South Carolina Medical Group Management Association
Annual Conference

GO FOR THE GOLD!
CLEARING THE HEALTHCARE HURDLES

ANNUAL CONFERENCE
August 31-September 2, 2016

Hilton Myrtle Beach Resort
10,000 Beach Club Drive
Myrtle Beach, SC 29572

Contact Cindy Ott, Executive Director,
at 803-387-7864 for details or go to www.scmgma.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>31-Aug-16</td>
<td>12:00 Noon - 4:00 PM</td>
<td>Registration Open</td>
<td>Group Registration Cubicles - Convention Center</td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 2:00 PM</td>
<td>ACMPE Pathway to Fellowship</td>
<td>Palmetto Palms in the Royal Palms Condos - 1st floor</td>
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<td></td>
<td>1:00 PM - 2:00 PM</td>
<td>ACMPE Pathway to Certification</td>
<td>Savannah Palms in the Royal Palms Condos - 1st floor</td>
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<tr>
<td></td>
<td>1:00 PM - 2:15 PM</td>
<td>Coding I: “General Coding Help”</td>
<td>Palisades C</td>
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<tr>
<td></td>
<td>2:30 PM - 3:45 PM</td>
<td>Coding II: “Pain Management Procedural Coding”</td>
<td>Palisades C</td>
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<tr>
<td></td>
<td>3:00 PM - 4:00 PM</td>
<td>New Member Reception</td>
<td>Garden Area outside of Convention Center (ticketed event)</td>
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<td></td>
<td>3:00 PM - 4:00 PM</td>
<td>Council of Governors</td>
<td>Savannah Palms</td>
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<tr>
<td></td>
<td>4:00 PM - 5:15 PM</td>
<td>“From Drama Queen to Dream Team”</td>
<td>Palisades B and C</td>
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<tr>
<td></td>
<td>5:15 PM - 6:30 PM</td>
<td>Welcome Reception</td>
<td>Palisades DEF Exhibit Hall</td>
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<td></td>
<td>7:00 PM - 10:00 PM</td>
<td>MAG Mutual Party</td>
<td>North Lawn</td>
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<tr>
<td>1-Sep-16</td>
<td>7:00 AM - 8:00 AM</td>
<td>Breakfast with Exhibitors</td>
<td>Palisades DEF Exhibit Hall</td>
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<td></td>
<td>7:00 AM - 5:00 PM</td>
<td>Registration Open</td>
<td>Group Registration Cubicles</td>
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<td></td>
<td>7:00 AM - 5:00 PM</td>
<td>Exhibit Hall Open</td>
<td>Palisades B and C</td>
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<tr>
<td></td>
<td>8:00 AM - 9:00 AM</td>
<td>“MGMA Government Affairs Legislative Update”</td>
<td>Palisades DEF</td>
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<tr>
<td></td>
<td>9:00 AM - 9:45 AM</td>
<td>Break with Exhibitors</td>
<td>Palisades B and C</td>
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<tr>
<td></td>
<td>9:45 AM - 10:30 AM</td>
<td>“Improving your Bottom Line”</td>
<td>Palisades C</td>
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<tr>
<td></td>
<td>9:45 AM - 10:30 AM</td>
<td>“Receiving Recognition as a Patient Centered Medical Home” (PCMH)</td>
<td>Palisades B</td>
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<tr>
<td></td>
<td>11:00 AM - 12:00 Noon</td>
<td>“Physician Onboarding: Past, Present and Future”</td>
<td>Palisades B and C</td>
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<td>12:15 PM - 1:30 PM</td>
<td>Lunch</td>
<td>Hilton Ballroom - Mezzanine</td>
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<td>1:45 PM - 3:00 PM</td>
<td>“Transforming to Value”</td>
<td>Palisades B and C</td>
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<td>3:00 PM - 3:45 PM</td>
<td>Break with Exhibitors</td>
<td>Palisades DEF</td>
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<td></td>
<td>4:00 PM - 4:45 PM</td>
<td>“Helping Managers Be Better Leaders”</td>
<td>Palisades C</td>
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<td>4:00 PM - 4:45 PM</td>
<td>“The Successful Primary Practice”</td>
<td>Palisades B</td>
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<td>4:45 PM - 5:00 PM</td>
<td>Refreshments</td>
<td>Palisades DEF</td>
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<td>5:00 PM - 6:00 PM</td>
<td>Exhibitor Door Prizes (Must Be Present to Win)</td>
<td>Palisades DEF</td>
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<td></td>
<td>6:00 PM</td>
<td>Dinner on Your Own</td>
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<tr>
<td>2-Sep-16</td>
<td>8:00 AM - 9:00 AM</td>
<td>Breakfast with Exhibitors</td>
<td>Palisades DEF</td>
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<td></td>
<td>9:00 AM - 11:00 AM</td>
<td>“The Healthcare Panel”</td>
<td>Palisades B and C</td>
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<td>11:00 AM - 12:00 Noon</td>
<td>SCMGMA Business Meeting and Wrap Up</td>
<td>Palisades B and C</td>
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<td>12:00 Noon</td>
<td>Grand Door Prize Drawing</td>
<td>Palisades B and C</td>
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KEYNOTE AND HEALTHCARE PANEL SPEAKERS

