

★ PREMIUM TICKET

## Pre-Conference Day

TUES, FEBRUARY 15

**10:00 – 10:45 am EST**

**2022 Benchmarking Report  
Data Sneak Peak**

Home Care Pulse

**11:00- 11:45 am EST**

**Mastermind Roundtable: Learn  
from the Industry's Top 5%**

Stephen Tweed

**11:45 am – 12:30 pm EST**

**Panel: The Latest on Legal &  
Advocacy Updates**

Angelo Spinola, Vicki Hoak

**1:15 – 2:00 pm EST**

**What to Do With My Business  
After I've Reached \$2M in  
Revenue**

Clint Nobles + Kim Clatworthy

**2:00 -2:45 pm EST**

**How to Make Operations Your  
Competitive Advantage**

Kunu Kaushal

**3:00 – 4:00 pm EST**

**How to Build a Culture That  
Celebrates Caregivers**

Keynote: Ari Medoff + Cyril Vergis

## Day 1

WED, FEBRUARY 16

**10:00 – 10:45 am EST**

**The 5 Components of a Top Tier  
Training Program**

CJ Weaber + Brett Ringold +  
Laurie Owen

**11:00- 11:45 am EST**

**Experience is Everything: How  
to 10x Your Interviews & Get  
More Hires**

Jessica Nobles + Kelly Adams

**11:45 am – 12:30 pm EST**

**The Secrets of Online Job Ads:  
Find & Hire More Caregivers**

Rachel Gartner

**1:15 – 2:00 pm EST**

**Connecting with Top Caregiver  
Talent in a Post-Pandemic  
World**

Mike McSherry: Hireology

**2:00 -2:45 pm EST**

**5 Ways HR Can Help Your  
Caregivers Succeed**

Greg Henderson

**3:00 – 4:00 pm EST**

**5 Secrets to Master Home Care  
Scheduling**

Olivia Jones: Care Advantage

## Day 2

THURS, FEBRUARY 17

**10:00 – 10:45 am EST**

**Every Home Care Agency Has 2  
Brands – How to Define Yours**

Kire Madsen + Amber Monroe

**11:00- 11:45 am EST**

**Too Many Referrals, Not  
Enough Staff – How to Keep  
Marketing**

Steve "the Hurricane"

**11:45 am – 12:30 pm EST**

**What Does My Operational Data  
Mean—And How to Use It**

Guy Tommasi + Jeff Wiberg +  
Tim Murray

**1:15 – 2:00 pm EST**

**The Best Ways to Nurture Your  
Online Reputation**

corecubed: Marissa Snook +  
Amy Selle

**2:00 -2:45 pm EST**

**How to Build Leaders Inside  
Your Organization**

TBD

**3:00 – 4:00 pm EST**

**Understanding the Psychology  
of the Labor Industry**

Kerin Zuger

This year's conference includes optional **premium tickets** for a pre-conference day with extra sessions from leading home care entrepreneurs, consultants, lawyers, and healthcare referral partners.

All attendees will have the opportunity to participate in live Q+A with presenters. **We'll also send the recordings to all attendees after the conference, so you can view them on your own time and use them as a resource for your own team.**