



# COURAGE IGNITED

**ATTENDEE BROCHURE**

**2024 LeadingAge South Carolina Annual Conference & Trade Show  
APRIL 7 - 10, 2024 at Hilton Myrtle Beach Resort**

**LeadingAge™**  
South Carolina  
*the voice of senior services*

 **S.C. Institute  
on Aging**



# COURAGE IGNITED

LeadingAge South Carolina  
2024 Annual Conference & Trade Show  
April 7—10, 2024 at Hilton Myrtle Beach Resort

Dear Colleagues & Friends,

## The 2024 Conference Theme is “**Courage IGNITED**”.

*Giving voice to things that matter takes courage.  
Being creative and breaking new ground takes courage.  
Cultivating an environment where staff and older adults thrive takes courage  
Doing the right thing for the right reasons takes courage.*

**When we tap our inner strength and combine it with thousands of others who share our common purpose, COURAGE IS IGNITED!**

That’s why aging services leaders from across our state will come together in Myrtle Beach, SC.

***Please Join us for the 2024 LeadingAge South Carolina Conference & Trade Show beginning on Monday, April 8 at 9am to Wednesday, April 10 at 12:30pm.***

The 2024 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:

- ◆ Empower Change
- ◆ Workforce Solutions
- ◆ State of Senior Living
- ◆ Montessori for Aging and Dementia Model
- ◆ Capital Planning Best Practices
- ◆ LEAN Design Process
- ◆ Cyber Attacks on the Rise in Healthcare
- ◆ Personalized Engagement APP
- ◆ Staying Future-Focused in an Ever-Changing Market
- ◆ Powering Up PDPM, 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 **2024 LeadingAge SC’s Trade Show on Tuesday, April 9th**. 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 Hilton Myrtle Beach Resort inside Kingston Resorts in Myrtle Beach, South Carolina on April 7-10, 2024.

Sincerely,

*David Buckshorn*

David Buckshorn, Wesley Commons  
Board Chair

*Kassie South*

Kassie South, LeadingAge South Carolina  
President/CEO

**Sunday, April 7, 2024**

4:00pm-5:30pm Attendee Conference Registration Opens-**Meeting Planner's Office**

**Monday, April 8, 2024**

7:00am-5:00 pm Attendee Conference Registration Opens-**Meeting Planner's Office**

8:00am Continental Breakfast

8:00am-12:00pm Exhibit Setup Company to Build Trade Show Space - **Palisades D-I**

9:00am-11:00am **Monday's Keynote Session –Hilton Ballroom**

11:00am Break

11:30am-1:00pm **Lunch Onsite with "Ted Talks" –Hilton Ballroom**

1:30pm-3:00pm **Concurrent Workshops** (3 Separate Sessions: Palisades A, B, C)

2:00pm-5:00pm Exhibitor Registration & Setup - **Palisades D-I**

3:00pm-3:15pm Refreshment Break

3:15pm-4:45pm **Concurrent Workshops** (3 Separate Sessions: Palisades A, B, C)

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

6:30pm Dinner on your own

**Tuesday, April 9, 2024**

8:00am-10:00am Exhibitor Registration & Setup -**Meeting Planner's Office and Palisades D-I**

8:00am-5:00pm Attendee Conference Registration Opens-**Meeting Planner's Office**

8:00am Continental Breakfast

9:00am-10am **LeadingAge SC Policy Update–Hilton Ballroom**

9:45am Briefing with Exhibitors & Sponsors- **Palisades D-I**

**10:00am-1:00pm Trade Show Hours - Palisades D-I**

**12:00pm Trade Show Networking Luncheon - Palisades D-I**

**12:45pm Door Prize Drawings by Exhibitors- Palisades D-I**

1:00pm Break down booths by Exhibitors- **Palisades D-I**

1:30pm-3:00pm **DEEP DIVE Workshops** (3 Separate Sessions: Palisades A, B, C)

3:00pm Refreshment Break

3:15pm-4:45pm **General Session: Movie –Hilton Ballroom**

5:00pm-6:30pm Leadership Academy Reception –**Dunes Ballroom**

**Wednesday, April 10, 2024**

7:30am Attendee Conference Registration Opens-**Meeting Planner's Office**

8:00am Continental Breakfast

9:00am-10:00am **Concurrent Workshops** (3 Separate Sessions: Palisades A, B, C)