Wednesday, August 31, 4:00 p.m.
KEYNOTE GENERAL SESSION I
“From Drama Queen to Dream Team”
Dennis McIntee
Dennis McIntee (aka The Drama Free Guy) travels extensively working with leaders to uncover their personal and organizational constraints to building high-trust, high performance cultures. The first 15 years of his career was in pastoral ministry in the U.S. and Europe. A whole new world opened up to Dennis when he realized that same principles that changed people’s lives could also change their companies. In 2004 he formed The Leadership Development Group to help leaders win at the game of work and the business of life. His interactive keynote presentations and workshops empower teams to focus on what is truly important by creating ownership, and teaching individuals to get to the root of business problems quickly and solve issues faster. Objectives for this session are:
-- Discuss trust building skills
-- Discuss detaching issues to increase change
-- Discuss making better decisions

Thursday, September 1, 8:00 a.m. – 9:00 a.m.
KEYNOTE GENERAL SESSION II
“MGMA Government Affairs Legislative Update”
Suzanne Faulk
As Associate Director of MGMA Government Affairs, Suzanne serves as a liaison between MGMA and its members by coordinating Association grassroots efforts, frequently speaking at MGMA state and national meetings, and serving as an informational resource to members, helping to navigate complex details of new federal regulations and legislation. She also works closely with her D.C. colleagues to represent the medical group practice voice in Washington, converting member feedback into direct advocacy with policy makers. Suzanne holds a degree in government from the University of Maryland and a Master of Public Policy from Georgetown University, where she specialized in healthcare and domestic economic policy. She has been with MGMA since 2012. This update will provide timely information on the status of pertinent healthcare issues under consideration by Congress and federal regulatory agencies. Attendees will learn about recent legislative and regulatory developments affecting medical groups, gain a deeper understanding of these changes and their impact on the day-to-day activities of medical group practices, and be directed to clarifying resources. Specific topics include: payment changes under the final 2016 Medicare Physician Fee Schedule, key updates to federal quality reporting programs and what the future of the Medicare program looks like post-OGG repeal, among others. Objectives for this session are:
-- Identify how legislative and regulatory initiatives affect your daily work
-- Discuss new or pending policy changes
-- Describe the resources available to assist you

Thursday, September 1, 11:00 a.m. – 12:00 noon
KEYNOTE GENERAL SESSION III
“Physician Onboarding: Past, Present and Future”
Jim Ellis MD
Dr. Ellis received his undergraduate degree from the University of North Carolina and his medical degree from the Louisiana State University where he completed a residency in Emergency Medicine. He came to the Greenville Hospital System in 2008 to start their urgent care program and he now serves as the Medical Director of the Greenville Hospital System physician group which employs over 1400 physicians. Dr. Ellis is a Clinical Professor of Emergency Medicine at the University of South Carolina School of Medicine Greenville and faculty member with the Steadman Hawkins Primary Care Sports Medicine Fellowship. He has a special interest in venue medicine and his experiences include the NFL, NCAA, MLB, NASCAR, the LPGA, World Cup Soccer, and both summer and winter Olympic games. He has been an officer with the American College of Emergency Physicians Sports Medicine section and is a member of the NFL Physicians’ Society. Objectives for this session are:
-- Discuss the history and process of physician onboarding
-- Discuss standardizing physician onboarding
-- Discuss making physician onboarding an evolving process

