

JOIN US IF YOU DARE FOR THRILLS,  
CHILLS, AND SKILLS.

# No Tricks, Just Treats: A Spooktacular Symposium on Senior Living

## 2025 FALL CONVENTION

OCTOBER 1-3, 2025  
WILD DUNES RESORT AT ISLE OF PALMS  
5757 PALM BOULEVARD, ISLE OF PALMS, SC

**ATTENDEE REGISTRATION**





# No Tricks, Just Treats: A Spooktacular Symposium on Senior Living

**CALLING ALL GHOULS, GOBLINS, AND GREAT SENIOR LIVING LEADERS!**

The 2025 SCALA Fall Convention is creeping up soon — and we want YOU to be part of this spooktacular event!

-  **WHEN:** October 1-3, 2025
-  **WHERE:** Wild Dunes Resort, Isle of Palms, SC
-  **THEME:** No Tricks, Just Treats: A Spooktacular Symposium on Senior Living

**Expect:**


-  **Bone-chillingly good speakers**
-  **Vendor booths with wicked resources**
-  **Spooky networking sessions**
-  **Ghoulish giveaways and ghostly good fun**

Join us at the 2025 SCALA Fall Convention & Trade Show, where spellbinding speakers deliver timely and relevant content that will leave you inspired—not petrified. Plus, there's plenty of time to relax and reconnect with your fellow creatures of the industry. Whether you're a seasoned member or a curious newcomer, this is your chance to connect, learn, and unmask new opportunities in aging services — all in a setting that's as charming as it is chilling.




With 15 CE hours from the National Association of Boards (NAB) and 18 CEUs from the South Carolina Board of Long Term Healthcare Administrators (SC BLTHCA), this is the ultimate chance to keep your license alive and thriving!

Get ready for:

- Raffle drawings with fang-tastic prizes and a trade show worth creeping for scary good swag
- A silent auction worth haunting the halls over
- And the highlight of the event... the SCALA Halloween Party on October 1st – you won't want to miss with a DJ, open bar, and a scream of a good time!

 **Refund Policy — Read If You Dare:**

**Once you register, the curse is cast—no refunds will be conjured up for no-shows, even if your broomstick breaks down or your cauldron boils over. Need to cancel? Here's how to avoid turning into a ghostly regret:**

-  **Send written notice by August 8, 2025 to escape with a full refund (minus a \$75 “rest in processing” fee).**
-  **Cancel between August 9 and September 1? You'll receive a 50% refund, and we'll wish you well from the shadows.**
-  **After September 1, 2025 — we're sorry, but your gold turns to cobwebs: no refunds or credits will rise from the crypt after that date.**

Please email [SCALA@scsistedliving.org](mailto:SCALA@scsistedliving.org) or call 803-851-6308 with any questions.

 **Don't ghost us — register before this opportunity vanishes into the night!**

With eerie appreciation,

*Melody Bailey*

Melody Bailey, SCALA Executive Director



# 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 attract top decision-makers such as CEOs, CFOs, COOs, owners, regional directors, executive directors, administrators, clinical staff, marketing professionals, and more! Additionally, caregiving staff from various communities participate in this conference, as it benefits everyone involved!

**Attire:** Business casual attire is appropriate for this event. Please remember to bring a sweater as the room temperature can be difficult to control.

**Certificate Information:** Upon registration the morning of the conference, you'll receive a copy of your "certificate." This certificate serves as proof of attendance and includes space to record keywords you'll receive on the form as proof of attendance. All participants must keep their certificates. At the end of the conference, you'll total your hours and retain the white copy for your records. The duplicate yellow copy will be returned to SCALA before your departure. If you lose your certificate, you can replace it for a small fee. SCALA will post your hours in CE Broker and NAB after the conference. Please note that no other certificate is issued post-convention.

**Evening Entertainment:** We have a Halloween party featuring a costume contest planned for Wednesday evening, October 1. Thanks to sponsors, registered attendees may attend this for free but **MUST RSVP by Sept. 22.**

**Theme:** This year our theme is: **No Tricks, Just Treats: A Spooktacular Symposium on Senior Living**

**Check In & Registration:** Attendee check in and registration will be held at the registration desk Wednesday morning, October 1 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 agenda will be available in late July.

**Membership:** Consider joining SCALA to be involved and have a voice in the long-term care industry. Your support is essential, and strength comes in numbers. Save money on registration fees by joining. Membership information is available on the SCALA website or by requesting it via email.