10:00am Refreshment Break

10:15am-12:15pm **Wednesday's Keynote Session –Hilton Ballroom**

12:15pm Adjournment

## Keynote Speakers

### MONDAY'S KEYNOTE SESSION

April 8th at 9am

*"Courage Ignited: Change Inspired"*



**Sharell Shippen**  
*Director of Spirituality*  
*HumanGood*

**Sharell Shippen** stands as a beacon of inclusive care. Her commitment to a person-centered philosophy ensures all residents, regardless of faith, find tailored services that enrich their lives. Ms. Shippen's influence during the pandemic exemplified leadership, uniting teams and fostering resilience. With a diverse academic background and involvement in efforts like the Next Generation Leadership Initiative, Ms. Shippen's far-reaching impact radiates throughout the contemporary aging services landscape. She works closely with HumanGood President and CEO John Cochrane on the HumanGood Inclusion Council to drive company culture toward a more welcoming future. Outside of HumanGood, Ms. Shippen is a member of the Next Generation Leadership Initiative, a leadership development program funded by the United Church of Christ, director for the Saturday Enrichment Program of Salt and Light, which provides academic support and enrichment, social and emotional and life skill lessons for K-12 students. She is also a member of the Presbyterian Association of Homes and Services for the Aging (PAHSA) Board of Directors.

### WEDNESDAY'S KEYNOTE SESSION

April 10th at 10:15am

*"Courage for a New World"*



**David M. Gehm**  
*President & Chief Executive Officer*  
*Wellspring Lutheran Services*

**David M. Gehm** has served as the President and Chief Executive Officer of Wellspring Lutheran Services (previously Lutheran Homes of Michigan) since January, 1994. In this role, Mr. Gehm is responsible for administrative, executive, and governance leadership for the organization. Mr. Gehm graduated from Wayne State University School of Pharmacy, Detroit, Michigan in 1984.

Since 1893, Wellspring Lutheran Services has been caring for Michigan seniors and their caregivers. Wellspring provides a complete array of senior services across the continuum of care – home care, hospice, respite, housing, assisted living, memory loss, skilled nursing and rehab services. In addition, Wellspring has a child welfare and behavioral health division which serves children in foster care, adoption services, family support and preservation programming, substance use disorder treatment, and therapy programs. The ministries of Wellspring employ over 1000 people across the state of Michigan and touch 15,000 lives annually in 58 of Michigan's 83 counties.

Mr. Gehm is proud to have served as LeadingAge (Washington, DC) Board Chairman, Treasurer, Co-Chair of various committees, and Leadership Academy Coach; past Chair of the Board of Directors of LeadingAge Michigan; and past Co-Chair of CAST (Center for Aging Services Technologies). In addition, he is currently serving on the boards of directors of LeadingAge Michigan and The Michigan Federation for Children and Families, Lansing, MI.

7:30am—5:00pm **Registration Open**

9:00am-11:00am **MONDAY'S KEYNOTE SESSION**

**M01. Courage Ignited: Change Inspired**

*Sharell Shippen, Director of Spirituality, HumanGood*

In this inspirational keynote address we will set the tone for conference's theme of connecting with others to increase impact and empower change. Ms. Shippen will highlight how professionals in senior living can innovatively improve quality of care and services, create an environment where both team members and residents thrive.

11:30am-1:00pm **JOIN US FOR LUNCH AND 3 TED TALK INSPIRED PRESENTATIONS:**

**M02. (1) Re-Invigorating That Old Tomato Sandwich: Challenges, Opportunities, and Strategies for Re-Building an Older, Tired Brand"**

*Heather Ling, The Studio at GMK Interiors/GMK Associates*

The primary "hook" is to relate the experience of assuming a new role in a different state during an unprecedented time with an existing firm that has several significant organizational/operational challenges to that of many senior living community Executive Directors, old and new, as they face leading their existing communities into the future.