Thursday, September 1, 2016 1:45 p.m. – 3:00 p.m.
KEYNOTE GENERAL SESSION IV
“Transforming to Value”
Roger A. Ray MD MBA FACHE
Executive Vice President and Chief Physician Executive Dr. Roger Ray is responsible for the management and direction of the Carolinas HealthCare System Medical Group, which comprises more than 2,500 physicians and providers in over 500 locations - including four care divisions - as well as Levine Cancer Institute, Sanger Heart & Vascular Institute and CHS Behavioral Health. He also oversees the System’s chief medical officers, medical education and research, System care coordination, medical staff services, accreditation, quality and patient safety, and virtual medicine in the Charlotte Metro area. He received his undergraduate degree from the University of Virginia and his medical degree from West Virginia University. He also received a master’s degree in business administration from the University of Colorado. He is certified by the American Board of Psychiatry and Neurology, the American Board of Electrodiagnostic Medicine and the Certifying Commission in Medical Management. Objectives for this session are:
-- Identify major industry trends negating integration
-- Identify metric definitions of value
-- Identify major changes leading to system value maturity

Friday, September 2, 9:00 a.m. – 11:00 a.m.
GENERAL SESSION V
“THE HEALTHCARE PANEL”
Facilitator: Mickey Smith
FACHE FHFMA FACMPE
Mickey Smith is Chairman of the Board of the MGMA and also the CEO of Oak Hill Hospital, a 275-bed, acute care teaching hospital located in Spring Hill, FL. Mickey has over thirty-five years of experience in health care administration and consulting. Mickey received a Master of Science in Public Health and an MBA in Finance from the University of Missouri and holds a bachelor’s degree in Health Care Systems Engineering from Georgia Tech. He has achieved board certification in three disciplines: health care executive, medical practice administrator, and financial manager. He is a designated Fellow of the American College of Healthcare Executives (FACHE), the American College of Medical Practice Executives (FACMPE) and the Healthcare Financial Management Association (FHFMA).
-- Gain valuable insight from our panel of experts
-- Discuss current and future challenges facing the healthcare industry
-- Discuss the impact of healthcare reform on patients, providers and insurance companies

Shawn Stinson MD, Panelist
M. Shawn Stinson, MD is Chief Medical Officer and Vice President for clinical innovation for BlueCross BlueShield of South Carolina. Dr. Stinson brings significant experience working with system quality management to his responsibility for ensuring high quality population health for BCBSSC’s one million members. As part of the effort, he plays a key role working closely with providers to identify opportunities that unite quality improvement and cost saving measures.

Alexander Ramsey MD, Panelist
Dr. Ramsey is the President of the South Carolina Medical Association. He obtained his undergraduate degree from the University of South Carolina and his medical degree from the Medical University of South Carolina, where he also performed his residency. Dr. Ramsey is in the practice of urology in Charleston, SC.

Jim Ellis, MD
Panelist
To see bio, refer to Keynote Speakers.

Roger A. Ray, MD MBA FACHE
Panelist
To see bio, refer to Keynote Speakers.
BREAKOUT SESSION SPEAKERS

Thursday, September 1, 9:45 a.m. – 10:30 a.m.
“Achieving Recognition as a Patient Centered Medical Home (PCMH)”
Cynthia Blakeley and Jessica Davis

Cindy Blakeley is a healthcare executive with over 30 years of healthcare experience including nineteen years of progressive leadership roles in the hospital, for government programs, and in the office setting in the areas of physician partnerships, quality outcomes, standards and regulatory expertise.