**Cancellation Policy:** We regret that we cannot offer refunds or credits for missed conferences. If you must cancel, please note that refunds are only eligible for cancellations received by Aug. 8, 2025, subject to a \$75 processing fee. Aug. 9- Sept. 1 for a 50% refund. After Sept. 1, refunds nor credits will be issued after this date for any reason. If you need to make a substitution, please submit a request via email: [SCALA@scassistedliving.org](mailto:SCALA@scassistedliving.org)

**Photography:** By registering for and attending the event, I consent to the possibility of photographs, videos, and other recordings being taken by SCALA or its representatives. I understand that these recordings may be used by SCALA in any media for any purpose related to its mission, including educational, promotional, and awareness-related activities. I also grant SCALA permission to use my name, likeness, image, statements, and other information in connection with these recordings.

## **About SCALA:**

The South Carolina Assisted Living Association (SCALA) is the largest association solely representing the state's Residential Care Facilities for Seniors, encompassing Assisted Living, Memory Care, and Continuing Care Retirement Communities. Our provider members span a diverse range, from small, independently operated communities to large, multi-national organizations, and from providers catering to an active lifestyle to those specializing in caring for residents with dementia. We represent communities ranging from 5 beds to over 150 beds across South Carolina. Our membership comprises approximately 170 communities and over 55 vendor business partners, and we are experiencing steady growth each year.



Register  On **Eventbrite**

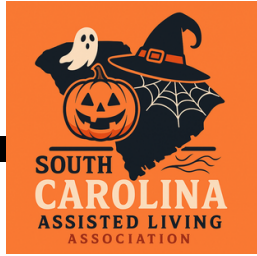
# 2025 SCALA FALL CONVENTION

SCALA@scassistedliving.org

P.O. Box 4561, Irmo SC 29063

www.scassistedliving.org

803-851-6308



**Cancellation Policy:** Notification of cancellation must be received by August 8, 2025, subject to a \$75 processing fee. Refunds will be issued for cancellations made between August 9 and September 1, at a 50% rate. After September 1, refunds or credits will not be issued for any reason.

Limit 3 attendees per form, submit additional forms as needed. Print names & titles as they should appear on the name badge. [YOU MAY ALSO REGISTER VIA EVENTBRITE](#)

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:(\_\_\_\_\_)\_\_\_\_\_ - \_\_\_\_\_

Contact Email (of different than above): \_\_\_\_\_

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

**NO REGISTRATIONS ACCEPTED AFTER 9/23/25**

## CONFERENCE REGISTRATION FEES

Registration Type	Early Bird Ends 7/31/25	Regular 8/1 - 8/25/25	Late 8/26 - 9/23/25	Halloween Party on 10/1?	Quantity	Total
Member -Full Conference	<input type="checkbox"/> \$ 595	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 695	___Y ___N		\$
Non-Member-Full Conference	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 900	<input type="checkbox"/> \$ 950	___Y ___N		\$
Member- One Day	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 325	<input type="checkbox"/> \$ 350	___Y ___N		\$
Non-member- One Day	<input type="checkbox"/> \$ 425	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 495	___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. **VERIFY CREDIT CARD INFORMATION BEFORE SUBMITTING.**

**Cancellation Policy;** To cancel, written notification of cancellation is required by August 25, 2025 for a refund minus \$75 processing fee. Cancellations received after that date through September 1 will be 50% refunded. After September 1 absolutely NO REFUNDS for any reason are allowed. Please do not request refunds after September 1, only substitutions may be sent in your place.

**Please note that submitting the registration and payment forms verifies your agreement to the cancellation policy.**

Total Fees: \$   Check  Credit Card  PayPal (scan QR code below & make note what payment is for. Submit registration to SCALA via email.

Name on Card:

Card Number:

Exp Date:

Email receipt:



**SEND PAYMENTS TO:**

P.O. Box 4561, Irmo SC 29063

Ph: 803-851-6308

Fax: 803-753-9296

Email: SCALA@scassistedliving.org

Join us if you dare...

# HALLOWEEN PARTY

AT THE SCALA 2025 FALL CONVENTION & TRADE SHOW

OCTOBER 1 • 8-11 PM  
WILD DUNES RESORT,  
ISLE OF PALMS, SC

- Raffle prizes
- Photo Booth
- Costume Contest
- DJ Dancing
- Open Bar

Rsvp on the registration form by September 22.

