retain its employees and the strategies employers use to try to retain the employees within their workforce. In this session we will review the importance of retention, benefits of retention, & ideas for retention. Lecture, panel discussion & interactive program.
12:30-2:30 PM	2 CEU	LUNCH & TRADE EXPO OPEN TRADE SHOW DRAWINGS
2:30-4:00 PM	1.5 CEU	PUTTING COVID IN THE REARVIEW MIRROR. Bill Sweezy, All About Seniors and Beckie Cunningham, SC House Calls. We will discuss marketing and branding from media options to curb appeal & get strategies to get your business/community beyond covid and to get your community back on a waitlist. Utilize guerilla marketing to help increase census stabilization.
4:00-5:30 PM	1.5 CEU	YOUR MOVE... Rita Lark and Tara Weiss, Restoration Senior Living. <u>Life</u> is like a game board. Time is your opponent. If you hesitate too long to move, you will lose the game! As Administrators you should all know that a stimulating Life Enrichment program can be your best marketing tool. But Sorry to say Covid changed the game. It proved to be a lot of Trouble . Residents were confined to their rooms for months. We thought when the pandemic was over, everything would return to the norm, but we really had no Clue what we would be facing! We were thrown a real Twister! The complacency from our residents that use to be so active! They no longer were vital and excited about inhouse activities or outings. So, now what? We must Risk trying new things. This session will give you some creative ideas to motivate these residents! As, no one has the Monopoly on good ideas. We will be asking our audience to also share, as long as it's not Bingo! . The rest of the session will be interactive 7 will give you a new game plan for 2023!
5:30 P.M.		<i>Conference Conclusion- Participants leave with their CEU certificate.</i>

TOTAL HOURS 9 CEU'S