

Day 1: Wednesday, February 5th

9:00-9:15am	Welcome/Agenda <i>Erik Madsen, CEO of Home Care Pulse</i>
9:15-10:00am	What to Expect in Home Care in 2020 <i>Stephen Tweed, Founder of the Home Care CEO Forum and CEO of Leading Home Care</i>
10:00-10:15am	Break and Raffle
10:15-11:00am	Digital Marketing Trends <i>Marissa Snook, Managing Director of corecubed and Stacey Gillespie, SEO manager at corecubed</i>
11:00-11:45am	Sales and Marketing Workshop <i>Gregg Mazza, founder of Home Care Breakthrough Solutions</i>
11:45-Noon	Recap takeaways
Noon-1:00pm	Break for Lunch
1:00-1:45pm	Payer Source Strategies <i>Sheila Davis, Senior Vice President of Area Operations at Always Best Care</i>
1:45-2:00pm	Break and Raffle
2:00-2:45pm	Growth Strategies for Independent Agencies (Expert CEO Panel)   <i>Kunu Kaushal, CEO of Senior Solutions Home Care and founder of the Independent Home Care Alliance</i>   <i>Jeff Wiberg, CEO of Family Resource Home Care and member of the HCAOA board</i>   <i>Joel Theisen, CEO of Lifesprk</i>
2:45-3:00pm	Recap



Day 2: Thursday, February 6th

9:00-9:45am	Success Leaves Clues <i>Todd Austin, COO of Home Care Pulse, and Erik Madsen, CEO of Home Care Pulse</i>
9:45-10:30am	Referral Marketing Workshop <i>Steve “The Hurricane” Weiss, CEO of Hurricane Marketing</i>
10:30-10:45am	Break and Raffle
10:45-11:15am	Building a Multi-Million Dollar Agency <i>Debbie Miller, President of Marketing at 52 Weeks Marketing</i>
11:15-Noon	Closing Online Leads <i>Peter Droubay, Director of Business Development and Training at Caring.com</i>
Noon-1:00pm	Break for Lunch
1:00-1:45pm	Recruitment/Retention Strategies for Growth <i>Brandi Kurtyka, CEO of myCNAjobs</i>
1:45-2:45pm	Franchise Growth Strategies (Expert CEO Panel)  <div><div></div><div><i>Emma Dickinson, CEO of Home Helpers and incoming President of the Home Care Association of America</i></div></div> <div><div></div><div><i>Peter Ross, CEO of Senior Helpers</i></div></div> <div><div></div><div><i>Geoff Nudd, CEO of ClearCare</i></div></div>
2:45-3:00pm	Recap and Close