

THE
GREATER
GOOD

WE BELIEVE WE
ARE STRONGER
TOGETHER

LEADINGAGE SOUTH CAROLINA
2023 ANNUAL CONFERENCE & TRADE SHOW

Hyatt Regency Hotel, Greenville, SC
MAY 15 - 17, 2023

**Attendee
Registration
Brochure**



Greater Good

LeadingAge South Carolina 2023 Annual Conference & Trade Show

May 15—17, 2023
Hyatt Regency Hotel, Greenville, SC

Dear Colleagues & Friends,

The 2023 Conference Theme is ***Greater Good.***

Our world is complex, but our common goal is simple—we dedicate ourselves to creating positive change and improving the lives of older adults wherever they call home. As we focus on a wide and rapidly-evolving range of issues—it's more important than ever to harness the combined power of our mission-driven LeadingAge professionals. That's why aging services leaders from across our state will come together in Greenville, SC.

You are an important part of the LeadingAge South Carolina 2023 Annual Conference & Trade Show.

Join us on Monday, May 15 to Wednesday, May 17, 2023

The 2023 LASC Annual Conference will provide a valuable opportunity to interact and learn from conference keynote sessions, concurrent sessions, and during the trade show. Across our education program, we'll spend time talking about the issues and strategic priorities that matter to us most, and prominent experts will share their experience and vision that is certain to inspire us all. There will be information on a variety of topics such as:

- ◆ Leadership and Ethics
- ◆ Tech-Enabled Value Based Care in Long Term Care and Senior Living
- ◆ From Leisure to Wellness
- ◆ Charitable Giving
- ◆ Building a Supportive, Collaborative Integrated Care System for Low & Middle Income
- ◆ Design that Nurtures Care
- ◆ Cybersecurity
- ◆ Plant-Forward for the Future
- ◆ Fall Prevention
- ◆ Employee Finances, and much, much more.

Please don't miss the Opening Night Reception on Monday for all attendees, sponsors, and exhibitors.

In addition, please plan to spend time in the 2023 LeadingAge SC's Trade Show on Tuesday. As you tour the TRADE SHOW, you will discover life-changing products and services, and during social events, you'll build connections and camaraderie. This year will ignite your passion and your purpose to advance your mission for those you serve. Together we are stronger for the greater good.

We look forward to seeing you at the Hyatt Regency in Greenville, South Carolina on May 15—17, 2023.

Sincerely,

Bob Benson

*Bob Benson, Rolling Green Village
Board Chair*

Kassie South

*Kassie South, LeadingAge South Carolina
President/CEO*

Program-at-a Glance

LeadingAge South Carolina Annual Conference and Trade Show

Monday, May 15, 2023

10:00am-5:00pm	Attendee Conference Registration
11:00am-12:30pm	Monday's Keynote Session
12:30pm-2:00pm	Lunch (on your own)
2:00pm-3:00pm	<u>Concurrent Workshops</u>
2:00pm-5:00pm	Exhibitor Registration & Setup
3:00pm-3:15pm	Refreshment Break
3:15pm-4:45pm	<u>Concurrent Workshops</u>
5:00pm	Opening Night Reception for Sponsors, Exhibitors, & Attendees
6:30pm	Dinner on your own

Tuesday, May 16, 2023

7:30am-9:00am	Exhibitor Registration & Setup
8:00am-5:00pm	Attendee Conference Registration
8:00am	Continental Breakfast
8:30-9:30am	<u>LeadingAge SC Town Hall</u>
9:15am	Briefing with Exhibitors & Sponsors
9:30am-12:30pm	Trade Show Hours
12:00pm	Door Prize Drawings by Exhibitors
12:00pm	Trade Show Networking Luncheon
1:00pm	Break down booths by Exhibitors
1:00-2:00pm	<u>Concurrent Workshops</u>
2:00pm	Refreshment Break
2:15pm-3:45pm	<u>Concurrent Workshops</u>
3:45pm	Refreshment Break
4:00-5:00pm	<u>Concurrent Workshops</u>
5:00pm	Adjourn

