



# THE BUILDING OPPORTUNITIES EXECUTIVE SUMMIT 2019

March 26-27 • San Antonio, Texas

Staybridge Suite • 123 Hoefgen Ave.

## TUESDAY

6-8 p.m. **A Night on the River Networking Dinner at Casa Rio**  
*Sponsored by Molift and VGM Insurance*

## WEDNESDAY

8-8:30 a.m. **Welcome and Introductions**  
Jim Greatorex, Vice President of VGM Live at Home

8:30-11 a.m. **Member-Vendor Partner Speed Dating Event**

Participants include: Autoslide, Bestbath, CleanCut, EZ-ACCESS, Harmar, Lowe's, Merits Health Products, Molift, PARO, Promenaid Handrails, pulseM, Rane Bathing and Accessibility, ShelfGenie, SPAN - exclusive provider of Savaria Ceiling Lifts, The Federal Savings Bank, VGM Education, VGM Forbin, VGM Insurance, VGM Technologies, VGM Group Services Companies and more to be announced soon!

11:15 a.m.-  
12:15 p.m. **Digital Customer Experience - The Playing Field and Competitive Differentiator**  
Pawan Jaggi, CEO & Founder of pulseM

Business is about relationships: shaking hands and sharing smiles. And, it's about understanding relationships. What makes customers evangelists for your brand, and how can I amplify their voices, so the world—and my future customers—can hear them? And, on the other side: what makes customers so angry that they take to the internet in a rage? How can I hear their concerns—before the entire world does?

When you're running a business, it's hard to maintain all your relationships—with your customers, with your techs, your social media presence... With all these different priorities, you must lead or get left behind. If "how" is proving to be a struggle, this talk will help you with a clear strategy to improve your Customer Experience and win.

12:15-1:15 p.m. **Lunch and Industry Update**

1:15-2:15 p.m. **Adding Up the Niches: Targeted Marketing Can Grow Your Business**  
Nathan Colburn, Partner with Accessible Systems  
*Sponsored by VGM Technologies*

What is holding back your business? Could you handle more interested customers? The home accessibility business is composed of many niches, including seniors and people with disabilities, private pay customers, and third party funding sources. Presented by Nathan Colburn, a partner in Accessible Systems for the last 15 years, this session will be an interactive discussion of grassroots marketing based on results to grow your business.

2:25-3:45 p.m. **Panel Discussion - The Current State and What the Next 5 Years Have in Store for the Home Modification Industry**  
Moderated by Jim Greatorex

3:45-4:00 p.m. **Wrap-Up**  
Jim Greatorex

For up-to-date information and registration, visit [www.vgmliveathome.com/summit2019](http://www.vgmliveathome.com/summit2019).