



Spring Conference & Trade Expo **April 29, 2026**

The Run for the Roses: Acheiving Excellence in Assisted Living

7:15-8:30 am	Registration & Breakfast
8:00 - 10:00 am	Welcome to the opening session! The Run for the Roses: Navigating the Future of Dementia Care, Dr. Macie Smith
2 ceu's	In the race against dementia, the stakes have never been higher. Much like the Kentucky Derby, providing world-class care requires incredible endurance, a dedicated team, & a strategic eye on the track ahead. In this keynote, we pull back the curtain on the current state of dementia care at our "starting gate" & analyze the hurdles we've cleared in research & advocacy. We then turn our sights toward the homestretch, exploring the innovative technologies & person-centered shifts that are redefining where we are going. Whether you are a clinician, a caregiver, or advocate, you'll leave with a "Winner's Circle" mindset: equipped with the insights needed to pace yourself & the inspiration to cross the finish line together.
All sessions are in Ballrooms B/C	
10:00-10:15 am	Break
10:15-11:15 am	Racing Toward Fire Safety Excellence: DPH Fire & Life Safety - Todd McAlhany, Fire & Life Safety Section, S.C. Department of Public Health
1 ceu	And they're off! Gear up to navigate the fast-track of regulatory changes and fire safety codes. Join us in the paddock as we break down the latest updates impacting our community's circuit. We'll be handicapping the field by reviewing the "Final Five"—the top five citations that are currently leading the pack during inspections. Don't let your community get scratched; we're providing the essential toolkit and insights to ensure every "stable" is prepared for the home stretch.
11:15 am- 12:15 pm	Department of Public Health Regulatory Update – Down the Regulatory Track. JoMonica Taylor, Community Services Section
1 ceu	Head to the starting gate with the South Carolina Department of Public Health for a fast-paced look at regulatory updates impacting the assisted-living industry. We'll round the track reviewing the most frequently cited inspection violations, highlight emerging compliance trends, and share important updates affecting providers across the state. Whether you're aiming for a strong finish in compliance or simply want to stay ahead of the field, this session will equip you with practical insights to help your organization stay on track and in the winner's circle.
12:15 - 1:15 pm	Lunch/ The Role of Nurse Honor Guards in Professional Legacy
1 ceu no ceu for NAB	This session explores the SC Nurse Honor Guard, a specialized volunteer organization dedicated to performing ceremonial tributes for deceased nursing professionals. Participants will examine the impact of ritualized recognition on the bereavement process for families and its role in fostering professional identity within the healthcare community. This service can be a great service to your residents and community. Learn how to incorporate in your community.
1:15 - 2:45 pm	Behavioral Health and Assisted Living: Improving Outcomes and strengthening Care. Gregory Gwisc & Priscilla Smith, Your Health.
1.5 ceu's	Managing behavioral health conditions—including dementia, depression, and anxiety—is critical for modern ALFs. By understanding the prevalence of these conditions & their impact on costs and staff workload, providers can transition from reactive to proactive care. Early identification is the key to preventing crises, while integrated behavioral health support significantly enhances both the resident experience & staff morale.
2:45- 3:00 pm	Break
3:00- 4:30 pm	From the Starting Gate to the Winner's Circle: Leadership Strategies for Building Loyal, Engaged Teams. Mike Schonberg, vCare Hospice.
1.5 ceu's	Ready to transform your team's culture? Join us to learn ALF leadership methods that spark immediate engagement & boost community-wide morale. We'll dive into practical techniques to help you connect with every team member—from top to bottom—yielding palpable improvements the moment you return to the office.
4:30- 5:30 pm	Legislative Updates- Susan Bowling, McGuireWoods Consulting
1 ceu	This session provides a comprehensive briefing from our legislative consultants and lobbying group on the bills currently moving that directly impact your operations, staffing, and resident care. We will break down pending legislation and provide insights into the political climate & budget priorities.

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

NAB- 8



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8:00-9:30 am	Breakfast
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9:30 am-12:30 pm	Exhibitor Registration & Trade Expo set up- Exhibit Hall
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8:00 - 9:00 am	Marketing Before the Crisis: How Senior Living Communities Win Family Trust Long Before the Phone Rings. Shellie Young, Mac Media Services
1 ceu	Families rarely make decisions about senior living communities during a calm and deliberate moment. Instead, they often find themselves making choices under stress, urgency, and emotional pressure, long before they even schedule tours or place phone calls. At this point, families have already formed opinions based on what they've read or seen online. This session delves into the importance of building familiarity, credibility, and trust in assisted living communities before families actively search for placement. Attendees will learn how consistent human-centered marketing can influence decision-making, while silence or inconsistency can unintentionally erode trust. Additionally, the session explores strategies for communities to remain visible and reassuring without relying on large budgets or full-time marketing staff.