Wednesday, May 17, 2023

6:45am	Attendee Conference Registration
7:00am	Breakfast & Annual Business Meeting for LeadingAge South Carolina
8:30am-10:00am	Wednesday's Keynote Session
10:00am-10:15am	Refreshment Break
10:15am-11:15am	<u>Concurrent Workshops</u>
11:15 am	Adjournment

Keynote Speakers

Monday's Keynote Speaker



JIM MATHIS

Jim Mathis is an International Platform Speaker, Certified Speaking Professional (CSP), Certified Speaker and Trainer

with the international John Maxwell Team, consultant, and best-selling author. He has been writing, speaking, and consulting for over 40 years. He helps business leaders who want to reinvent their businesses in changing economic climates. Jim is President of Reinvention Nation, LLC based in St. Augustine, Florida, and author of the best-selling book: *Reinvention Made Easy: Change Your Strategy. Change Your Results.*

Wednesday's Keynote Speaker



LISA IPPOLITO

Lisa Ippolito has spent over twenty-years of her career in Assisted Living. Holding positions as Administrator,

Regional Director of operations, and Regional Director of recruitment and retention. Lisa currently works at PointClickCare as Director of Presales and is a professor at a local college teaching healthcare administration. She holds a dual master's in healthcare leadership and Education from Western Governors University. She is currently working on her PhD in Organizational leadership at Columbia International University in South Carolina. Lisa spends her free time with her husband and three dogs as well as volunteering for the SPCA's Paws for Love program with her one golden retriever.

10:00am—5:00pm Registration Open

11:00am-12:30pm MONDAY'S KEYNOTE SESSION

M01. The 5 Levels of Health Care Leadership and Ethics

James Mathis

Everything Rises and Falls on Leadership! Every non-profit health care leader is on one of these levels with their organization and the individuals on their team. And every leader can develop a plan to equip and elevate your people to take on many responsibilities and authority you have...and allow yourself to both move higher and create a lasting leadership footprint.

Leadership is measured by our influence; nothing more, nothing less.

Successful people have discovered what they are good at doing. Successful leaders have discovered what other people are good at doing. Great leaders constantly ask, *"Who could do what I am doing now?"* People chose to follow us because of the influence we have with them and everyone else. Through humor, in-dept insight, and examples, everyone will come away knowing their level of leadership and ready to take the next steps to raise their influence and the followers in their organization.

12:30pm-2:00pm Lunch Break—On Your Own

2:00pm-3:00pm CONCURRENT WORKSHOPS

M02. Reinvent Your Management and Service Style

James Mathis

Connecting with People Better for the Greater Good. Any leader can learn how to manage better, placing the right person in the right job reducing turnover and personal leadership stress. How do you lead different people in a changing economy? Are you motivating everyone to work for the greater good in care? Are you managing everyone in their strengths? A humorous, entertaining, and interactive exchange about positioning individuals to bring out their best performance. Attendees will explore essential tools for managing, leading and retention of good workers, improved communication and reduced conflict delivered in a *"Dr. Phil meets Jeff Foxworthy"* style of presentation.

M03. Tech-Enabled Value-Based Care in Long Term Care and Senior Living

Rick Grindrod, Provider Partners

Long Term Care, Assisted Living, and Senior Living communities can be successful in Value Based Care by partnering with provider sponsored Institutional Special Needs Medicare Advantage Plan (I-SNP) and/or a Direct Contracting Entities.

M04. From Leisure to Wellness—Branching Out Beyond Bingo

Brittany Austin and Jennifer Callahan, Functional Pathways

Activities programming can be found in almost any type of retirement community; however, wellness programming is typically only seen in assisted and independent living. This session focuses on the importance and value of bringing wellness to the long term care setting. Wellness is meant to enhance what is already being provided, prevent functional declines, and expand the breadth of how we can provide care for residents.

