



# 2021 FALL CONVENTION & TRADE SHOW

Purpose on the Palm

Making life Spectacular

CONFERENCE  
PRESENTED BY



OCTOBER 10-13, 2021  
Wild Dunes Resort at Isle  
of Palms





GRAND ENTERTAINMENT SPONSOR



# Conference Presented By:



## Preliminary Convention Topics:

### Conference Sessions:

- ◆ Employee retention & engagement
- ◆ Litigation
- ◆ Regulation updates
- ◆ Leadership
- ◆ Best Practices
- ◆ Challenging financial budgets
- ◆ Team Dynamics
- ◆ Rebuilding Census in AL
- ◆ Engaging Residents in Technology
- ◆ Thriving in a Crisis
- ◆ Loneliness in Older Adults
- ◆ Self Care: Balance & Well Being
- ◆ Much More!

### Sales Track Proposed Topics:

- ◆ The Power of Closing with Three Words
- ◆ Handling Objections with a Smile
- ◆ Appropriately Understanding Your Buyer and Your Product
- ◆ Common Buyer Objections
- ◆ Social Selling and How Do I Do It?
- ◆ Leveraging Your Entire Team
- ◆ All of Your Content Is Critical
- ◆ What Does Your Buyer's Journey Feel Like
- ◆ Practical Solution Selling
- ◆ Breaking Your Sale Into Small Chunks

## Great reasons to attend

- ◆ Networking! Catch up with old friends and make new ones. Share experiences with others and discuss how you are managing after the pandemic.
- ◆ Low registration fees and the conference is only 3 days to get 18 ceu's for SC licenses and 15 for NAB hours!
- ◆ SCALA keeps a record of your hours for this event in case you lose it. It can be difficult to get copies from other organizations or online ceu companies.
- ◆ Obtain your ceu's without waiting until last minute! You take your certificate home with you!
- ◆ Get answers to difficult or challenging issues you or your community may be facing.
- ◆ Get up to date info on upcoming changes related to regulatory and policy affecting the long term care industry in South Carolina.
- ◆ Stay tuned in with what is going on in the industry such as who's hiring and who's looking for a new opportunity.
- ◆ Jump start your day with motivational speakers and great ideas
- ◆ Visit with exhibitors to see what new services or products may be useful to your community or business.





# Agenda

Full Agenda Coming in late July.

## Sunday, Oct. 10, 2021

- |                |                     |
|----------------|---------------------|
| 3:00 p.m.      | Cornhole Tournament |
| 5:30-6:30 p.m. | Welcome reception   |

## Monday, Oct. 11, 2021

- |                   |  |
|-------------------|--|
| 8:00 -9 :00 a.m.  | Registration   |
| 9 a.m.-12:00 p.m. | Morning Seminars<br>Exhibitor set-up   |
| 12:00 p.m.        | Box lunch pick up  |
| 12:00-3:00 p.m.   | Trade Show open. Attendees must visit exhibitors for a signature on their card to get CEU credit. Great prizes and networking. |
| 3:00 p.m.         | SCALA begins calling drawings for prizes & raffles   |
| 3:30-5:00 p.m.    | Afternoon seminars   |
| 8:30 -11:30 p.m.  | Casino Night   |

## Tuesday, Oct. 12, 2021

- |                   |  |
|-------------------|--|
| 9:00 a.m.-4:30 pm | Seminar breakouts all day. Also, separate sales track all day for marketers, sales staff & vendors! Register your staff for the sales track! One day option or they can attend the entire conference |
| 8:30-11:30 pm     | 80's party   |

## Wednesday, Oct. 13, 2021

- |                    |   |
|--------------------|---|
| 9:00 am-12:15 p.m. | Closing Sessions                                      |
| 12:15 pm           | Conference Adjourns. Keep a copy of your certificate. |





# You are graciously invited to attend . . .

SCALA's Annual Fall Convention to be held October 10-13, 2021 at Wild Dunes Resort at Isle of Palms. This year we are thrilled to focus on the theme **Purpose on the Palm... Making Life Spectacular**. We are excited to host our conference sessions in the brand new Sweetgrass Inn hotel at Wild Dunes. This beautiful, brand new hotel will host most of our conference this year except on the trade show day. We invite all participants and vendors to dress in the tropical theme while at the conference for a fun time! Exhibitors will be encouraged to decorate their booths in a tropical/island theme for a fun exhibit at the trade show and the chance to win Best Booth.

