

2025 LeadingAge South Carolina Annual Conference & Trade Show

LeadingAge®
South Carolina
the voice of aging services

ripples of IMPACT

ATTENDEE BROCHURE

March 24 to March 26, 2025
Hilton Myrtle Beach Resort, SC

LeadingAge South Carolina 2025 Annual Conference & Trade Show

March 24 — March 26, 2025 at Hilton Myrtle Beach Resort

“Ripples of Impact”

Ripples of Impact is a critical inflection point, leveraging the power of LeadingAge South Carolina members across the continuum to create a far-reaching pattern of profound change. The actions that begin here will reverberate throughout the field. Similarly, attendees will take solutions they gain at this gathering and make an influential impact that creates a ripple effect extending to the people, families and communities they serve around our state.

Please join us for the 2025 LeadingAge South Carolina Annual Conference & Trade Show beginning on Monday, March 24 at 8am to Wednesday, March 26 at 12:15pm.

The 2025 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:

- ◆ Journey of Resilience and Reinvention
- ◆ Greatest Generation
- ◆ Everything is Changing—What About Your Board?
- ◆ Evolution of Dining
- ◆ Residential and Non-Residential Solutions
- ◆ Employee Retention
- ◆ Workforce Development
- ◆ Federal and State Regulatory
- ◆ SC Department of Public Health
- ◆ Conflict Resolution
- ◆ Financing Growth in Challenging Times
- ◆ 10 Things to be Excited About, *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 [**2025 LeadingAge SC's Trade Show on Tuesday, March 25th.**](#) 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.

See you at the Hilton Myrtle Beach Resort, South Carolina on March 24-March 26, 2025.

Sincerely,

Kimberly M. Borts

Kimberly M. Borts, Bishop Gadsden
Board Chair

Kassie South

Kassie South, LeadingAge South Carolina
President/CEO

Program-at-a Glance: LeadingAge South Carolina Annual Conference & Trade Show

Sunday, March 23, 2025

4:00pm Hotel Check-in at the Hilton Myrtle Beach Resort @ 10000 Beach Club Drive

Monday, March 24, 2025

8:00am-12:30pm Conference Registration Opens-**Mezzanine @ Hilton Ballroom** (will move at 1pm to Palisades Bldg)

8:00am Continental Breakfast-**Mezzanine @ Hilton Ballroom**

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

11:00am-11:15am Break

11:15am-12:45pm **General Session with Lunch –Hilton Ballroom**

1:00pm-4:30pm Conference Registration & Exhibitor Booth Setup **Palisades Bldg @ Meeting Planner's Office**

1:15pm-2:45pm **Concurrent Workshops** (3 Separate Sessions: Palisades A, B, C)

2:45pm-3:00pm Refreshment Break **Palisades West in front of A, B, C**

3:00pm-4:30pm **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, March 25, 2025

8:00am-9:30am Conference Registration & Exhibitor Booth Setup **Palisades Bldg @ Meeting Planner's Office**

8:00am Continental Breakfast -**Mezzanine @ Hilton Ballroom**

9:00am-10am **General Session: SCDPH Bureau of Nursing Homes & Medical Services–Hilton Ballroom**

9:45am Briefing with Exhibitors & Sponsors– **Inside Trade Show @ 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**

1:15pm-2:45pm **General Session: Federal & State Updates –Hilton Ballroom**

2:45pm-3:00pm Refreshment Break -**Mezzanine @ Hilton Ballroom**

3:00pm-4:30pm **General Session: SPARK Leadership Innovation & Action Projects –Hilton Ballroom**

5:00pm **Celebration for Leadership Academy Graduates 2024-2025–Dunes Ballroom**

Wednesday, March 26, 2025

8:00-9:00am Conference Registration Opens-**Palisades Bldg @ Meeting Planner's Office**

8:00am Continental Breakfast @ **Palisades West in front of A, B, C**

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

10:00-10:15am Refreshment Break -**Mezzanine @ Hilton Ballroom**

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

12:15pm Adjournment

Keynote Speakers

MONDAY'S KEYNOTE SESSION

March 24th at 9am

"FIND YOUR MUSIC: A Transformative Journey of Resilience and Reinvention"



RYAN WOTHERSPOON

I'm a keynote speaker, actor, singer, composer, producer, writer and videographer from Bloomington, Minnesota. My multi-dimensional passion for music and storytelling has led me to work on various productions with Stephen King, John Mellencamp, T-Bone Burnett, Bruce Greenwood, Sally Struthers, Shuler Hensley, Joe Morton, Rick Alison, Richard Marx, and was lucky enough to be the last artist managed by the great Ben Kaye (Celine Dion's International Consultant), prior to his untimely death in 2007.