3:00pm-3:15pm Refreshment Break

3:15pm-4:45pm CONCURRENT WORKSHOPS

M05. How Using Charitable Giving Can Assist Your Capital Project Planning

Lynne Kerrison and Kimberly Borts, Bishop Gadsden Episcopal Retirement Community

Are you planning a capital project for your community? If so, consider how you can use charitable funds to assist your project or elevate it to the next level. Hear the benefits from a financial perspective, as well as from a Community building one.

M06. Building a Supportive, Collaborative, Integrated Care System for the Low & Middle Income Services Consumer

Kristy Yoskey, HealthPRO Heritage

Low income needs are exploding with the arrival of under-funded "Boomers". This session explores why and how providers show be building collaborations to address their needs. This session will provide a review of key considerations in building an integrated care system to support under-served populations in their local markets. Together, we will explore opportunities associated with building these collaborations, key objectives, operational hurdles, and early outcome experiences.

M07. Best Practices Compliance Strategies for Successful Hospice and Nursing Facility Partnerships

Marisette Hasan, BSN RN

Hospice and Nursing Home providers are highly regulated and intricately involved in the care of seriously ill patients. This session outlines best practice compliance strategies to ensure successful high quality care delivery of patients shared by hospice and nursing home providers engaged in the care of those living with a life threatening illness.

5:00pm-6:30pm Opening Night Reception for Sponsors, Exhibitors, & Attendees

6:30pm Dinner on your own



2023 LeadingAge South Carolina Annual Conference: Tuesday, May 16, 2023

7:30am-8:30am Continental Breakfast

7:30 am-9:00 am Exhibitor Registration & Setup

8:00am—5:00pm Registration Open

8:30am-9:30am LeadingAge South Carolina Town Hall

T08. LeadingAge South Carolina Town Hall

Bob Benson. Rolling Green Village; and David Buckshorn, Wesley Commons

This session will explore new ideas and educated decisions to enhance outcomes for moving LeadingAge South Carolina.

9:30am-12:30pm TRADE SHOW OPEN

Make plans to Explore the Latest Products and Services.

12:00pm Door Prizes for Attendees

We will gather and any participating exhibitor may introduce their company briefly and announce the prize winner.

12:00pm-12:45pm Lunch for Attendees, Exhibitors, & Sponsors

1:00pm-2:00pm CONCURRENT WORKSHOPS

T09. Design that Nurtures Care; Landscaping and the Architectural Space Between Indoors and Outdoors

Marcelo Menza and Geoff Roehll, SFCS, Inc.

Designing environments that meet specific needs of residents with dementia can be challenging, especially when factoring in the behavioral changes that can occur throughout their care. We will showcase communities that incorporated the highest level of care with evidence-based design decisions that incorporated both indoor and outdoor environments.

T10. Cybersecurity in Senior Living: Identifying Key Priorities

Nick Patel and Craig Allison, ThriveWell

Critical cybersecurity insurance rates continue to rise. Your Board demands answers about what you're doing to reduced costs, while safeguarding the organization, its residents and protected health information against a cyberattack. This presentation will explore the common senior living vulnerabilities through case-studies and the importance of fostering a culture of awareness.

T11. Plant-Forward for the Future

Chris Greve and Kate Munson, Cura Hospitality

Learn how to bring sustainable plant-forward menu planning to your community! This is a style of cooking and eating that looks to emphasize plant-based foods, but is not strictly limited to them. During this session we will dive into this umbrella term and provide guidance to incorporate plants as the center of the plate without fully replacing the animal proteins our residents know.