We hope the sessions we're organizing will serve to provide you resources, ideas, strategies & networking opportunities to help you, your staff and your community. We are ready to move beyond the pandemic and focus on transitioning back to normal! You may be wondering, why should I attend? You will be inspired and encouraged by our speakers, visit the exhibit halls and see what's new, meet with other like-minded attendees.

This conference will be submitted to the National Continuing Education Review Service (NCERS) of the National Association of Long Term Care Administrators Board of Examiners of Long Term Care Administrators (NAB) for up to 15 continuing education credits and to the SC Board of Long Term Healthcare Administrators for 18 hours.

So, make plans to join us in October! We're going to have a fabulous time!

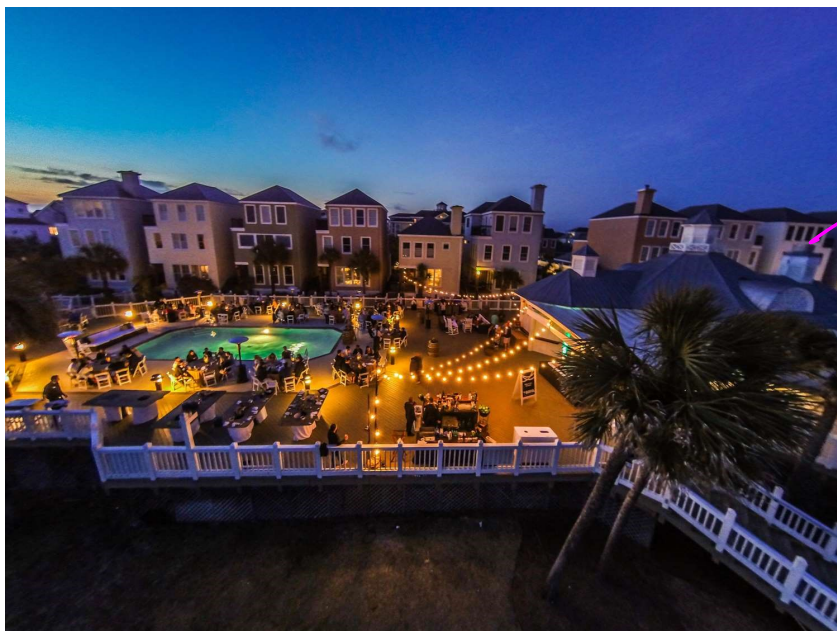
Sincerely,



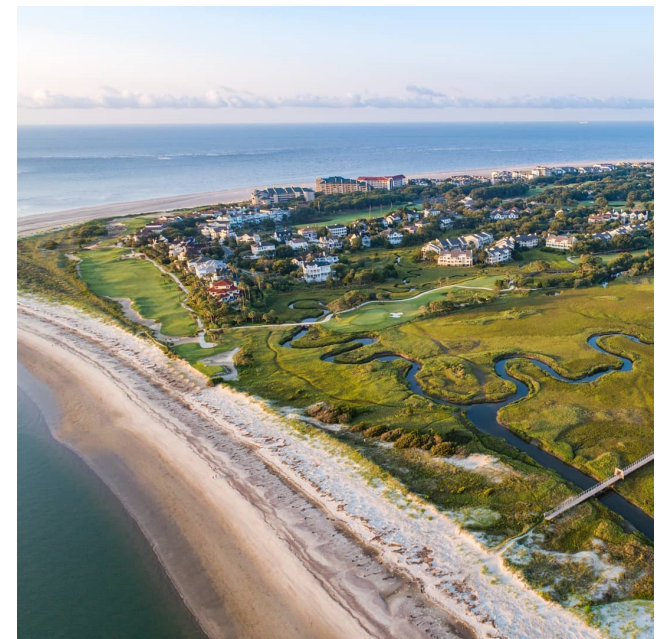
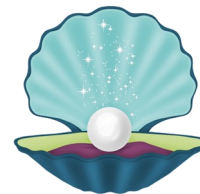
Melody Bailey, Executive Director  
& the SCALA Board, Officers, and Conference Committee



# WILD DUNES RESORT



*At the Isle  
of Palms*





# ROOM BLOCK

Attendees will have until **September 17, 2021** to book their reservations at the group rate UNLESS the room block fills early which it often does. DO NOT WAIT TOO LATE. You may book reservations using the online booking link or by calling the toll free reservations line, both listed below.