9:00-11:00 am	Experience Matters. Why Building a Positive Experience Will Directly Assist in Top & Bottom Line Growth. Heather Haley, SRI Management
2 ceu's	In the competitive landscape of senior living, resident experience is no longer a "soft" metric—it is a critical financial driver. This session explores the direct correlation between a community's culture and its fiscal health. By dissecting the relationship between service quality, occupancy, and Net Operating Income (NOI), we will move beyond basic hospitality to build a strategic framework for operational excellence.

11:00 am -1:00 pm	Championing Your Team. Turning Employees into Advocates. Erin Stinner & Josie Schultz, A to Z Communications.
2 ceu's	Employee advocacy is a strategic component of effective marketing and public relations in assisted living. By educating and empowering employees to serve as authentic ambassadors, organizations can strengthen internal culture while enhancing external communication and reputation. This session explores how leaders can intentionally align employee advocacy with overall communication strategies to support recruitment, engagement, and organizational excellence. Attendees will gain practical insight into building a strong foundation for advocacy that feels authentic, sustainable, and aligned with professional standards.

1:00 - 3:30 pm	Lunch & Vendor Education Expo Open- Exhibit Hall (downstairs)
2 ceu's-CE Broker (no ceu's for NAB)	<i>Be sure to get cards signed by exhibitors and return to SCALA for ceu's for SC.</i>

3:30-5:30 pm	Closing: Working It Out! Developing a Plan That is Sustainable and Enforceable. Laura Camper -Dillitte
2 ceu's	Moving from a vision to a functional reality requires more than just a good idea; it requires a framework that lasts. This interactive session tackles the core pillars of organizational success: optimizing physical space, mastering recruitment, and fostering long-term staff retention. Leaders will walk away with a practical toolkit to streamline operations and enforce standards without burnout. We will also identify "effort drains"—the legacy processes that are no longer serving your mission—so you can focus on what actually moves the needle.

5:30 pm	Conference Conclusion- participants leave with ceu form that serves as certificate
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Vendor Education Expo

This session is designed as a structured Continuing Education learning experience, transitioning the traditional trade show floor into a series of Consultation Hubs. Attendees will engage in focused, 5-10 estimated minute visits with industry experts to address critical operational challenges and emerging regulatory trends in South Carolina's long-term care landscape and learn about the services or resources that can help them better manage their residents and communities.

By engaging with a diverse sample of specialized vendors—ranging from pharmacy and legal experts to nutrition and safety technology providers—administrators will gain actionable knowledge to improve resident outcomes, mitigate facility risk, and enhance organizational efficiency.

Learning Objectives:

Upon completion of this session, participants will be able to:

- Evaluate the integration of Hospice and Home Health services to optimize aging-in-place strategies and end-of-life dignity and how to integrate these services in their community
- Identify emerging trends in Pharmacological Management and clinical safety protocols to ensure compliance with state medication regulations.
- Collaborate with Nutrition Consultants and Food Service experts to implement therapeutic dining programs that meet DPH standards and enhance resident wellness.
- Analyze the efficacy of Wireless Call Systems and Wandering Prevention technologies in reducing fall risks and response times.
- Assess new Healthcare Medical Products and medical equipment for their role in infection control and physical patient safety. Learn how to optimize these resources and new technology or equipment that may be available to assist the residents or the community and improve daily living and management
- Consult with Legal Counsel on proactive risk management to avoid lawsuits and navigate complex South Carolina liability laws.
- Review Insurance and Financial trends to ensure facility fiscal health and adequate coverage against modern operational risks.
- Utilize Media Relations and Social Media expertise to improve community transparency and brand reputation while maintaining strict HIPAA compliance.

Many more valuable vendors offering education to attendees.

Relevance to South Carolina Board Standards: This program is specifically designed to meet SC Code of Regulations Chapter 93-200 by providing "Live Instruction" through real-time interaction with discussion from knowledgeable vendor partners.