**(2) Workforce Solutions: Top 3 Best ROI Practices**

*Jane Ko, FORVIS—Executive Search Consulting*

Discuss 3 main 'best practice' solutions regarding an employer's workforce that seem to set the most solid foundation on which the most impactful dividends are realized. There will be easy-to-grasp, high-level factors/requirements as evidence by years of working with cross-industry companies as a search and recruiting partner to the employer, as well as direct information/survey results from multiple senior living providers and consultants.

**(3) Developing Purpose-Driven Teams**

*Heather Pierce, Green Door Co.*

Culture: The set of shared attitudes, values, goals and practices that characterizes an institution or organization. Employees are looking for an organization to stand up for the values it espouses, placing an increasing importance on purpose and meaning. Are you developing purpose-driven teams?

1:30pm-3:00pm **CONCURRENT WORKSHOPS**

**M03. State of Senior Living: Operational & Strategic Industry Trends**

*Tad Melton, Ziegler; and Tom Turner, SCBMA;*

Drawing on Ziegler's extensive activity in the non-profit senior living industry, we will summarize the current landscape and then share trends we are observing that are impacting the operational and strategic activities of senior living communities

**M04. Promoting Quality of Life Through the Montessori for Aging and Dementia Model**

*Amy Laughlin, Presbyterian Communities of SC*

Having an environment and a culture where individuals with cognitive impairment can truly thrive is the goal of all Memory Support communities. Learn how Presbyterian Communities of South Carolina is transitioning to the Montessori for Aging and Dementia model: creating prepared environments where residents can function most successfully and independently and facilitating a culture that promotes each resident living an abundant life.

1:30pm-3:00pm **CONCURRENT WORKSHOPS (continued)**

**M05. The Changing Dynamics of Dependent Care**

*Melissa Pritchard, SFCS; Ryan Toerner, Rolling Green; and Nick Herrick, LCS*

From an architectural design perspective, SFCS is working with communities to develop innovative master planning that will more effectively flex between long term care nursing, short stay rehabilitation, AL, and MCAL allowing communities to morph as demand for long term care changes and invest in independent living growth.

3:00pm-3:15pm **Refreshment Break**

3:15pm-4:45pm **CONCURRENT WORKSHOPS**

**M06. Building a Personalized Engagement App: A Process Deep Dive**

*Kimberly Borts and Reganne Nowell, Bishop Gadsden Episcopal Retirement Community; Hailey Stellmach and Brian Dadin, Blue Ion*

This session will explore the advantages of building a personalized community engagement app instead of opting for an off-the-shelf platform. Using a successful, real-life case study, attendees will leave with a better understanding of the decision-making process, choosing the right partner, how to engage diverse groups from the beginning, and potential implementation challenges.

**M07. The Magic of Water, Exploration of the Foundation of Youth**

*Beth Reigart and Stephanie Studnicka, Presbyterian Communities of SC*

For many communities, the pool is considered the high point of a tour for prospective residents, family, and team members. Is your pool living up to its potential? This presentation will explore your opportunities to promote a vibrant aquatic program designed to meet the needs of your community.

**M08. LEAN Design Process: A Case Study of using LEAN to create consensus and design a 200 Bed Skilled Nursing Facility**

*Dr. Tracey Graham, Hord Coplan Macht*

Design is a group project, incorporating input from stakeholders and creating multiple iterations that often lose their way by missing proper input applied in a timely manner. The use of a LEAN Design process to model care delivery has yield designs for new VA Community Living Centers in PA and SC.

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

6:30pm **Dinner on your own**

**8am** **Continental Breakfast**

**8am-9:30am** **Exhibitor Registration & Setup**

**8am—5pm** **Registration Open**

**9am-10am** **LeadingAge South Carolina Policy**

**T09. LeadingAge South Carolina Policy Updates**  
*Janine Finck-Boyle, LeadingAge*  
This session will explore new ideas and educated decisions to enhance outcomes for moving LeadingAge South Carolina.

**10am-1pm** **TRADE SHOW OPEN**  
Make plans to Explore the Latest Products and Services.

**12pm** **Lunch for Attendees, Exhibitors, & Sponsors—During/Inside the Trade Show**

**12:45pm** **Door Prizes for Attendees**  
We will gather and any participating exhibitor may introduce their company briefly and announce the prize winner.