Jessica Davis is currently the Patient Centered Medical Home Program Coordinator (PCMH) for Lexington Medical Center. Jessica works to help practices transform into a Patient Centered Medical Home. She is well versed in meaningful use and other federal regulatory compliance initiatives. Objectives for this session are:

--- Define the “Consultant” role for practices
--- Establish ownership of the PCMH recognition process
--- Building sustainability while achieving recognition

Thursday, September 1, 9:45 a.m. – 10:30 a.m.
“Improving Your Bottom Line”
Cheryl Burleson-Davis

Cheryl Burleson-Davis has over 35 years experience in Credit and Collections. She received her Bachelor’s Degree in Business Administration from the University of North Carolina-Charlotte. During her 35 years, Cheryl has had the pleasure of working with numerous medical practices and hospital physician practices helping them to train staff and develop strategies for improving their in-house collection processes. She has been a frequent speaker at the NC Urology Conference as well as other organizations. Cheryl is currently serving on the conference committee of NC-MGMA and has been a longtime supporter of MGMA. Objectives for this session are:

--- Discuss getting everyone on the same page
--- Discuss strategies for collecting money

Thursday, September 1, 9:45 a.m. – 10:30 a.m.
“The Successful Primary Care Practice”
Terry R.A. Cunningham

Dr. Cunningham is the COO for Palmetto Primary Care Physicians in Charleston SC. He has served in several leadership capacities through HCA in Tennessee and Virginia. He holds a Doctorate of Business Administration, a Masters in Healthcare Administration, Masters of Health Science, and a Bachelor of Business Administration. Terry is a member of the American College for Healthcare Executives and Americas Association for Respiratory Therapists. Objectives for this session are:

--- Discuss primary care offices
--- Discuss the process flow of the PA/NP ratio/care coordination
--- Discuss the future of primary care

PRECONFERENCE SPEAKERS

Wednesday, August 31, 1:00 p.m. – 2:15 p.m.
“General Coding Help”
Shannon Smith CPC

Ms. Smith has worked in the medical billing and coding field for more than 20 years. For the last 9 years she has been employed by Lexington Medical Center as a Coding Compliance Educator where she provides chart assessments and coding education to approximately 55 provider groups and 27 specialties. Shannon became a Certified Professional Coder through the American Academy of Professional Coders (AAPC) in 1998 and became an Approved ICD-10-CM/PCS Trainer through the American Health Information Management Association (AHIMA) in 2010. Objectives for this session are:

--- Discuss resources
--- Discuss tools and information they provide
--- Discuss how to quickly and easily locate each coding resource

Wednesday, August 31, 2:30 p.m. – 3:45 p.m.
“Pain Management Procedural Coding”
Amy Turner RN BSN MMHC CPC-I

Ms. Turner is based in Nashville, TN. She started her journey into healthcare in 1989 when she completed her AS in Nursing at Middle Tennessee State University. She continued her education by receiving her BS in Nursing, also from MTSU and a MMHC from Vanderbilt University’s Owen Graduate School of Management. Amy began her nursing career as a charge nurse of the Intensive Care Unit at Middle Tennessee Medical Center in Murfreesboro, TN. In 1999, she started her career in Pain Management. Amy has held management positions at the Murfreesboro Anesthesia Group, Precision Pain Care in Smyrna TN, the Pain Management Center at Vanderbilt University Medical Center and the Neurosciences Division at Vanderbilt University. Amy has a strong background in practice management, billing and coding as well as the clinical aspect of pain management. She is currently the Director of Billing Education and Compliance at Comprehensive Pain Specialists in Murfreesboro, TN. Amy currently lives in Murfreesboro, TN with her two children. Objectives for this session are:

--- Discuss accurate coding of pain management procedures
--- Discuss recent changes in coding pain management

Wednesday, August 31, 1:00 p.m. – 2:00 p.m.
“Pathway to Certification”
Chris Plemons MS CMPE

Chris is the Manager of Practice Operations for the Greenville Health System’s Department of Surgery, and as such she oversees the operations of 15 surgical specialty practices. She is a certified member of the American College of Medical Practice Executives and is Past Governor of the South Carolina Medical Group Management Association. Both her MS and BS degrees were earned at the University of Tennessee. Objectives for this session are:

--- Discuss WHY to work towards ACMPE certification
--- Discuss HOW to work towards ACMPE certification
--- Review the NOW – sample questions to ascertain current knowledge

Wednesday, August 31, 1:00 p.m. – 2:00 p.m.
“Pathway to Fellowship”
Joan Cundey FACMPE

Joan began her career as a registered cardiovascular and echocardiography technologist. Her imaging and associate degrees were obtained from the Medical College of Georgia and Augusta College in Augusta, Georgia. She has 16 years of cardiac cath lab experience, over twenty years of echo/vascular experience, and twenty-five years of medical practice administration experience in a progressive cardiovascular practice. Joan has served as President and Vice President of the Aiken Chapter. Her positions on the SCMGMA State Board include Chair of the Nominating, Membership and Bylaws Committees, Secretary, Treasurer, Governor-Elect and currently Governor. Joan received her fellowship in the American College of Medical Practice Executives in 2015.