Aside from formal opera training and acting training, all of my knowledge and expertise has come from learning and working alongside highly-seasoned professionals in the entertainment industry - which led to the formation of my production company, Studio E 16. I am constantly working on my craft - I love meeting new people, performing, and being creative in a multitude of ways.

WEDNESDAY'S KEYNOTE SESSION

March 26th at 10:15am

"Looking Ahead: 10 Things To Be Excited About"



ANDY EDEBURN

Andy Edeburn is an accomplished healthcare advisor and thought leader with more than 20 years of healthcare consulting experience, specializing in acute, post-acute, and senior care services. Over the course of his career, he has advised more than 240 organizations in 41 states across a diverse range of issues. Andy guides organizations through their strategic thinking and planning efforts, hospital/health system and community-based partnerships, community-based care models, new program and facility development efforts, and operational and performance improvement.

Andy is a sought-after speaker, facilitator, and author on a range of topics including healthcare reform and value-based thinking, strategic planning, population health, and continuum integration and alignment. Andy additionally serves on the board of Volunteers of America National Services and has served as an executive advisor to private equity and elder technology organizations.

Prior to founding Elder Dynamics, Andy served as a principal in Premier's Strategy, Innovation and Population Health Advisory Practice and as a vice president with The Camden Group in Los Angeles and Health Dimensions Group in Minneapolis, Minnesota.

8:00am—12:30pm Conference Registration Opens

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

M01. FIND YOUR MUSIC: A Transformative Journey of Resilience and Reinvention

Ryan Wotherspoon, Actor, Singer, Producer, Writer, and Videographer

In a world that relentlessly demands conformity, one man's story stands as a shining beacon of hope and inspiration. Prepare to be captivated as Ryan Wotherspoon, a seasoned veteran of the music industry, takes the stage to share his extraordinary journey - a testament to the power of perseverance, adaptability, and an unwavering commitment to one's dreams.

Ryan's keynote will ignite a fire within the hearts of aging services leaders, reminding them that success is not a straight path, but rather a series of winding roads that require resilience and an open mind. Through his personal anecdotes and hard-won lessons, Ryan will demonstrate how embracing change and welcoming new opportunities can lead to unexpected triumphs.

Dive into the depths of Ryan's story and discover the transformative power of purpose and priorities. Learn how to navigate the ebbs and flows of your own professional landscape, emerging stronger and more adaptable than ever before. Ryan's message will resonate deeply, empowering you to keep singing, even when the world seems intent on silencing your voice.

Prepare to be moved, inspired, and forever changed as you embark on this captivating journey. Unlock the keys to discovering your true potential and embracing the limitless possibilities that lie ahead.

11:15am-12:45pm JOIN US FOR LUNCH AND A JOURNEY WITH THE GREATEST GENERATION

M02. "THE WISDOM ON WHEELS" Journey: A Nationwide 5 Year Quest to Capture the Hearts and Minds of the Greatest Generation"

Jake York, Founder & Chief Story Teller, Tale Gate,

"The Wisdom on Wheels Journey" is a one-of-a-kind session that encapsulates the essence of adventure, human connection, and storytelling. This session will present the idea and purpose of the journey, and discuss the lessons learned of resiliency, joy, gratitude and faith among the elders interviewed.

In conclusion, "The Wisdom on Wheels Journey" is a powerful message to deliver to the dedicated senior living profession. Almost everyone working within communities has a connection to an elder that got them into the profession in the first place, this session recreates those connections. By sharing this heartwarming and enlightening journey, we hope to inspire senior living leaders to ensure that capturing the stories of the elders becomes an expectation within their communities. Join us in our mission to preserve the stories that have shaped our world, one conversation at a time.

1:15pm-2:45pm CONCURRENT WORKSHOPS

M03. Everything is Changing—What About Your Board?

Andy Edeburn, Elder Dynamics

As aging services organizations have innovated offerings and operations over the last several years, governance models and boards that should lead, inform, and govern have remained largely unchanged. While stability is important, just "doing the same old thing" with governance.

M04. The Gift of Inclusion

Denise A. Kish, Equip LLC

Our profession is a gift of worth, caring for those in need. How do we connect this to the staff we trust and want to retain—especially those younger coming into the work force. We must be leaders of inclusion—by embedding belonging, competency and worth into our cultures. How as leaders do we ensure these values are present, modelled, embedded, and emulated by all staff and what is your role in ensuring its continuing effect.

