



# Building Opportunities Summit 2024 Master Schedule

## Thursday, Nov. 7

2 – 5 p.m.	Check-In
5 – 7 p.m.	Welcome Reception – Enjoy a Beverage and Light Hors d’Oeuvres
7 p.m.	Dinner On Your Own

## Friday, Nov. 8

7 – 8 a.m.	Breakfast Served
8 – 8:45 a.m.	Welcome and Industry Update Jim Greatorex, VGM Live at Home
8:45 – 9 a.m.	36 Ideas and a System – TED Talk Tom Nardone, Dignity Lifts
9 – 9:30 a.m.	Nu Look Home Design Who? A Story of Brand Discovery Patrick Fingles, CEO, Leap
9:35 – 10 a.m.	Dwellsafe – Disruptive Home Assessment App that Brings a Clinical Aspect Into the Home James Taylor, MD, Founder, Dwellsafe
10 – 10:15 a.m.	Break
10:15 – 11:15 a.m.	Panel Discussion – Social Media and Digital Marketing Success Stories <b>Panelists</b> Liam O’Keefe, On the Mend Medical Nathan Colburn, Lifeway Mobility Mike Foti, Innovative Building Solutions <b>Moderator</b> Cassi Price, VGM Forbin
11:15 a.m. – 12 p.m.	Practical AI: Making Sense of the Hype and Planning for the Future Scott Hagberg, VGM Group
12 – 1 p.m.	Lunch
1 – 1:45 p.m.	Messaging to Seniors: Gerontographics, a New Study Tara Ballman, Longbridge Financial
1:45 – 2:15 p.m.	Digital Marketing: Changing with the Times Sarah Puls, Harmar

- 2:15 – 2:30 p.m. **Break**
- 2:30 – 3 p.m. **Home Access Studies in the Healthy Home Laboratory**  
Jon Pearlman, University of Pittsburgh
- 3 – 4 p.m. **Interprofessional Collaboration: What Is It, Why Do We Need It, How Do We Get It?**  
**Panelists**  
Brandy Archie OTD, OTRL, AskSAMIE  
Anisha Carr, OTD, OTR/L, CAPS  
Darren Corcoran, Cor Freedom  
**Moderator**  
Cindi Petito, OTR
- 4 – 6:45 p.m. **Exhibit Hall**
- 7 – 9 p.m. **Banquet Dinner, Raffle Prizes, and Awards**
- 9 – 10 p.m. **Michael Joiner, Comedian**

## **Saturday, Nov. 9**

- 7 – 8 a.m. **Breakfast**
- 8 – 9 a.m. **How to Leverage a Home Access Showroom – Panel Discussion**  
**Panelists**  
Clay Keranen, All-American Mobility  
Mike Vieira, Oakley Home Access  
Jared Chevraux, JTEK  
**Moderator**  
Frank Wasilewski, Access Elevator
- 9 – 9:30 a.m. **Stair Railings 101 – Why You Need to Include Them in Your Scope of Services and How to Go About Doing So**  
Martin Simenc, Home Safety Solutions
- 9:30 – 9:45 a.m. **Break**
- 9:45 – 10:15 a.m. **Apprenticeship Program Update**  
Darren Corcoran, Cor Freedom
- 10:15 – 10:55 a.m. **How to Successfully Perform Virtual Home Assessments, In-Home Assessments, and Non-Clinical Assessments**  
Cindi Petito, OTR
- 11 a.m. – 12:05 p.m. **Breakout Sessions**
- 12:05 – 1:05 p.m. **Lunch**
- 1:05 – 4 p.m. **Breakout Sessions**

## **Breakout Session 1: 11 - 11:30 a.m.**

- **Automatic Door Openers – High Growth Category**  
Autoslide, LLC
- **Reverse Mortgages – Why It's a Growing Financing Option and How to Make Your Customers Aware of It**  
Longbridge Financial, LLC
- **How to Grow Your Top and Bottom Line**  
Harmar
- **Managing Bathroom Remodels in the Waiver Programs**  
Bestbath

## **Breakout Session 2: 11:35 - 12:05 p.m.**

- **Building a Rental Ramp Revenue Stream**  
EZ-ACCESS
- **Lite Meter App – Natural Aging and Vision**  
Janet Engel, Aging in Place Directory
- **Residential Elevators – How Can My Company Offer This Category**  
Pollock Residential Elevators
- **Building Relationships/State Waiver Programs/MCO**  
Lifewise CHM

## **Breakout Session 3: 1:10 - 1:40 p.m.**

- **Ways Project Management Software Can Improve My Business**  
Leap
- **Overhead Lift Installations Made Easy**  
Hovertech
- **Cybersecurity – Tips on Protecting Your Company and Customers**  
Scott Hagberg
- **Product Bundling and Complementary Sales – Maximize Your Customer**  
Jim Greatorex

## **Breakout Session 4: 1:45 - 2:15 p.m.**

- **Practical AI: Making Sense of the Hype and Planning for the Future**  
Scott Hagberg
- **How to Offer Financing to Sell More Projects**  
Ben Barrick, Hearth
- **How to Network with the Medical Community and Why You Should Make a Clinical Friend!**  
Brandy Archie, OTD
- **What Are You Doing in the Bathroom? How to Make that Room a Better Profit Center**  
Dignity Lifts

## **Breakout Session 5: 2:20 - 2:50 p.m.**

- **Bidding Concepts – Expanding or Reducing Bids Based on Key Factors**  
Challenge Specialties, Inc.
- **Handrails – What's Working Inside and Outside?**  
Access Elevator
- **Overhead Lifts – Training Brings Confidence**  
Human Care
- **How to Leverage Your Website to Grow Your Business**  
VGM Forbin