

SCALA
SOUTH CAROLINA ASSISTED LIVING ASSOCIATION

HITTING THE JACKPOT:
★ BIG WINS FOR SENIOR CARE ★

2026 CONVENTION
SEPTEMBER 23 – 25, 2026

WELCOME
Harrah's
CHEROKEE
CASINO RESORT
CHEROKEE, NORTH CAROLINA

★ **REGISTRATION PROGRAM** ★

 Join SCALA for an Unforgettable Event!	 SEPTEMBER 23 – 25, 2026
 Networking Education Trade Show	 HARRAH'S CHEROKEE CASINO RESORT CHEROKEE, NORTH CAROLINA



Double Down on Success: The Full Convention Brochure is Here!

The chips are down, the stakes are high, and it is time to hit the jackpot! The 2026 SCALA Fall Convention & Trade Show is officially rolling into Cherokee, and we are ready to deal you a winning hand.

Our Convention Brochure is live and packed with everything you need to map out your winning strategy. From high-stakes networking to ace-level education, this is the one event where you absolutely cannot afford to bluff.

The Game Plan

WHEN: September 23–25, 2026 | Trade Show: September 24 only

CEU'S: 15 hours will be submitted to NAB for approval, while 18 hours will be submitted to CE Broker. NAB does not approve the trade show for hours, which explains the discrepancy between the two.

WHERE: Harrah's Cherokee Casino Resort | 777 Casino Dr, Cherokee, NC 28719

THEME: Hitting the Jackpot: Big Wins for Senior Care

What's in the Deck for You?

Flip through the brochure and you'll find info on the three action-packed days designed to help you cash in on success:

- **High-Stakes Networking:** Connect face-to-face with top decision-makers and heavy hitters in the senior care industry.
- **Ace-In-The-Hole Education:** Learn from dynamic, heavyweight speakers delivering timely, relevant content that will leave you inspired and ready to win big for your community. **WE ARE STILL ACCEPTING SPEAKER PROPOSALS, SO THE AGENDA WILL NOT BE FINALIZED UNTIL EARLY JULY.**
- **Max Out Your CEUs:** Don't leave your licensing to chance! Secure 15 CE hours from the National Association of Boards (NAB) and 18 CEUs from the South Carolina Board of Long Term Health Care Administrators (SC BLTHCA).

More Ways to Win:

The Trade Show Floor: Hunt for high-rolling swag and enter raffle drawings for spectacular prizes.

The SCALA Welcome Reception (Sept. 23): The perfect social hour to mix, mingle, and talk strategy with fellow attendees before you head out to test your luck on the casino floor or explore beautiful Cherokee.

Ready to Claim Your Seat at the Table?

Don't wait until the last minute! Review the details (full agenda schedule will not be ready until July) and exclusive meeting perks in our comprehensive packet. You have two options to register: You can complete and submit this registration form to SCALA via email, standard mail, or fax. Alternatively, you can complete the online registration through the link provided in this attendee packet.

Questions? Need to verify your hand? We're happy to help! Reach out to **SCALA@scassistedliving.org** or give us a ring at **803-851-6308**.

With appreciation,

Melody Bailey

Melody Bailey, SCALA CEO

**Room rates are less
than \$100 per night!**

Continuing Education Credit:

If all sessions are attended, you will receive a total of 18 hours of CEU's 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: Welcome Networking Reception: Kick off your conference experience by making valuable connections from the very start! Join fellow attendees, speakers, and industry professionals on Sept. 23 from approximately 5:30–7:00 PM for an evening of networking and conversation. This is a great opportunity to meet peers, exchange ideas, share experiences, and build relationships with others who understand the unique opportunities and challenges in assisted living. This leaves ample time for you to enjoy your own dinner plans, indulge in the casino, or explore the attractions of the Cherokee area.

Check In & Registration: Attendee check in and registration will be held at the registration desk Wednesday morning, Sept. 23, 8-9 am. Registration will be 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 early 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.