--- Finalize your Topic and Paper Type (Exploratory; Historical; Focus)
--- Set outline parameters and writing schedule
--- Discuss the expectations, protocols and resources of MGMA
**REGISTRATION FORM**

Last Name: ______________________ First Name: _________________ Middle Initial (Optional) ________________

Credentials (check all that apply): _____FACMPE _____CMPE _____NOMINEE _____CPC _____ MHA/MBA _____ OTHER

Practice Business Name:_____________________________________________________________________________________

Mailing Address:______________________________________________________________________________________________

City/State/Zip Code:__________________________________________________________________________________________

Phone:______________________________________ Cell:______________________________________________________________

Email for confirmation:_______________________________________________________________________________________

To expedite your registration, pay online at www.scmgma.com or email your registration form to cindyott63@gmail.com

*I stayed at the Hilton properties during the 2015 conference. Please provide 10% discount on this year’s registration. I understand this does not apply to preconference workshops. This will be verified.*

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<tr>
<th>Item</th>
<th>Fee</th>
<th>Indicate Your Price Here</th>
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<tbody>
<tr>
<td>Coding Workshops Only</td>
<td>$50 AAPC member</td>
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<td></td>
<td>$75 Non AAPC member</td>
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<tr>
<td>ACMPE Preconference Only</td>
<td>$50 SCMGMA Member</td>
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<td>$75 Non-Member</td>
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<tr>
<td><strong>FULL CONFERENCE FEES</strong></td>
<td><strong>INCLUDE PRE-CONFERENCE SESSIONS</strong></td>
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<tr>
<td>SCMGMA Active and Affiliate Members – Full Conference</td>
<td>$295.00</td>
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<td>MGMA Member not SCMGMA Member</td>
<td>$325.00</td>
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<td>Full-Time Student</td>
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<td>Life Members</td>
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<tr>
<td>Guest/Spouse of all attendees (May not qualify as active member)</td>
<td>$75.00 Full Conference</td>
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<td>Guest/Spouse accompanied by an attendee (May not qualify as active member)</td>
<td>$15 Breakfasts each</td>
<td>1 or 2 Breakfasts</td>
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<td>$20 Wednesday Reception</td>
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<td>$25 Wednesday Party</td>
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<td>$20 Thursday Reception</td>
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<td>NEW MEMBERS JOIN NOW and receive conference discount</td>
<td>NO RENEWALS</td>
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<tr>
<td>Active member + conference</td>
<td>$375.00</td>
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<td>Affiliate member + conference</td>
<td>$550.00</td>
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<td>Note: affiliate members may not market their product in exhibit hall unless exhibiting. New Student Member + conference</td>
<td>$100.00</td>
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PAYMENT INFORMATION
Payment Method ____ Check ____ Credit Card
I authorize SCMGMA to charge the credit card as provided below:
____ VISA ____ MasterCard ____ American Express ____ Discover
Credit Card Number: ____________________________
Expiration: ___________ CID: _____________ (Visa/MasterCard: three digit code on back of card) (American Express: four digit code on front of card)
Signature of Card Holder: __________________________________________________________
Name as it appears on card: ________________________________________________________

Mail your registration form and payment to SCMGMA, 1195 St. Matthews Road, PMB 313, Orangeburg S.C., 29115 or email to cindyott63@gmail.com. Register online at www.scmgma.com

REFUND POLICY: Refunds will not be made after August 15, 2016. However, substitution is permitted. Call 803-387-7864 if this should be necessary.
MAG Mutual Outdoor Olympics Party

Wednesday, September 1
7:00 p.m. to 10:00 p.m.
Hilton North Lawn

Win the Gold with Outdoor Games
Dancing with DJ Mike Lockaby

Questions?
Call Cindy Ott at (803)387-7864 or email cindyott63@gmail.com