

Rediscovering the

Attendee
REGISTRATION



In Senior Care

September 23-25, 2024
Westin Resort & Spa -
Hilton Head Island, SC

2024 Fall Convention & Trade Show





Awakening the wonder... We invite you to join us...

When was the last time you experienced magic?

Not a card trick, or cutting a lady in half, or the kind of illusion a magician might perform on stage, but actual, real magic? Join us for a magical networking experience September 23-25 in Hilton Head.

The Annual SCALA Fall Convention & Trade Show welcomes 200+ industry professionals including administrators, regional directors, executive directors, owners/operators, sales and marketing professionals, clinical staff, operations, and other industry professionals each year looking for the opportunity to network and gain new connections during our 3 day conference event.

With 15 hours for NAB and 18 hours of SC Board LTHC Administrators hours of continuing education credits available, don't wait until next year to get your ceu's! This is the event to attend! Engaging speakers with timely and relevant content along with time to unwind with your friends, makes the 2024 SCALA Convention and Trade Show an amazing experience for everyone! Participate in our raffle drawings, silent auction and Mystical Monday night party for a chance to be hypnotized, take home some extra cash or win an item that puts a smile on your face!

This year, the theme of **REDISCOVERING THE MAGIC OF SENIOR LIVING** will focus on issues or trends that are currently relevant and important to the long term care industry. It's also about rediscovering that magic that drew staff with true servant hearts into the industry from the start.

Important details:

- CEUs are applicable for all Community Residential Care Administrators and Nursing Home Administrators through NAB and SC LLR/CE BROKER
- Refund Policy: We would hate for you to miss this conference, but if you must, cancellations and request for refunds must be received by August 13, 2024 for a 50% refund and after that no refunds will be allowed. Substitutions can be made. Cancellations and substitutions should be submitted via email to SCALA@scassistedliving.org. All refunds will be subject to \$75 processing fee.
- Please note that this event will not be virtual or recorded
- You must RSVP before Sept. 10 to attend the Mystical Monday Party which will be fun for everyone and will feature music, cocktails and a hypnotist show!

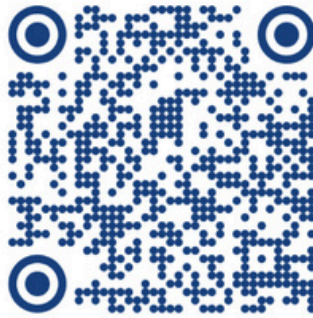
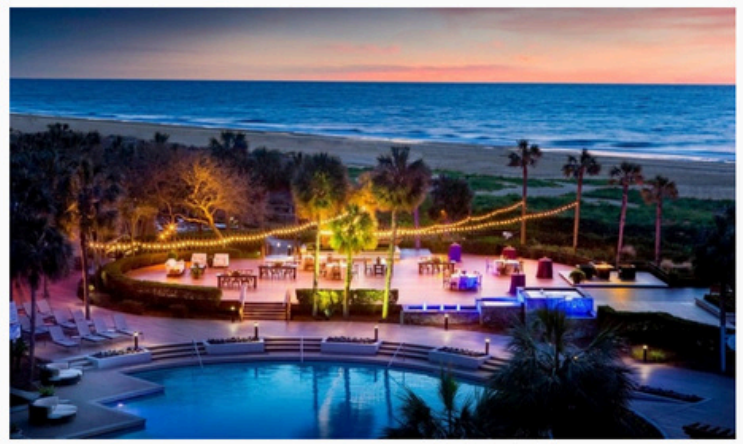
We hope to see you at the SCALA Fall Convention & Trade Show September 23-25, 2024 in Hilton Head Island, SC at the Westin Hilton Head Island Resort & Spa! Please email SCALA@scassistedliving.org or call 803-851-6308 with any questions.