**1:30pm-3pm** **DEEP DIVE WORKSHOPS**

**T10. Stop the “Post and Pray”**  
*Dave Gehm, Wellspring Lutheran Services*  
When it comes to the staffing crisis the field of senior services, it is not a ‘new normal’, it is a new world. Doing more of what we have done or making incremental changes in hopes of better staffing results will not work in this new world. Learn what Wellspring Lutheran Services in Michigan has done by completely re-engineering the employee recruiting, onboarding, and hiring process. Moving away from Post and Pray when it comes to job openings, Wellspring has adopted an aggressive, proactive recruitment navigator approach based on tried marketing principles. The Wellspring Team will share the model, methods, and results of this new approach.

**T11. Good to Grown: Elevate and Emerge**  
*Sharell Shippen, HumanGood*  
As the landscape of senior living shifts and changes it is necessary for team members and leadership to commit to lifelong learning and personal development. This session is structured around foundational leadership skills, tools and strategies needed to create a healthy engaged workplace and team member. Topics covered will include skillful conversations, prioritizing your work, resolving conflict and self-care.

**T12. Workforce Solutions: Cyber Attacks on the Rise in Healthcare**  
*Ben Owings, FORVIS*  
The healthcare industry is the number one target of cyber attacks for 13 years in a row—and the number of affected people is rising drastically. We will discuss the trends, threats, and ways to improve an organization’s cybersecurity posture via a more proactive risk management and compliance program.

**3pm-3:15pm** **Refreshment Break**

**3:15pm-4:45pm** **TUESDAY’S GENERAL SESSION**

**T13. A Bucket List Journey For the Generations**

*Sian-Pierre Regis, and Rebecca Danigelis*

Join us for an intimate screening and Q+A with the stars of the critically acclaimed PBS documentary, DUTY FREE. After a 75-year-old immigrant mother gets fired from her job, her son takes her a on bucket list adventure to help her reclaim her life. As she struggles to find work, he documents a journey that uncovers the betrayals plaguing her past and the economic insecurity shaping not only her future, but that of an entire generation.

**TUESDAY’S GENERAL SESSION SPEAKERS**

**April 9th at 3:15pm**

***“A Bucket List Journey for the Generations”***



***Sian-Pierre Regis***  
***Filmmaker***

**Sian-Pierre Regis** is a filmmaker who directed, produced and self-distributed his debut feature documentary *Duty Free*. Released in 30 theaters over Mother’s Day 2021, *Duty Free* was a press magnet garnering coverage from CBS Sunday Morning, NPR, MSNBC, The Tamron Hall Show, AARP; the film was also a #1 Apple

News story through the weekend. It is nominated for a prestigious IDA award in the Writing category. Prior to filmmaking, Regis was a journalist and on-camera contributor to CNN, HLN, MTV and founded Swagger, an online lifestyle magazine for millennials with over 1.5 million fans. In 2018, he received an Honorary Doctorate in Humane Letters from Colgate University.



***Rebecca Danigelis***

**Rebecca Danigelis** is the 80 year-old star of the critically acclaimed and award-nominated documentary *Duty Free*. After being fired from her long-time career as a hotel housekeeper at the age of 75, Danigelis has become an activist against ageism in both workplaces and communities. The upbeat

mother of three uses her lived experience to educate employers and employees on the values of being age-inclusive, underlining the essentiality of including age in DEI initiatives. As a speaker, Danigelis has the ability to connect with audiences internationally.

Since *Duty Free*’s premiere, she has inspired thousands via notable live discussions with organizations including AARP, World Health Organization, National Council on Aging, SouthArts, American Society on Aging, Cirkel, and more.



