



# Building Opportunities Summit Master Schedule 2023

## Thursday, Nov. 9

3:30 - 5:00 PM Registration

5:00 - 7:00 PM Welcome Reception – Exhibit Hall Preview

Dinner on your own

## Friday, Nov. 10

7:30 - 8:30 AM Registration Continental Breakfast

8:30 - 9:30 AM **Industry Update – The Home Access Road to Success –**  
Jim Greatorex, Vice President, VGM Live at Home

9:30 - 10:30 AM **Creating a Sticky Organization - Strategies for Retaining Home  
Accessibility Talent**  
*Sponsored by: Dignity Lifts*  
Martin Simenc, President, Home Safety Services

10:30 - 10:45 AM Break

10:45 - 11:15 AM **Business Acumen 101 – Building a Scalable Business Model**  
Ron Naves JD, MBA and Terry Deever CPA, CGMA, CFP, Cumorah Consulting

11:15 - 11:45 AM **Open the Cash Valve: Build a Sales Program to Win in the Bathroom  
Space!**  
*Sponsored by: Innovate Building Solutions*  
Jared Chevraux, Vice President, JTEK Solutions Group, LLC

11:45 - 1:00 PM Lunch

1:00 - 1:45 PM **An Apprenticeship Program for Home Access – Hire and Retain Better  
Field Techs**  
*Sponsored by: SanSpa USA*  
Darren Corcoran COO Cor Freedom/Vets Access

1:45 - 2:15 PM **How Producing Quality Estimates and Scope of Work is Essential for  
Winning Competitive Projects**  
*Sponsored by: Hearth*  
Rick Lair, President, Challenge Specialties

2:15 - 2:30 PM Break

2:30 - 3:00 PM **Medicaid Waivers and the Push to Care at Home**  
Katie Dodd, Principal and Vice President of Business Development, Lifewise  
CHM

3:00 - 4:00 PM **How to be a Great Partner with Your State's MCOs**  
*Sponsored by: Hovertech by Molift*  
Moderator: Kathy Feeney, Managing Partner and COO, Omicelo  
Panelist: Chris Larsen, VP of Strategic Development, Lifewise CHM

4:00 - 6:30 PM Exhibit Hall

7:00 - 8:30 PM Banquet Dinner

8:30 - 9:00 PM Awards and Raffles

9:00 - 10:00 PM **Comedy Hypnotist**  
Joseph Roberts

## Saturday, Nov. 11

7:30 – 8:30 AM Continental Breakfast

8:30 - 9:45 AM **Marketing Tips for Referrals from the Medical Community – Panel Discussion**

Moderator: Cindi Petito, President, CHAS

Panelists: Gregg Frank, OT, Back Home Safely

Nathan Colburn, VP, Accessible Systems, a Lifeway Company

Justin Oakley MSOTR/L Co-Owner Oakley Home Access

9:45 - 11:00 AM **How to Make Accessible Bathroom Remodeling Work for Your Business**

Moderator: Mike Foti, President, Innovate Building Solutions

Panelist Frank Wasilewski, All About Access

Robert Gurinowitsch, NE Region Manager, Bestbath

Jared Chevraux, Executive VP, JTEK

11:00 - 11:15 AM Break

11:15 - 12:00 PM **Work Safety Awareness Includes Mental Health**

Nina Creech, Sr. VP, Whole Home Innovation and People Working Cooperatively

Bill Bohmbach, CEO, Home Healthsmith

12:00 - 1:00 PM Lunch

1:00 - 4:00 PM **Round Table Discussions**

Table Topics:

**Building a Rental Ramp Program**

Dan Radacosky and Gary Caldwell, EZ-ACCESS

**Competing for Curved Stair Lifts**

Todd Bick and Amy Wheeler, Harmar

**Consumer Financing – A Must-Have for Retail Growth**

Ben Barrick and Margaux Fly, Hearth

**Marketing for the Medical Referral**

Cindi Petito, CHAS Consulting

**Competing for Bathroom Remodels**

Chandler Harris and Robert Gurinowitsch, Bestbath

**Overhead Lifts – A Market Looking for Contractors**

Tim Anderson, Liz Morland, Human Care

**Strategies for Strong Estimates**

Rick Lair, Challenge Specialties

*\*Scheduled tracks are subject to change*



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Summit 2023