With gratitude,

Melody Bailey

SCALA Executive Director

Fall Convention
September 23-25
The Westin
at Hilton Head Island, SC



Group Name/Code	SC Assisted Living Association /SCALA
Group Rate	Guestrooms starting at \$239 + • Daily resort fee \$25 • Tax 11% (5% room tax, 3% occupancy tax and 3% beach preservation fee) • Tourism fee \$3.75
Online Reservation Link	<u>SC Assisted Living Booking Link</u>
Reservation Line	+1 843-681-4000 (Mention SC Assisted Living to receive the group rate)
Group Cut Off Date	Attendees must book their reservations prior to August 30, 2024 unless the block is full prior to that date. The block usually does fill up before mid- August.
Location	The Westin Hilton Head Island Resort & Spa- 2 Grasslawn Avenue, Hilton Head Island, SC 29928

General Information

Continuing Education Credit:

If all sessions are attended, you will receive a total of 18 hours of continuing education credit for SC licenses and 15 ceu hours for NAB. Ceu's for the trade show will be given for SC licenses only if you obtain exhibitor signatures on the card we provide. NAB does not give ceu credit for the trade show.

Who Attends:

SCALA events are attended by top decision makers including: CEOs, CFOs, COOs, owners, regional directors, executive directors, administrators, clinical staff, marketing professionals & more! Also in attendance are caregiving staff from the communities as this is a conference benefiting everyone!

Attire: Business casual attire is appropriate. Please remember to bring a sweater as it is difficult to control the room temperature to the likings of everyone.

Certificate Information: You'll receive a copy of your "certificate" at registration the morning the conference begins as you will record key words on the form for proof of attendance. All participants must keep their certificate and at the end of the conference, you will total your hours & retain the white copy for your records & the duplicate yellow copy will be returned to SCALA prior to your departure. Replacement certificates will be available for a small fee should you lose yours and need a copy. SCALA will post your hours in CE Broker and NAB after completion of the conference. NO OTHER CERTIFICATE IS ISSUED POST CONVENTION.

Evening Entertainment:

This year we have a Mystical Monday party planned for Monday evening. Thanks to sponsors, registered attendees may attend this for free but **MUST RSVP by Sept. 10.**

Theme:

This year our theme is: **REDISCOVERING THE MAGIC OF SENIOR LIVING.**

Check In & Registration

Attendee check in and registration will be held at the registration desk Monday morning, September 23 from 8-9 am. Registration will be available and open during the conference for those that arrive afterwards, but main check-in will be available the hour before the conference begins.

Agenda:

The complete agenda will be available in late July.

Membership: Consider joining SCALA so you can be involved & have a voice in the long term care industry. Strength comes in numbers & your support is essential. Save \$\$ on registration fees. Membership info available on the SCALA website or by requesting info via email.

Cancellation Policy: To be released of any obligation of this Agreement, written notification of cancellation is required by August 13, 2024 for a 50% refund. No refunds will be made for cancellations received after that date. All refunds will be subject to a \$75 processing fee.

Photography: By registering for and attending the event, I acknowledge & agree that photographs, video, and other recording of the event may be taken by SCALA or parties acting on the behalf of SCALA and that these photographs, video, & other recordings may be used by SCALA in any media for any purpose related to SCALA's mission, including educational, promotional, and awareness-related use. I give to SCALA permission to use my name, likeness, image, statements, and other information.

About SCALA:

The South Carolina Assisted Living Association (SCALA) is the largest association solely representing the state's Residential Care Facilities for Seniors, which includes Assisted Living, Memory Care, & Continuing Care Retirement Communities. Our provider members range from small, independently operated communities to large, multi-national organizations, and from providers that cater to an active lifestyle to ones that specialize in caring for residents with dementia. We represent 5 bed communities to over 150 bed communities from all over SC. Our membership is comprised of about 170 communities across the state & over 55 vendor business partners and we are growing each year.

Register On Eventbrite®

2024 SCALA FALL CONVENTION

ATTENDEE REGISTRATION



Cancellation Policy; *To be released of any obligation of this Agreement, written notification of cancellation is required by August 13, 2024 for a 50% refund. No refunds will be made for cancellations received after that date. All refunds will be subject to a \$75 processing fee.*

Limit 3 attendees per form, submit additional forms as needed.

Print names & titles as they should appear on the name badge.