2:00pm-2:15pm Refreshment Break

2:15pm-3:45pm CONCURRENT WORKSHOPS

T12. Don't Put the "Capital" Horse in Front of the "Strategy" Cart—Strategic Master Planning"

David Segmiller, Hord Coplan Macht; and Mario McKenzie, Clifton Larsen Allen

In these uncertain times of pandemic and economic upheaval, it is often tempting to do nothing and wait for the tide to turn in favor of the existing retirement community, but Recessionary times and uncertainty bring opportunity for communities to get prepared for the future and to anticipate new realities.

2:15pm-3:45pm CONCURRENT WORKSHOPS (continued)

T13. Leadership Influence

Christina k. Isenhower, First Sun EAP

Discover three areas leaders develop to gain trust, respect, and influence. These concepts guide leaders with the appropriate use of authority when responding to a variety of employee behaviors. Develop rapport, provide teachable moments, and feel comfortable making decisions based on what is best for your team, department, and organization.

T14. A Stumble, A Tumble, or a Fall...How to Avoid Them All

Perry Dunn and Carla Boiter, Legacy Healthcare Services

How can we manage and prevent falls within a community? Participants will understand the top risk factors that are associated with falls, and apply management to reduce fall risk. With the use of an interdisciplinary team, and focusing on a resident-centered care approach, everyone can reduce community falls.

3:45pm-4:00pm Refreshment Break

4:00pm-5:00pm CONCURRENT WORKSHOPS

T15. The Other 'W' - Using Employee Well-Being Engagement Models to Enhance Recruitment and Retention in Senior Living Communities

Dina Fonzone, Scott Benefits Services; and Rachel Ferrara, TargetCare

Competitive wages are widespread recruitment and retention strategies used by senior living communities. However, an underutilized strategic 'W' exists, Well-Being. Session participants will learn how to build effective employee well-being engagement models and ways to use well-being to create win-win recruitment and retention strategies for employees and senior living organizations.

T16. Who says New Construction is a Must? Wise Strategies for Better Utilization of your Existing Facility

Jeff Fogle and Nicole Lindemer, Batson Architects

New construction is not always the best option and not even feasible in some cases. There may be no additional land for new construction, or the financial model may not support new construction. During this session, Architects will share innovative ideas to improve your existing facility. Dive into renovation case studies to discover new ways of serving the needs of your residents while working within the constraints at hand. Don't miss this excellent opportunity to rethink your facility's square footage and optimize your community's built environment.

T17. Journey to the Middle Market for Senior Living

Danny Sanford and David Smart, Still Hopes Episcopal Retirement Community

Learn about the existing efforts to bring middle-market retirement living options into being. This segment of the population of seniors is huge and according to the National Investment Council (NIC) is very nearly unserved in our marketplace. This presentation will describe what we have found that works, what matters, and how to go about providing a quality living environment to those who do not have resources of those we presently serve in our CCRC model. Practical tips to help you determine if you have the capacity to serve this market and things you will need to do to find a market to serve.

6:45am—11:00am Registration Open

7:00am-8:15am Business Meeting and Breakfast

LeadingAge SC Annual Meeting and Breakfast

*David Buckshorn, Wesley Commons; and
Kassie South, LeadingAge South Carolina*

8:30am-10:00am **WEDNESDAY'S KEYNOTE SESSION**

W18. Organization Leadership's Correlation Between Recruitment and Retention in a Multigenerational Workforce

Lisa Ippolito, MHL

Our workforce currently has five generations, each of which offers our residents and communities something special. The Traditionalist (76-99 Years Old), Baby Boomers (57-75), Generation X (41-56), Millennials (26 to 40), and Generation Z (25 and younger).

In this interactive presentation we will discuss how each generation works with organizations, authority their unique work styles, preferred work settings, and how we can help each generation work well together, appreciating what each brings to our team. While we discuss action steps to help each generation in your community, we will also discuss ways to support mental health and wellness for you and your staff. This is such a special time in our history, learning from each generation can help us build great tools for future generations to come.