<b>Group Name/Code</b>	<b>SC Assisted Living Association / 3HU85L</b>
<b>Group Rate</b>	Guestrooms: \$209 daily/ 1 bed suite: \$239 / 2 bed suite: \$259 / 3 bed suite: \$359 All rates: plus 16 % resort fees & 14 % taxes
<b>Online Reservation Link</b>	<a href="#">SC Assisted Living Association Online Booking Link</a>
<b>Toll Free Reservation Line</b>	866-359-5593, Option #1  Wild Dunes Resort is experiencing unprecedented call volume levels. If you are sent to voicemail, please expect a call back from one of our colleagues within 24 to 48 hours.
<b>Group Cut Off Date</b>	Attendees must book their reservations and fill the group block prior to <b>September 17, 2021</b>



## CANCELLATION POLICY

Conference cancellation info:

Registration fees will be refunded (less a \$50 administrative fee) for cancellations received in writing no later than August 27.

After August 27 registration fees are transferrable only but not refundable & a credit cannot be issued. Consider sending a substitution in your place if you cannot attend. NO EXCEPTIONS.

If SCALA must cancel due to Covid- 19 for any reason, a credit for a future conference will be issued but no refunds. If our conference is held but you decide not to participate, neither refunds nor credits will be given.

# GENERAL CONFERENCE INFO

18 ceu's for  
SC Licenses

15 ceu's for NAB

## Continuing Education Credit:

Please be sure to indicate your license number on the registration form or bring it with you to the convention. 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. No partial credit will be given for any session you do not complete.

**Certificate Information:** You'll be receiving a copy of your certificate at registration the morning the conference begins. All participants must retain their certificate & we will provide keywords in each session. At the end of the conference you will total your hours & retain your white copy for your records & the duplicate yellow copy will be returned to SCALA prior to your departure. Replacement certificates will be \$20.00 if you need a copy.

## Evening Entertainment:

**80's Night & Casino Night:** Please RSVP to be included in Casino or 80s night. If you have a guest, you may purchase the entertainment package to attend both nights including bar and heavy hors d'oeuvres. You are encouraged to dress up in the 80's theme as it will be fun for all! 80's theme contests will be held to win prizes! Casino night will also offer fun prizes.

**Who Attends:** SCALA conferences are attended by top decision makers including: CEOs, CFOs, COOs, owners, regional directors, executive directors, administrators, clinical staff, marketing professionals and more!

**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.

**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 unlimited permission to use my name, likeness, image, statements, and other information.

**About SCALA:** The SC Assisted Living Association is the largest association representing SC's leading Assisted Living providers. Members range from small, independently operated communities to large, national organizations and from providers that cater to an active lifestyle to those specializing in caring for residents with dementia. Our membership is comprised of over 150 communities across the state & over 50 vendor business partners.





# Registration

2021 Fall Convention and Trade Show

October 11-13, 2021

One person per registration page. Duplicate as needed.  
PLEASE COMPLETE ALL INFORMATION. **NO REGISTRATION AFTER OCT. 1**

ATTENDEE NAME \_\_\_\_\_

TITLE \_\_\_\_\_

SC CRCFA/NHA # \_\_\_\_\_ NAB # \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ EMAIL \_\_\_\_\_

- ◆ If registering for one day, what day that you will attend? ☐ Oct. 11 ☐ Oct. 12
- ◆ Full Conference Registration (not one day) includes a SCALA quarter zip pullover. Please specify size (true to size, S-XXL) \_\_\_\_\_
- ◆ May we share your email in the listing provided to attendees & vendors at the conference?  
☐ Y ☐ N
- ◆ Any special food requests? Vegetarian? We cannot guarantee all requests will be met.