P.O. Box 4561, Irmo SC 29063

803-851-6308

www.scassistedliving.org

SCALA@scassistedliving.org

1. Name (Attendee 1): _____ Title: _____

SC license#:CRCFA/NHA # _____ NAB #: _____ Email _____

Meal preference (cannot guarantee all can be met): ☐ Regular ☐ Veg ☐ Other _____

2. Name (Attendee 2): _____ Title: _____

SC license#:CRCFA/NHA # _____ NAB #: _____ Email _____

Meal preference (cannot guarantee all can be met): ☐ Regular ☐ Veg ☐ Other _____

3. Name (Attendee 3): _____ Title: _____

SC license#:CRCFA/NHA # _____ NAB #: _____ Email _____

Meal preference (cannot guarantee all can be met): ☐ Regular ☐ Veg ☐ Other _____

Facility/Company Name: _____

Contact Name(if different): _____ Phone:(_____)_____-_____

Registration Fees Includes breakfast, lunch, breaks and sessions and Mystical Monday Party (RSVP is required):

NO REGISTRATIONS ACCEPTED AFTER 9/16/24

CONFERENCE FEES

Registration Rate	Early Bird 7/31/24	Regular 8/26/24	Late 9/16/24	Mystical Monday Party?	Quantity	Total
Member -Full Conference	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 600	<input type="checkbox"/> \$ 650	___Y ___N		\$
Non-Member-Full Conference	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 900	___Y ___N		\$
Member- One Day	<input type="checkbox"/> \$ 275	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 325	___Y ___N		\$
Non-member- One Day	<input type="checkbox"/> \$ 375	<input type="checkbox"/> \$ 425	<input type="checkbox"/> \$ 450	___Y ___N		\$

- If registering mix of individuals for full conference and one day, please list name of one day registrants and day they are attending:

- May we share your email in the listing provided to attendees & vendors at the conference? ☐ Y ☐ N

PAYMENT INFORMATION

Please be sure to submit all completed paperwork for processing. Submission of this form serves as an agreement that you accept the rules and policies outlined in this registration packet. Payment **MUST** accompany registration form either by check, credit card, or via Eventbrite. Registrations with credit card payment may be emailed to:

SCALA@scassistedliving.org or faxed securely to (803) 753-9296. Questions? Please contact SCALA at 803-851-6308 or by email to SCALA@scassistedliving.org

Cancellation Policy; To cancel, written notification of cancellation is required by August 13, 2024 for a 50% refund. No refunds will be made for cancellations received after that date. All refunds will be subject to a \$75 processing fee.

PLEASE VERIFY THE CARD INFORMATION BEFORE SUBMITTING.

Total Fees:

\$

☐

Check

☐

Credit Card

☐

PayPal (use QR code below & make note what payment is for. Submit registration to SCALA at same time)

Name on Card

Card Number

Exp Date

Email for receipt



Send payments to:

P.O. Box 4561, Irmo SC 29063

Ph: 803-851-6308

Fax: 803-753-9296

SCALA@scassistedliving.org

www.scassistedliving.org

Great reasons to attend

- Networking! Catch up with old friends and make new ones. Share experiences with others and discuss how you are managing your communities with today's challenges such as staffing. Networking is very important for job hunting, obviously, but having a big network benefits you in other ways too. Maybe you will need advice from an expert in the field, or you will want to ask someone to come and talk to your organization, and this is easier when you have a network to reach out to.
- Great way to get 18 ceu's in 3 days for SC licenses and 15 for NAB hours!
- SCALA follows the correct procedure for hours and posts your ceu's with NAB and CE Broker after the event. We also keep a record of your hours for this event in case you lose your certificate copy. It can be difficult to get copies from other organizations or online ceu companies if you lose your certificate but we keep records up to 3 years.
- Great info in a great location! Hilton Head offers a great location for a conference and SCALA has not had a conference here in 20 years so it's sure to be a magical time!
- Get answers to questions or up-to-date info on upcoming changes related to regulatory and policy affecting the long term care industry in South Carolina. DHEC is going through many changes in July/August!
- Stay tuned in with what's going on in the industry such as who's hiring and who may be looking for a new opportunity.
- Jump start your day with motivational speakers and great ideas. This year's keynote is sure to impress everyone!
- Visit with exhibitors to see what new services or products may be useful to your community or business.
- Pick up some fun swag in the trade show along the way!

Keynote speaker



ABOUT HARRIS

Harris III (“the third”) has almost 30 years of experience as a creative entrepreneur.