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.

Cancellation Policy: All cancellation requests must be submitted in writing. Cancellations received on or before August 14 will eligible for a 50% refund; requests received after this date are non-refundable and cannot be credited toward future events. If you are unable to attend, you may send a substitute in your place, provided SCALA is notified in advance to update registration details. In the event that SCALA must cancel or postpone the program due to severe weather, public health emergencies, or other unforeseen circumstances, a credit toward a future event will be issued, but no refunds will be processed. Thank you for your understanding and cooperation. Your registration serves as an agreement to this policy

Cancellation Policy: Cancellation Policy--All cancellation requests must be submitted in writing. Cancellations received on or before August 14 will eligible for a 50% refund; requests received after this date are non-refundable and cannot be credited toward future events. If you are unable to attend, you may send a substitute in your place, provided SCALA is notified in advance to update registration details. In the event that SCALA must cancel or postpone the program due to severe weather, public health emergencies, or other unforeseen circumstances, a credit toward a future event will be issued, but no refunds will be processed. Thank you for your understanding and cooperation. Your registration serves as an agreement to this policy.

Limit 4 attendees per form, submit additional forms as needed. Print names & titles as they should appear on the name badge. Registration Fees Includes breakfast, lunch, breaks and ceu's: NO REGISTRATIONS ACCEPTED AFTER 9/16/26

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

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

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

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

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

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

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

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

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

4. Name (Attendee 4): _____ Title: _____

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

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

Facility/Company Name: _____

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

Contact Email (of different than above): _____

CONFERENCE REGISTRATION FEES

Registration Type	Early Bird Ends 7/20/26	Regular 7/21 - 8/21/26	Late 8/22 - 9/16/26	Quantity	Total
Member -Full Conference	☐ \$ 595	☐ \$ 650	☐ \$ 695		\$
Non-Member-Full Conference	☐ \$ 850	☐ \$ 900	☐ \$ 950		\$
Member- One Day	☐ \$ 300	☐ \$ 325	☐ \$ 350		\$
Non-member- One Day	☐ \$ 425	☐ \$ 450	☐ \$ 495		\$

1. If you're registering a mix of individuals for the full conference and a one-day session, please list the name of the one-day session. Please provide the name of the registrant and the date they are attending.

2. May we share your email in the listing provided to attendees/vendors at the conference? ☐ Y ☐ N

PAYMENT INFORMATION

Submission of this form or online registration 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 online registration. 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.** You should receive a confirmation so reach out if you do not receive it within three business days.

Cancellation Policy: Cancellations received on or before August 14 will eligible for a 50% refund; requests received after this date are non-refundable and cannot be credited toward future events. If you are unable to attend, you may send a substitute in your place, provided SCALA is notified in advance to update registration details. In the event that SCALA must cancel or postpone the program due to severe weather, public health emergencies, or other unforeseen circumstances, a credit toward a future event will be issued, but no refunds will be processed.

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

PRELIMINARY SCHEDULE OF EVENTS

Wednesday, September 23

8:00-9:00 am Attendee Registration & Breakfast
9:00 am-12:00 pm General Sessions
12:00-1:00 pm Awards Luncheon
1:00-4:30 pm Sessions continued
5:30-7:00 pm Welcome Networking Reception

Thursday, September 24

8:30-9:30 am Breakfast
9:00 am-12:00 pm General sessions
12:00-1:00 p.m. Lunch & Legislative Update
1:00-4:00 p.m. Trade Show Open
4:00-5:00 p.m. General Session
Evening on your own

Friday, September 25

8:30-9:30 am Breakfast
9:00 am-1:00 pm Closing Sessions
1:00 pm Conference Adjourns

Topics of interest we are seeking convention presenters for:

- **AI & Technology-** Topic: How AI is transforming staffing, resident monitoring, documentation, and care gaps
- **Workforce Retention & Recruitment-** Topic: Combating staffing shortages, wage pressures, and building sustainable pipelines
- **Dementia & Memory Care Best Practices-** Topic: Person-centered dementia care, behavioral health strategies, and family engagement
- **Risk Management & Liability-** Topic: AI liability, incident documentation, litigation trends in senior care
- **Leadership Development-** Topic: Administrator effectiveness, building culture, and succession planning
- **Playing to Win with Families-**Topics: Difficult conversations, Complaints, Expectations management, Social media issues
- **Filling Empty beds in a Competitive Market-** Topics: Sales processes, Referral development, Digital marketing, Hospital relationships
- **Mental Health & Burnout**
- **Medicaid & Federal Funding Landscape-** Topic: Impacts of federal Medicaid cuts, state budget shifts, and financial sustainability
- **Occupancy, Marketing & Census Growth-** Topic: Demand generation, digital marketing, and filling beds in a competitive market
- **Resident programming and wellness, life enrichment**
- **Parkinsons Disease**
- **Resident Experience & Culture**
- **Collaborative Care & Partnerships**
- **Avoiding lawsuits and various legal advice topics**

We welcome new speakers and are open to presenter proposals beyond these.



Cen 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.

Join **SCALA**

South Carolina Assisted Living Association

Your Partner in Assisted Living Excellence.

Here are a few benefits:

- Discounted rates for conferences and training sessions.
- A members only resource area brimming with forms, new hire and onboarding documents, and resource manuals designed to assist your community. It's truly a treasure trove of information that is worth membership for any community!
- Administrators' Prep Handbook - Coming in June
- Interim administrator lists and consultants
- MUCH MORE!

Empowering Communities.
Connecting Caregivers.
Transforming Lives

[Become a Member Today](#)

YOU'RE INVITED TO A

NETWORKING Reception

Attendees, sponsors, exhibitors & presenters

JOIN US FOR AN EVENING OF GREAT CONNECTIONS, CONVERSATION, AND COMMUNITY.

SEPTEMBER 23

HARRAH'S CHEROKEE CASINO

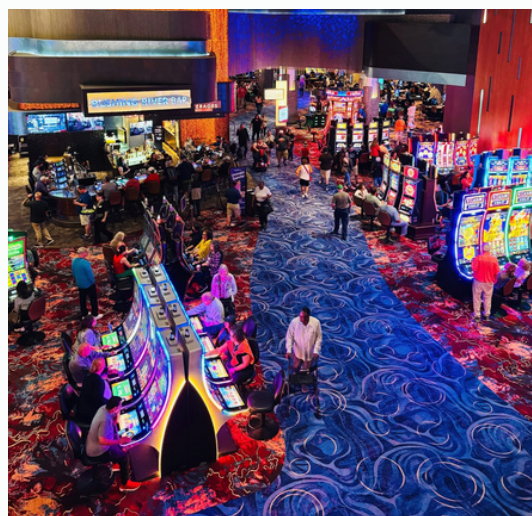
5:30 - 7:00 PM

CONNECT. COLLABORATE. BUILD RELATIONSHIPS.

We look forward to seeing you there!



Harrah's CHEROKEE CASINO RESORT



Group Name/Code	2026 SCALA Fall Convention / S09SCAL
Group Rate	Guestrooms starting at \$85 (includes the daily resort fee) • Tax is 15% additional PLEASE NOTE: If you are wanting to extend your stay, you will have to pay the best available rate from the hotel.
Online Reservation Link	<u>SC Assisted Living Booking Link</u> https://book.passkey.com/go/scala2026
Reservation Line	The number to call to make reservations directly with the property is 1-800-CAESARS. Guests should reference their group code (S09SCAL) to book at the group rate
Group Cut Off Date	Attendees must book their reservations prior to September 1, 2026 unless the block is full prior to that date. We anticipate this block to be full by mid August.
Location	Harrah's Cherokee Casino Resort 777 Casino Drive, Cherokee, NC 28719