10:00am-10:15am Refreshment Break

10:15am-11:15am **CONCURRENT WORKSHOPS**

W19. Helping Your Employees Improve Their Finances Could Be The Benefit That Improves Employee Retention

Russ Bell, Finlay House

This session will outline a process to help individuals build clarity with their personal finances. The process begins with a discussion of money mindsets and beliefs. Next is to gather financial information to get as clear as possible on their current money situation. Then review the information to formulate spending plans and set basic money goals is the next step.

W20. The Senior Living Frontline Worker and Community Culture

Evan Kuo, KARE

Where is the disconnect between frontline workers, communities and the culture that bonds the two together? Looking at data from Heroes on the KARE application and see what our frontline workers think communities and their "culture". How do we recruit, retain, and enhance the lives of those frontline workers in today's marketplace.

W21. Actively Engaging Your Team for Cultural Transformation

Melissa Pritchard and Jill Ricker, SFCS, Inc.

Culture is what happens day-to-day. A community's culture is often invisible, yet its effect can be seen and felt. For new employees, building culture begins in the interview process along with the perception/reputation from the outside community. But How? Join us for an experiential session on culture building from an operational perspective.

11:15am **ADJOURN**

Hotel Reservations:

Hyatt Regency Greenville
220 North Main Street, Greenville, SC 29601

To Book Online/ Click on Link below:

<https://www.hyatt.com/en-US/group-booking/GSPRG/G-LA23>

To Book by Phone:

1-888-421-1442 or 402-592-6434
Greenville: 864-235-1234

Group Name & Rates:

LeadingAge SC Conference
\$167 (Single/Double)

*Rates only available until the room block is full
or April 7, 2023 (whichever comes 1st).*

Conference Highlights

Email Registration Forms to:

Beth Bouknight, Director of Education
bbouknight@leadingagesc.org

Mail Conference Payments to:

S.C. Institute on Aging
ATTN: Beth Bouknight
3022 S Morgan Point Road #250
Mt. Pleasant, SC 29466



2023 Registration Fees

	<u>Early (Before April 10)</u>	<u>Late (After April 10)</u>
LeadingAge Provider Member	\$450	\$525
Daily Provider Member (circle one) M T W	\$250	\$325
Non-Member Provider	\$600	\$675
Business Member/ Non-Exhibitor Rate	\$1700	\$1700
*Additional Business Member/Non-Exhibitor Rate	\$600	\$675

**For Business Member/Non-Exhibitor rate, must pay the full rate for the first business attendee if company is not exhibiting.*

Organization _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **E-mail** _____

NAME	TITLE	EMAIL	LICENSE #	COST
1				
2				
3				
4				
5				

Total Registration Fees \$ _____.

As a result of being registered, each registrant consents and agrees to being photographed during this 3-day conference.

Registration Deadline is Wednesday, April 10, 2023 without late fees.

Please email registration form to bbouknight@leadingagesc.org while payment is being processed.

Please make checks payable to SC Institute on Aging and Mail to:

S.C. Institute on Aging

3022 S Morgan Point Road #250, Mt. Pleasant, SC 29466

For Questions, please contact Beth Bouknight, Director of Education at bbouknight@leadingagesc.org or 803-665-6934

No refunds after April 10, 2023. All cancellation requests must be made in writing. Written cancellations received between March 10 to April 10, 2023 will receive refunds minus the cancellation fee of \$100 per registrant cancelling. *We always encourage substitutions.* Registration fees include the following: educational sessions, CEUs, breaks, continental breakfast both days, luncheon w/exhibitors, Monday evening social, and entry to tradeshow. Attire is business casual, dress smart if you are sensitive to certain temperatures.

The 2023 LeadingAge SC Annual Conference has been approved for Continuing Education for 11.00 total participant hours by NAB/NCERS Approval Code: 20240514-25-A90303-IN and approved for 13 CEU hours by the SC Board of LTHCA: #20-985508.