7:30am	Registration Open
8am	Continental Breakfast
9am-10am	<b>CONCURRENT WORKSHOPS</b>
<b>W14. Retaining Employees Through Philanthropic Giving</b> <i>Kimberly Borts, Bishop Gadsden Episcopal Retirement Community;</i> As employers from all sectors look at the importance of retaining employees, one aspect that provides an opportunity unique to LeadingAge members is using philanthropy as a retention tool. Be it feeling part of a mission greater than themselves, scholarship opportunities, end-of-the-year appreciation gifts, and additional supportive items—numerous opportunities incorporate satisfaction and one’s mission.	
<b>W15. Navigating New Expectations: Staying Future-Focused in an Ever-Changing Markets</b> <i>Emily Jimerson and Amy Taft; SFCS; and Steve Kramer, The Mayflower in Winter Park, FL</i> As experts in the field of senior living design, SFCS has worked with communities across the nation who are courageously implementing creative programming and experiential design to meet the evolving expectations of current and future residents. The CEO of a Florida Senior Living Community will address the motivations behind the major transformations and repositioning recently completed.	
<b>W16. Powering Up PDDM: Innovations That Get Results</b> <i>Melissa Brown, Gravity Healthcare Consulting</i> In the post-pandemic era, Senior Living providers are shifting their focus to innovation. Learn how inventive experts have been reimagining therapy and other ancillary services, identifying new revenue lines for communities, while improving quality and helping communities see increases of \$40/day. With 95% staff retention rates, learn why these models are achieving outstanding results.	
10am-10:15am	Refreshment Break
10:15am-12:15pm	<b>WEDNESDAY’S KEYNOTE SESSION</b>
<b>W17. COURAGE for a New World</b> <i>Dave Gehm, Wellspring Lutheran Services</i> As we continue to emerge from and learn the lessons of the pandemic, aging service providers must reject the notion that we are in a “new normal”. We’ll explore the reality that rather than a new normal, we’ve emerged into a “new world” - where the fundamentals have changed such that we must boldly rethink and re-engineer much of what we have grown to be comfortable with. Employee engagement, consumer expectations, payor pressures, staffing shortages, widespread mental health challenges, AI and many more dynamics stand on the shores of this new world greeting us with a myriad of challenges that mask opportunities.  Aging service leaders will need to challenge themselves to gather the courage to drive a reimagined future for those we serve!!	
12:15pm	ADJOURN

## Hotel Reservations:

### Hilton Myrtle Beach Resort

within the Kingston Resort

10000 Beach Club Drive, Myrtle Beach, SC

**Group Name: LeadingAge SC Conference**  
**Group Rate \$189**

To Book Online/ Click on Link below:

<https://book.passkey.com/go/LEADINGAGESC2024>

If you need a group of rooms, you may contact Joyce H. Leaphart, Complex Director of Events & Catering. Phone 843.497.1647 or Email Joyce.Leaphart@Hilton.com

**Book by Phone: 843-497-1647**

**Rates only available until the room block is full or February 28, 2024**  
*(whichever comes 1st)*

Please email Beth at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org) if you have any problems with making your hotel reservations.

## Conference Highlights

### Email Registration Forms to:

Beth Bouknight, Director of Education  
[bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)

### Mail Conference Payments to:

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

**Registration Deadline is**  
**Wednesday, February 28, 2024**  
**without late fees.**



# ATTENDEE REGISTRATION



## 2024 Registration Fees

	<b>Early</b> <b>(Before February 28)</b>	<b>Late</b> <b>(After February 28)</b>
<b>LeadingAge South Carolina Provider Member</b>	\$450	\$525
<b>Daily LASC Provider Member (circle one) M T W</b>	\$250	\$325
<b>Non-Member Provider</b>	\$600	\$675
<b>Business Member/ Non-Exhibitor Rate</b>	\$1750	\$1750
<b>*Additional Business Member/Non-Exhibitor Rate</b>	\$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** \_\_\_\_\_

NAME	TITLE	EMAIL	LICENSE # (Please include NAB & LLR #s)	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, February 28, 2024 without late fees.**

Please email registration form to [bbouknight@leadingagesc.org](mailto: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 South Morgan Point Road, #250, Mt. Pleasant, SC 29466

For Questions, please contact Beth Bouknight, Director of Education at [bbouknight@leadingagesc.org](mailto:bbouknight@leadingagesc.org)

**No refunds after February 28, 2024.** All cancellation requests must be made in writing. Written cancellations received between January 28 to February 28, 2024 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 2024 LeadingAge SC Annual Conference has been approved for Continuing Education:**

**13.5 total participant hours by NAB/NCERS Approval Code: 20250407-24.50-A99398-IN**

**and 15.0 CEU hours by the SC Board of LTHCA: 20-1139688.**