M05. Evolution of Dining: Enhancing & Transforming Dining Experiences for Memory Care Residents

Aislinn Clovak and Shelby Caskey, CCL Hospitality Group

The proposed approach to enhancing a memory care dining program involves leveraging known, reliable components while incorporating advanced cooking techniques and technology to support enjoyment, nourishment, and engagement among residents. While technology has evolved in other levels of living, it's place in memory care should be carefully executed to limit distractions and potential confusion for the residents. This comprehensive approach aims to enhance the dining experience, promote engagement, and improve the overall well-being of memory care residents.

2:45pm-3:00pm Refreshment Break

3:00pm-4:30pm CONCURRENT WORKSHOPS

(Monday schedule continued on page 6)

**2025 LeadingAge South Carolina
Annual Conference: and Trade Show
Monday, March 24, 2025 (continued)**

3:00pm-4:30pm **CONCURRENT WORKSHOPS**

M06. Immeasurably More—How one organization is piloting a residential solution that will enable both Caregiving Spouse/Partner to continue to live and age together.

Reed VanderSlik, Thrivemore; Peter Epermanis, and Beth Faircloth CJMW Architects; and Tim Carper, Landmark Builders

A new vision for memory care is needed more than ever. We are embarking on a journey that will transform the future of aging and building a solution with a set of new standards in senior living related to dementia care. Thrivemore has selected their Brookridge community in Wintson-Salem, NC to pilot a residential solution that will enable a caregiving spouse to reside with their partner who is navigating the challenge of dementia. With input from caregivers and the expertise of CJMW; we have developed a new model of specialized senior living, with a footprint that simply does not exist in the marketplace today. We envision a spacious home with an added studio apartment that provides protection and safety whenever the caregiving spouse is temporarily unavailable. Around-the-clock access to dedicated trained staff and full access to engaging activities and a secure courtyard.

M07. Helping Your Employees Improve Their Personal Finances is the Benefit that improves Employee Retention

Russ Bell, Finlay House

A process will be outlined to help individuals build clarity with their personal finances. This process begins with a discussion of money mindsets and beliefs. Next to gather financial information to get as clear as possible on their current money situations. Then, review the information to formulate spending plans and set basic money goals.

M08. Empowering and Edifying Partners in Care Delivery by Design: A Workforce Development Approach for Service Quality Enhancement and Career Fulfillment

Patrick Guilbaud, PhD, Winthrop University; and Christa Guilbaud, Ed.D., University of North Carolina at Charlotte
We present and discuss Explore, Construct and Demonstrate (ECD), a skills development, employee engagement, and technology mediated training approach. ECD places focus on helping work-ready individuals, most specifically those from low-to-moderate skills backgrounds, gain the knowledge, skills, and professional attitudes needed to succeed and thrive in today's multi-faceted healthcare industry.

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

Welcome to the Opening Night Reception! This evening marks the exciting beginning of a highly anticipated event, and we're thrilled to have you join us.

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

**2025 LeadingAge South Carolina
Annual Conference: and Trade Show
Tuesday, March 25, 2025**

8:00am-9:00am **Continental Breakfast**

8:00am-9:30am **Exhibitor Registration & Setup**

8:00am—3:00pm **Registration Open**

9:00am-10:00am **GENERAL SESSION**

T09. SC Department of Public Health: Bureau of Nursing Homes & Medical Services

Amber Capers and Ricardo Wade, SC Dept of Public Health

The session will highlight the critical importance of maintaining high standards of care in nursing homes and medical services while addressing the challenges. Collaborative efforts will continue to improve care quality, ensure compliance, and support the needs of both residents and healthcare providers.

10:00am-1:00pm **TRADE SHOW OPEN**

Opportunity to discover new products, learn about industry developments, and make business connections.

12:00pm **Lunch 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.

1:15pm-2:45pm **GENERAL SESSION**

T10. State and Federal Policy Updates

Janine Finck-Boyle, Health Services Policy & Regulatory Affairs, LeadingAge;

The session will provide valuable insights into recent and upcoming policy changes at both the state and federal levels. Participants will have a clearer understanding of the evolving legislative and actionable steps to ensure they remain informed and engaged in policy discussions that impact their work.

2:45pm-3:00pm **Refreshment Break**

3:00pm-4:30pm **GENERAL SESSION**

T11. SPARK Leadership Academy: Innovation & Action Learning Projects

DeAnn Akins, OctoFly Dreams

Join us for an engaging session where groundbreaking innovation learning projects developed by participants in the Leadership Academy will be shared. It will showcase how emerging leaders are harnessing creative solutions, adaptive strategies, and cutting-edge methodologies to tackle today's most pressing challenges in leadership. These projects represent the future of leadership development.

