



LAST CHANCE CEU'S FOR SENIOR LIVING PROFESSIONALS

June 25-26, 2025

Live webinar via Zoom

Fees:

Both days: Member: \$ 180 each Non-Member: \$ 300
One day: Member: \$ 90 each Non-Member: \$ 150

Registration must be received by June 20.

5 or 10 Ceu's





SEIZE THE DAY: LAST CHANCE CEUS FOR SENIOR LIVING PROFESSIONALS

June 25-26, 2025

EVENT AGENDA

25 JUNE 2025

10:00 AM – 4:15 PM

**10:00–11:00
AM**

Opening Session: Hot Topics & Best Practices in Litigation - Spencer Gill and Ashley Heslop, Hall Booth Smith, P.C. *Interactive discussion with experienced Senior Living counsel on how to navigate legal claims and litigation, current hot topics, and best practices to minimize claims.*

**11:00 AM –
12:00 PM**

Menu at the Root of Cost Control- Carly Kirkman MS, RD, LDN, Gordon Food Service. *Senior living and healthcare foodservice leaders know cost control is critical, and your menu is key! This session explores how food choices, labor needs, prep time and equipment impact your budget. Learn four menu-driven cost-control strategies and actionable tasks for successful cost management.*

12:00 PM

Lunch

1:00–2:00 PM

Care Transition: Building A Collaborative Culture to Improve Resident Care- Dr. Edwina Jackson, NHC HomeCare and Impact C&C LLC. *Residents in assisted living facilities face chronic illness and disability, making them vulnerable to severe illness, infections, and the need for multiple healthcare providers. Transitioning between settings disrupts communication and coordination, leading to care gaps and adverse outcomes. Multidimensional models and strategies aim to improve transitional care practices in assisted living facilities, enhancing resident care.*

2:00–3:00 PM

Empowering South Carolina Assisted Living: Technology for Smarter Care and Compliance - Loren Odom, ECP. *South Carolina's assisted living regulations can be complex, but the right technology makes compliance easier and care delivery more efficient. This session explores how electronic documentation and medication systems simplify regulatory adherence, improve staff workflows, and enhance resident outcomes. Learn how to leverage these tools to meet state requirements while delivering better outcomes for residents.*

3:00–3:15 PM

Break

3:15–4:15 PM

Legislative Roundup 2025: Insights, Outcomes, and Future Directions. Susan Bowling, McGuireWoods Consulting, LLC. *Join us for an engaging update as we dive into the crucial events and activities of the recent legislative session. This year-end roundup will provide a comprehensive review of key legislative developments, highlighting significant bills that passed, those that were stalled, and the overall impact on our communities and stakeholders.*

4:15 PM

Closing for the day.



SEIZE THE DAY: LAST CHANCE CEUS FOR SENIOR LIVING PROFESSIONALS

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26 JUNE 2025

10:00 AM – 4:15 PM

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- 10:00–11:00 AM** **Senior Living Marketing 101: Understanding Your Target Audiences.** **Jess Knobbe & Kenzie Hoppes, Senior Care Finder.** *Gain valuable insights into today's senior living audience with expertise from Senior Care Finder. Leveraging data gathered from millions of daily consumer actions, we will share how to identify key audience segments, analyze consumer behavior, and craft marketing strategies that resonate with both seniors. We will help you create a strategy to stand apart in today's competitive market.*
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- 11:00 AM – 12:00 PM** **Protecting our Seniors through Public Relations and Crisis Management-** **Erin Stinner & Josie Schultz, A-Z Communications.** *This webinar shares strategies for managing public relations & crisis situations. Learn how to handle sensitive issues like medical emergencies, complaints, and negative press while ensuring transparency and trust. Discover how to create an effective crisis communication plan, use media relations to protect your brand, & manage public perception. Explore proactive vs. reactive communication strategies to navigate crises effectively & safeguard your community's reputation.*
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- 12:00 PM** Lunch
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- 1:00–2:00 PM** **Whole Foods for Whole Health. Helen Pridmore, Functional Wellness.** *A presentation on Whole Foods & how it can completely transform your life. Whether you're struggling with fatigue, inflammation, weight loss resistance, or an autoimmune condition, what you eat & how you move can be the key to achieving true healing. This session focuses on improving your own healthcare & self-care by emphasizing the importance of what you put in & what you take out. It's beneficial for both caregivers and residents in assisted living facilities.*
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- 2:00–3:00 PM** **Leadership Foundations: Empowering Tomorrow's Leaders, Denise Kish.** *Are you ready to embark on a transformative journey that will enhance your leadership skills and elevate your potential? This session serves as the gateway to the Aspire Leadership Academy—a comprehensive program designed to cultivate effective, dynamic leaders who can inspire and drive change in their organizations and communities.*
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- 3:00–3:15 PM** Break
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- 3:15–4:15 PM** **Knowing the Differences: Service Dogs Vs Therapy Dogs Vs Facility Dogs. Melissa Yetter, The Service Dog Institute.** *This class is designed to educate participants on the key differences between service dogs, therapy dogs, and facility dogs, as well as their roles, training requirements, and legal distinctions. Whether you're considering getting a dog for a specific need or simply want to learn more about these specialized animals, this class will provide you with a clear understanding of their roles.*
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- 4:15 PM** Closing
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SEIZE THE DAY: LAST CHANCE CEUS FOR SENIOR LIVING PROFESSIONALS WEBINAR REGISTRATION

PO Box 4561, Irmo SC 29063 Ph: (803) 851-6308 Fax: (803) 753-9296
www.scassistedliving.org SCALA@scassistedliving.org

IMPORTANT INFO, PLEASE READ: Make check payable to SCALA & mail to: PO Box 4561, Irmo, SC 29063. You may fax your form to (803) 753-9296 if paying by credit card or email to SCALA@scassistedliving.org. Receipt will be emailed to you for credit card payments. Payment must accompany registration form. Please complete ALL info in case we need to contact you regarding seminar changes & please print information clearly.

For this webinar, YOU WILL RECEIVE ACCESS INFO VIA EMAIL 3 DAYS PRIOR TO THE EVENT.

Cancellation Policy: Refunds/credit not given if you miss seminars or webinars. No cancellations less than 5 days prior to class. **\$25 processing fee for cancellation refunds.**

YOU MUST REGISTER FOR THIS CLASS BY JUNE 20 TO BE INCLUDED. NO EXCEPTIONS.

Company/Community (leave blank if none) _____

Contact Email _____ Phone (_____) _____ - _____

Registering For: BOTH DAYS. JUNE 25 ONLY JUNE 26 ONLY

Attendee Name (s) PRINT	NAB License # or N/A	FEE	Contact Email FOR WEBINAR ACCESS
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____
_____	_____	\$ _____	_____

REGISTRATION FEES:

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PAYMENT INFO:

PayPal VISA/Master/Disc/American Exp. Check

Name on Card _____

Email receipt to _____

Card # _____ Exp Date _____

Approval Signature _____

Email registration to:
SCALA@scassistedliving.org
Fax : 803-753-9296
Mail to: SCALA, PO Box 4561,
Irmo, SC 29063