## PRELIMINARY SCHEDULE OF EVENTS

### Wednesday, October 1

8:00-9:00 am Attendee Registration & Breakfast  
9:00-12:00 General Sessions  
12:00-1:00 pm Lunch and Legislative Updates  
1:00-4:30 pm Sessions continued  
8:00-11:00 pm Halloween Party

### Thursday, October 2

8:30-9:30 am Breakfast  
9:00-12:00 am General sessions  
12:00-10 Lunch  
1:00-2:00 General Session  
2:00-5:00 PM Trade Show Open

### Friday, October 3

8:30-9:30 am -Breakfast  
9:00 am-12:30 pm Closing Sessions  
12:30 pm Conference Adjourns



# WHY YOU ABSOLUTELY SHOULDNT GHOST THIS CONFERENCE:



## Find Your Coven of Connections

Reunite with familiar faces and conjure up new connections! Whether you're brewing solutions to staffing nightmares or sharing survival spells for today's senior living challenges, this is your chance to strengthen your professional network. You never know when you'll need to summon expert advice—or a guest speaker with supernatural skills.



## Earn a Frightening Amount of CEUs!

Snag 18 CEUs for SC licenses and 15 NAB hours—all in just 2 ½ days! That's more than enough to keep your credentials alive and kicking (without coming back from the dead to finish later). Forget the fear of lost certificates—SCALA takes care of it all. We log your CEUs with NAB and CE Broker after the event, and we'll haunt our archives for up to 3 years if you ever need a copy. That's one trick that's actually a treat.



## A Spellbinding Setting

By request from attendees, SCALA summoned a conference in this coastal haunt—Isle of Palms! The location is drop-dead gorgeous, and it sets the stage for a magical mix of learning and leisure.



## Avoid Regulatory Fright

Policy changes can be scarier than a haunted house. Get the latest insights on DPH and state regulations—and the chance to ask questions directly to those who know what's brewing behind the scenes.



## Peer into the Fog: Career Moves & Creepy Good Intel

Keep your crystal ball focused on the latest industry shifts—who's hiring, who's haunting new opportunities, and what roles are rising from the mist. Whether you're actively searching or just lurking in the shadows, staying in the know is the smartest spell you can cast.



## Wander the Witches' Market (a k.a. Trade Show)

Discover bewitching new products and services for your community—and maybe even grab a few magical goodies along the way.



## Snag Sinister Swag

Don't forget to stock up on freebies from exhibitors—because who doesn't love a good treat without a trick? Or are you lurking for a killer deal? Our silent auction is brewing with spellbinding treasures just waiting to be claimed! From fang-tastic finds to boo-tiful baskets, you might just snag a prize to die for—without making a sound.



## CEU HOURS

15 hours will be submitted to NAB and 18 will be submitted to CE Broker/BLTHCA for approval.

*This conference is not available as a webinar or recorded event.*





# Wild Dunes Resort at Isle of Palms



Group Name/Code	2025 SCALA Fall Convention / 3IA6DO
<p>Group Rate</p> <p>&amp; Directions to Making Reservations through link</p>	<p>Guestrooms starting at \$249 (\$295 including the required daily resort fee of 16% and tourism fee) • Tax is 14% additional</p> <p>The link defaults to October 1-3, 2025 since those are the dates that have the most availability for the group block. If a guest needs to modify the dates to align with their dates of travel, they will have to select the <b>EDIT STAY DETAILS</b> button at the top of the web page, select your dates and update search to check availability.</p> <p>PLEASE NOTE: If the link no longer shows any rooms available in any date range, this most likely means that the block is full for one or more days at the group rate. Please reach out know if/when this occurs. We will not be able to assist or add new rooms to the block as we get later into August.</p>
<p>Online Reservation Link</p>	<p><b><u><a href="#">SC Assisted Living Booking Link</a></u></b></p>
<p>Reservation Line</p>	<p>877-624-3654 is the direct number to the reservations team. Hours are 8AM – 6PM ET. Be sure to mention group name and code (3IA6DO) when booking reservations for the discounted rate.</p>
<p>Group Cut Off Date</p>	<p>Attendees must book their reservations prior to August 30, 2025 unless the block is full prior to that date. The block usually does fill up by mid- August.</p>
<p>Location</p>	<p><b>Wild Dunes Resort at Isle of Palms/Hyatt - 5757 Palm Blvd Isle of Palms, South Carolina, 29451 United States</b></p>