5:00pm **Celebration for Leadership Academy Graduates 2024-2025**

We gather to honor a remarkable group of *Fellows* who have completed their journey through the Leadership Academy. This achievement is not just a milestone but a testament to their commitment to growth, excellence, and the pursuit of impactful leadership.

6:00pm **Dinner on your own**

**2025 LeadingAge South Carolina
Annual Conference: and Trade Show
Wednesday, March 26, 2025**

8:00am-9:00am **Conference Registration Open**

8:00am-9:00am **Continental Breakfast**

9:00am-10:00am **CONCURRENT WORKSHOPS**

W12. Proactive Conflict Resolution: Addressing Resident and Family Concern Early and Managing Grievances Effectively

Stefanie Brown, Constellation Quality Health

This session highlights the importance of early intervention in managing concerns raised by residents and their families. It details strategies for identifying, addressing, and resolving issues before they develop into formal grievances. By embracing a proactive approach, organizations can enhance communication, build stronger relationships, and foster a supportive and positive atmosphere for both residents and their families.

W13. Connecting Community—A Review of Bishop Gadsden's Non-Resident Program

Cindy Roe Ware and Nancy Ezell, Bishop Gadsden

Bishop Gadsden's Embark program empowers members to live at home while retaining full access to our supportive care community and enjoy many of the wonderful amenities of Bishop Gadsden. Upon qualifying with our Health Assessment Team, members are also granted the best of both worlds, with Assisted Living, Memory Care, Short-Term Rehab Care, and Skilled Nursing Services at your fingertips if needed.

This session will understand the program details and its financial benefits to the member as well as the organization. It will also review the well-documented results of providing a more seamless transition to Bishop Gadsden, thus creating a positive, yet somewhat unintended consequence of Embark members becoming residents sooner than anticipated.

W14. Financing Growth in Challenging Times

Tom Bowden, HJ Sims

Access to capital has been challenging, meanwhile the need for growth as well as the opportunity for growth are at all time highs. Top providers must persevere through challenges to grow their business, restore their margin and ultimately continue their mission.

10am-10:15am **Refreshment Break**

10:15am-12:15pm **WEDNESDAY'S KEYNOTE SESSION**

W15. LOOKING AHEAD: 10 Things to be Excited About

Andy Edeburn, Elder Dynamics

For aging services leaders, the last few years have been rough. We've had to watch our organizations, our teams, and our residents go through a proverbial earthquake and we're still dealing—sometimes almost daily—with the aftershocks. We've been in a lot of dark. But we're coming back into the light—a new era is dawning for aging care and service, and there are somethings to be very excited about.

This closing session will take a glimpse at what lies ahead for aging services organizations, the big changes that are coming, and where we should play a leading role in shaping that future.

12:15pm **ADJOURN**

Hotel Reservations:

Hilton Myrtle Beach Resort

within the Kingston Resorts

10000 Beach Club Drive, Myrtle Beach, SC

To Book Online/ Click on Link below:

<https://book.passkey.com/go/LEADINGAGESCCONFERENCE2025>

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

Make hotel reservations early!!!

Rates only available until the room block is full or February 22, 2025 (whichever comes first).

Please email Beth at 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

Mail Conference Payments to:

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

**Attendee Registration Deadline is
Wednesday, February 12, 2025
without late fees.**



ATTENDEE REGISTRATION



2025 Registration Fees

	Early (Before February 12)	Late (After February 12)
LeadingAge South Carolina Provider Member	\$550	\$650
Daily LASC Provider Member (circle one) M T W	\$300	\$350
Non-Member Provider	\$750	\$850
Business Member/Non-Exhibitor Rate (includes business membership dues)	\$1800	\$1800
*Additional Business Member/Non-Exhibitor Rate	\$600	\$600

**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)	T-Shirt Size	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 12, 2025 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 South Morgan Point Road, #250, Mt. Pleasant, SC 29466

For Questions, please contact Beth Bouknight, Director of Education at bbouknight@leadingagesc.org

No refunds after February 12, 2025. All cancellation requests must be made in writing. Written cancellations received prior to February 12, 2025 will receive refunds minus the cancellation fee of \$150 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 2025 LeadingAge SC Annual Conference has been approved for Continuing Education:
 13 total participant hours by NAB/NCERS Approval Code: 20260323-21-A108456-IN
 and requested approval by the SC Board of LTHCA (CE Broker). Will update.***