- ◆ Will you be attending: ☐ CASINO NIGHT (Oct 11) ☐ 80'S NIGHT (Oct 12)

Please complete this form and mail it with your check for the total amount due payable to: SCALA, 110 Ministry Drive, Suite D, Irmo SC 29063. Registrations with credit card payment may be emailed to SCALA@scassistedliving.org or faxed securely to (803) 753-9296. Questions? Please contact Melody Bailey, Executive Director at 803-851-6308 or by email to SCALA@scassistedliving.org

**CANCELLATION POLICY-** Registration fees will be refunded (less a \$50 administrative fee) for cancellations received in writing no later than August 27. After August 27 registration fees are transferable but not refundable nor can a credit be issued. Consider sending a substitution in your place if you cannot attend. NO EXCEPTIONS. Thank you.

Make check payable to SCALA. Mail to: 110 Ministry Drive, Ste D, Irmo, SC 29063. Ph (803) 851-6308 • Fax (803) 753-9296 • SCALA@scassistedliving.org

	Event Item Name	Expires	Pricing
<input type="checkbox"/>	Full Conference Registration Early Bird	now- August 6, 2021	Member: \$435.00 Non-Member: \$550.00
<input type="checkbox"/>	Single Day Registration Early Bird	now- August 6, 2021	Member: \$225.00 Non-Member: \$280.00
<input type="checkbox"/>	Full Conference -Regular Registration	August 7- Sept. 1, 2021	Member: \$495.00 Non-Member: \$595.00
<input type="checkbox"/>	Single Day- Regular Registration	August 7- Sept. 1, 2021	Member: \$255.00 Non-Member: \$315.00
<input type="checkbox"/>	Full Conference-Late Registration	September 1- October 1, 2021	Member: \$525.00 Non-Member: \$625.00
<input type="checkbox"/>	Single Day—Late Registration	September 1- October 1, 2021	Member: \$275.00 Non-Member: \$335.00
<input type="checkbox"/>	Sales Track /Full Conf– Regular	now- Sept. 1, 2021	Member: \$450.00 Non-Member: \$575.00
<input type="checkbox"/>	Sales Track One Day– Regular	now- Sept. 1, 2021	Member: \$255.00 Non-Member: \$315.00
<input type="checkbox"/>	Sales Track /Full Conf – Late	September 1- October 1, 2021	Member: \$525.00 Non-Member: \$625.00
<input type="checkbox"/>	Sales Track One Day– Late	September 1- October 1, 2021	Member: \$275.00 Non-Member: \$335.00
<input type="checkbox"/>	Add-on Guest Event Package (Mon. & Tues. Night Party )	now- October 1, 2021	Member: \$75.00 Non-Member: \$125.00

**Payment Information:** Total Amount Due \$ \_\_\_\_\_

☐ Check ☐ Credit Card

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_


Name on Card \_\_\_\_\_

Email receipt: \_\_\_\_\_

Make check payable to SCALA. Mail to: 110 Ministry Drive, Ste D, Irmo, SC 29063.

Ph (803) 851-6308 • Fax (803) 753-9296 • SCALA@scassistedliving.org



A vertical poster for a casino night event. The background is white with a border of various playing cards (aces, kings, queens, jacks, tens, nines, eights, sevens, sixes, fives, fours, threes, twos, aces) and a central illustration of a queen of hearts holding a flower. The text is centered and reads:

Feeling lucky?  
Here's the deal:

Join us for

## CASINO NIGHT

OCTOBER 11, 2021

Gambling, prizes, music,  
hors d'oeuvres & open bar.

Please RSVP on the  
registration to be included.  
Extra tickets available for  
purchase.

DUST OFF YOUR CASSETTES

TEASE UP YOUR HAIR

IT'S A **TOTALLY 80'S** PARTY

BE THERE OR BE SQUARE!

October 12, 2021

Tuesday Evening, 8:30-11:30 pm

Let's go back to the days of metal bands and big hair.  
Find some leg warmers, muscle shirts, or leggings to wear!

Show off your funky 80's skills and win a prize!

- Best 80's attire
- Air-guitar Contest
- Break Dancing Contest
- Moon-walking Contest
- Lip-syncing Contest
- Rubik's cube contest