



# Spring Conference & Trade Expo

May 1, 2024



7:15-8:30 am	<b>Registration &amp; Breakfast</b>
8.00 - 10:00 am	<b>Welcome &amp; Opening Session: Excellent Customer Service- Greg Thompson, Premier Senior Living</b>
<b>2 ceu's</b>	What sets you apart from your competitors? Are they full & you're not? Vice Versa? How's your customer service attitude? This program will teach you the secrets to stay ahead of the game, keep your census high, your residents happy, & your business successful. Proven methods that work will be shared to take back to your whole team to help make your community the place to be. There may even be a song or two.
<b>All sessions are in Ballroom A</b>	
10:00-10:15 am	<b>Break</b>
10:15-11:45 am	<b>Planning for the Resident with an Uncertain Future- Thomas Hughes, LawyerLisa</b>
<b>1.5 ceu's</b>	Two of the most difficult scenarios communities face include when a family says, "We've run out of money" or when a resident has lost capacity and does not have Powers of Attorney in place. We will talk about ways to overcome these scenarios and support your families with empowering education.
11:45 am- 12:45 pm	<b>Networking Lunch &amp; Legislative Updates- Susan Bowling, McGuireWoods Consulting</b>
<b>1 ceu CE Broker (no ceu's for NAB)</b>	Our lobbying and consultant firm will review current legislation impacting the industry and discuss any industry updates affecting senior living.
12:45 - 2:15 pm	<b>Leading Personality- Jamie Preston, Your Health Primary Care</b>
<b>1.5 ceu's</b>	I understand that becoming a better leader is important to you, but it can be a tough and sometimes unforgiving journey. It's not easy to lead everyone the same way, and that's where the real challenge lies. But what if you could understand each personality, know how to lead them, and how they respond in order to bring out the best in your team? Let's take this journey together and use the principles of DISC to elevate your leadership skills to new heights.
2:15- 3:45 pm	<b>Beyond Balance- Adam Kendig &amp; Jamel Pharr, The Weston Group</b>
<b>1.5 ceu's</b>	This is a comprehensive fall risk management program designed to bring the facility staff and contracted therapy staff together to collaborate and identify areas of risk for falls in their communities. This two pronged approach allows for increased communication and interventions to be implemented to reduce the number of falls a community may experience.
3:45 - 4:00 pm	<b>Break</b>
4:00- 5:30 pm	<b>Reaching Your Audience Through Authenticity- Darleen Mahoney, Senior Living Guide</b>
<b>1.5 ceu's</b>	As senior living becomes more and more competitive, you can elevate your brand/community through different traditional and non-traditional efforts. We will discuss these options to include social collaboration, partnerships, podcasts and social media.

**Total Hours for the day:**

**SC LLR/CE Broker- 9**

**NAB- 8**



# Spring Conference & Trade Expo

May 2, 2024



8:00-9:30 am	Breakfast
8:30 am-12:15 pm	Exhibitor Registration & Trade Expo set up- Ballrooms B & C
8:30 - 9:30 am  1 ceu  All sessions are in Ballroom A	<b>Senior Living: Ready for Change? Unleashing the Power of Leadership, Culture, and Technology for Better Outcomes- Lindsey Daugherty, Sage</b> In this thought-provoking presentation, we delve into the critical question of whether the Senior Living Industry is prepared for a transformative shift. We explore how leadership & culture play a pivotal role in driving this change & how technology can be harnessed to achieve better outcomes for residents, staff, and the overall community. Through engaging discussions & real-world examples, we examine the challenges & opportunities that lie ahead for Senior Living communities. We delve into the importance of visionary leadership that embraces innovation, fosters a culture of continuous improvement, and champions the adoption of technology as a catalyst for positive change.
9:30-11:00 am  1.5 ceu's	<b>DHEC Regulatory Updates- JoMonica Taylor &amp; Pamela Williams, Residential Facilities Division- DHEC Bureau Community Care</b> Join us for a review of top violations seen during inspections, organization and operational updates, and other regulatory issues affecting the industry. We will also ask that attendees submit questions in advance which they would like answers to or need clarification.
11:00 am -12:30 pm  1.5 ceu's	<b>DHEC Fire &amp; Life Safety Updates- Todd McAlhany, Division of Fire &amp; Life Safety-Healthcare Quality</b> Join us for the latest updates on regulatory changes or updates on the fire code as well as a review of the top 5 citations Fire & Life Safety is seeing in assisted living and residential care homes during inspections.
12:30 - 2:30 pm 2 ceu's CE Broker (no ceu's for NAB)	<b>Lunch &amp; Trade Expo open- Ballrooms B &amp; C</b> Be sure to get cards signed by exhibitors and return to SCALA for ceu's for SC.
2:30- 4:00 pm  1.5 ceu's	<b>Leveraging Technology Solutions to Engage and Retain Staff- Ryan Mills, Accushield</b> We will explore how technology and innovation enhance employee engagement and communication, foster scheduling flexibility, and support workforce initiatives in senior living facilities. Our goal is to help you create a culture that not only attracts top talent but also retains it for the long term.
4:00- 5:30 pm  1.5 ceu's	<b>Bridging the Gap-Students to Seniors (S2S)- Bill Vicary, Just Call Bill</b> 72% of senior adults need help setting up and learning how to use their technology (smart phone, tablet or computer). The Bridging the Gap program will connect high school or college students to volunteer their time to help senior adults with their technology and the students will earn their community service hours to help seniors with their technology. This program will develop intergenerational relationships and connections, combat ageism, reduce social isolation, improve mental well being, close the digital divide, and increase self confidence for the students and seniors.
5:30 pm	Conference Conclusion- participants leave with ceu form that serves as certificate

Total Hours for the day: SC LLR/CE Broker- 9

NAB- 7