Start with Wow

How to Leverage the Groundbreaking Science of Awe and Wonder to Innovate and Win in Leadership and in Life

Harris began his career at a young age, traveling the world as an award-winning, professional illusionist.

He has performed for and spoken live to **more than two million people in more than 30 countries on six continents**. His performances have been televised to millions more on networks like the **Travel Channel and ABC Family**, and famed YouTube channels like **Dude Perfect**.

After traveling the globe and making a million dollars by the age of 21, only to go bankrupt a year later, Harris kick-started a decade-long journey to understand the stories we tell ourselves and how they drive all human behavior. Armed with a unique perspective, his career re-exploded as a world-renowned **speaker, storyteller and entrepreneur**.

He is the creator of **WonderWork™** and the **Story OS™**, and the author of the bestselling book, ***The Wonder Switch***. Tapping into his background as a professional magician and understanding the intersection of storytelling and wonder, Harris developed a structured process that can dramatically change a team's culture, or rapidly accelerate an individual's transformation **from the story they feel stuck in, to the life they want to live**.



Mystical Monday Night Party



Comedy Hypnosis Hour

Join us for an unforgettable evening of laughter and mind-bending entertainment as the renowned Las Vegas hypnotist, Steve Falcon takes the stage.

Steve Falcon, a seasoned comedy hypnotist, is known for his appearances on popular TV shows like "Pawn Stars" on The History Channel and "90 Day Fiance" on Discovery Plus.

Steve joins us directly from the World Famous Las Vegas Strip, where he has headlined shows at the Paris Hotel and Mandalay Bay Hotel, captivating audiences with his comical and mesmerizing performances. Most recently, Steve has began his fourth season in Myrtle Beach, South Carolina, at Broadway in the Beach where he has hypnotized over 3,000 guests and performed more than 400 shows in just the past three years.

Attending a Steve Falcon show is not just watching a performance; it's an interactive and memorable experience!



Our attendees at the Mystical Party will have the opportunity (if they choose) to become part of the show, experiencing the power of hypnosis firsthand and creating unforgettable memories! A great time is certain to be had!

Enjoy music before and after the show and an open bar. Doors open at 8:15 p.m. and the show will begin at 9 p.m. Music and bar continue until 11 pm.

Must RSVP
**BEFORE SEPT. 10
TO BE INCLUDED.**

Schedule of Events

Monday, September 23

8:00-9:00 am Attendee Registration & Breakfast

9:00-10:30.am Welcome & Keynote:

Wow-Level Leadership & the Wow-Level Life. Harris III ("the third"), Speaker, Author, Illusionist.

There's a global leadership crisis, and it's directly connected to a crisis of curiosity and creativity. We don't just need slightly better leaders. We need extraordinary leaders—Wow-Level Leaders—who choose wonder over worry, curiosity over cynicism, and learn to recognize the reality that "creative" something all leaders are, but that "create" is the essence of what all leaders do. Combined with "The Wow-Level Life", it's a movement towards living a life that's not just good, but extraordinary. By teaching ourselves to find beauty and magic in the broken and monotonous inundating life as we know it, you can kickstart a journey of self-discovery that will get you clear and unstuck, instead living a life overflowing with opportunity, wisdom, and wonder. This keynote experience will increase employee engagement and retention, reduce stress, burnout and anxiety, and reignite the sense of "wow" that gives birth to the kind of "why" that helps teams thrive and organizations win both in leadership and in life. (1.5 ceu)

10:30-10:45 am Break

10:45-12:15 pm **Department of Public Health (DPH) Fire & Life Safety Updates.** Todd McAlhany, Derrick Jones. *DPH*

The latest updates on regulatory changes & updates following the transition of DHEC to DPH as well as a review of the top 5 citations Fire & Life Safety is seeing in AL/RC during inspections. (1.5 ceu)

12:15-1:15 pm Networking Luncheon & Legislative Updates- Susan Bowling, McGuireWoods Consulting. *Legislative updates and bills to watch in 2025. (1 ceu)*

1:15-3:15 pm **Department of Public Health (DPH) Regulatory Updates.** JoMonica Taylor & Pamela Williams, Community Services Section, S.C. Department of Public Health.

Join us for the latest updates since DHEC has transitioned to DPH and a review of top violations seen during inspections. (2 ceu's)

3:15-3:30 pm Break

3:30-4:30 pm **Together We Make A Positive Impact.** Woobie/Lyn-Dee Eldridge, Happiness Jungle

Focused on happiness means understanding the law of attraction. We aim to provide outstanding care for our seniors. What is most important is recognizing it all starts with the staff's mental health. To be intentional with positive communication & being very clear on the mission statement is a game changer. We can all win. (1 ceu)

8:15- 11 pm Mystical Monday Party- DJ, Bar, Hypnotist Show and prizes! Must RSVP.

Schedule of Events

Tuesday, September 24

8:30-9:30 am Breakfast

9:00-10:00 am **The Many Benefits of a Magical Dining Program.** Mitch Goldenberg and Brandee Grenda, Culinary Services Group.

A great dining program offers numerous benefits, including enhanced nutrition, improved resident satisfaction, and increased staff morale. By providing diverse, high quality meals, it supports the health and well being of residents, which can lead to better overall outcomes. Additionally, a well run dining program can boost community reputation, attract new residents, and foster a sense of community. Ultimately, it contributes to the holistic wellness and happiness of all involved. (1 ceu)

9:00- 12:30 pm Exhibitor Registration & Trade Show Move-In
12:00 pm Exhibitor Lunch in Trade Show Hall

10:00-11:30 am **Safer Med Passing, Happier Residents: Using AI to Reduce Med Errors.**
Loren Odom, Senior Account Executive at ECP, Christina Trentham, Executive VP of Operations and Clinical Services at Senior Solutions Management Group.

Using AI-powered tools makes medication administration WAY safer and easier. A typical resident can be on a dozen or more medications, each with a different dose, route, and schedule. Managing thousands of daily medications means even one mistake can be devastating. Join us for a discussion on how AI is changing the game in both eMAR innovation and resident safety, helping senior living communities and their residents live healthier and happier lives. (1.5 ceu)

11:30-12:30 pm Lunch

12:30-2:00 pm **You CAN Make An Impact, and Your Residents' Families Will Love You For It!**
Jada L. Gaines and Robyn Young, LawyerLisa, LLC.

We will review useful strategies that will ensure your residents have legal support, are cared for, and advocated for. We will also discuss the importance in life planning documentation to honor resident wishes and ways to make those wishes known to their families. Our goal will be to provide instruction on how to conduct a cohesive system of support by promoting a sense of security and harmony among family members despite geographical distance. (1.5 ceu)

2:00-5:00 pm Exhibit Hall Open for Trade Show. (3 ceu's for CE Broker, None for NAB)

Schedule of Events

Wednesday, September 25

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|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30-10:00 am | Breakfast |
| 8:30-9:30 am | Fighting Burnout & Turning Stress into Strength. Ryan Carlson, SRI Management LLC. <i>This session will focus on cultivating the mindsets, systems and processes that gain from disorder. Also, learn how to leverage the heart of caring to avoid burnout and remain passionate about our industry. (1 ceu)</i> |
| 9:30-11:00 am | The Gift of Inclusion. Denise Kish. <i>Our profession is a gift of worth, caring for those in need. How do we connect this to the staff we trust and want to retain - especially those younger coming into the work force. We must be the leaders of inclusion - by embedding belonging, competency and worth into our cultures. How as leaders do we ensure these values are present, modeled, embedded and emulated by all staff and what is your role in ensuring its continuing effect. (1.5 ceu)</i> |
| 11:00-11:15 am | Breaking |
| 11:15 am-12:45 pm | Closing: How To Lead In Times Of Uncertainty. Gary Clemons Cooper Sr., Palmetto Infusion. <i>Gary wrote the book, "Success Paradox, How to Surrender and Win in Business and Life". He will give actionable and take home ways to stop bad habits in work leadership as well as your personal life that can be applied immediately. Many of the lessons are counter intuitive. For example, "if you want to be productive, you have to rest"! Be sure to stay for this session as it's a great way to close out the convention! (1.5 ceu)</i> |
| 12:45 pm | Conference Adjourns |