

# Service Edge Member Conference 2023

November 9-11, 2023

## Agenda

\*Updated Nov 11, 2023

### Wednesday, November 8, 2023

Time	Event	Location
5:00pm – 7:00pm	Early Registration	Osaka

### Thursday, November 9, 2023

#### Day 1 General Events

Time	Event	Location
7:00am – 8:15am	Breakfast – Courtesy of SEC23	Windrose Ballroom
8:00am – 5:00pm	Registration	Legacy Foyer – 2 <sup>nd</sup> Floor
9:00am – 5:30pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Busan
12:00pm – 1:00pm	Lunch – Courtesy of SEC23	Windrose Ballroom
1:00pm – 5:30pm	Exhibitor Hall	Legacy Foyer
5:30pm – 7:30pm	Welcome Reception, sponsored by FleetSharp	Legacy A

#### Day 1 Conference Sessions

Time	Session	Presenter	Location
9:00am – 9:15am	Conference Kickoff!	Emcee, Nelson Ventura	Legacy C-E
9:15am – 10:15am	Keynote: Q&A with Jonthan and Jason	Jonathan Pototschnik and Jason Cupp	Legacy C-E
10:15am – 11:00am	From Hire to Growth: Cracking the Human Code	Jonathan Porter-Whistman	Legacy C-E
11:00am – 11:45am	FleetSharp Integrations to Boost Tracking	John McCammond	Legacy C-E
11:45am – 1:00pm	Lunch	Courtesy of SEC23	Windrose Ballroom

1:00pm – 2:00pm	Cornering the Chaos of Search Engines	Tony Ricketts	Legacy C-E
2:00pm – 3:00pm	Stop Putting CEO After Your Name and Actually BE a CEO	Julie Vena	Legacy C-E
3:00pm – 3:15pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:15pm – 4:30pm	SEC Bootcamp Workshop: The Ultimate Lead Gen Tool	Jonas Olson	Legacy C-E
4:30pm – 5:30pm	Keynote: How To Go From Zero to Over \$100M in Net Worth	Brandon Dawson	Legacy C-E
5:30pm	Closing Remarks	Nelson Ventura	Legacy C-E
5:30pm – 7:30pm	Welcome Reception		Legacy A-B

## Friday, November 10, 2023

### Day 2 General Events

Time	Event	Location
7:00am – 8:15am	Breakfast – Courtesy of SEC23	Legacy A
9:00am – 5:30pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul
9:00am – 6:00pm	Conference Testimonials and Interviews	Busan
8:30am – 4:00pm	Exhibitor Hall	Legacy Foyer
12:00pm – 1:00pm	Lunch – Courtesy of SEC23	Legacy A
12:00pm – 1:00pm	Private FieldEdge Luncheon	Beijing

### Day 2 Conference Sessions

Time	Session	Presenter	Location
8:30am – 8:45am	Opening Comments	Emcee, Nelson Ventura	Legacy C-E
8:45am – 9:45am	Keynote: Reset & Recharge	Betsy Allen-Manning	Legacy C-E

9:45am – 10:00am	-- Break --		2 <sup>nd</sup> Floor Foyer
10:00am – 11:00am	HVAC Trends & Market Analysis Your Network Is Your Net Worth	Tim Fisher Naylor Taliaferro	Legacy B Legacy C-E
11:00am – 11:30am	The Power of a Price Book (FieldEdge) 3 Powerful Plays for Efficiency & Profitability (Service Autopilot)	Jason Atha Brian Minter	Legacy B Legacy C-E
11:30am – 12:00pm	Using Homeowner Financing for Business Growth This One Key Action Can Totally Change Your Business	Eric Gude John DeCausmaker	Legacy B Legacy C-E
12:00pm – 1:00pm	Lunch	Courtesy of SEC23	Legacy A
1:00pm – 2:45pm	SEC Bootcamp Workshop: Unlocking Excellence: The Key to Scaling Success by Duplicating Top Performers	Heather Block	Legacy C-E
2:45pm – 3:00pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:00pm – 3:30pm	Advanced Selling (FieldEdge) Automations – Basic & Advanced (Service Autopilot)	Jason Atha Scott Howard & Mike Callahan	Legacy B Legacy C-E
3:30pm – 4:00pm	Managing Maintenance Plans (FieldEdge) Deep Lawn (Service Autopilot)	Alex Menendez Joel Northrup	Legacy B Legacy C-E
4:00pm – 4:15pm	-- Break --		2 <sup>nd</sup> Floor Foyer
4:15pm – 4:45pm	Biggest Badass Nominations	Chris Volpe	Legacy C-E
4:45pm – 5:30pm	Field Services Academy in Action	Chris Volpe	Legacy C-E
5:30pm	Closing Remarks	Nelson Ventura	Legacy C-E

**Saturday, November 11, 2023**

**Day 3 General Events**

<b>Time</b>	<b>Event</b>	<b>Location</b>
7:00am – 8:15am	Breakfast – Courtesy of SEC23	Legacy A
9:00am – 4:00pm	Support Lab for Service Autopilot/FieldEdge/ESC	Seoul
9:00am – 4:00pm	Conference Testimonials and Interviews	Busan
8:30am – 4:00pm	Exhibitor Hall	Legacy Foyer
12:00pm – 1:00pm	Lunch – Courtesy of SEC23	Legacy A
7:00pm – Midnight	After Party – Limited Availability – Advance Purchase Required	<b>Meet Buses at Hotel Main Doors – 1<sup>st</sup> Floor. Must be at buses by 6pm.</b>

**Day 3 Conference Sessions**

<b>Time</b>	<b>Session</b>	<b>Presenter</b>	<b>Location</b>
8:30am – 8:45am	Opening Remarks	Emcee, Nelson Ventura	Legacy C-E
8:45am – 9:45am	Power Your Brand!	Debbie Sardone	Legacy C-E
9:45am – 10:30am	SEC Bootcamp Workshop: Creating Playbooks to Speed Up Your Daily Operations	Libby DeLucien	Legacy C-E
10:30am – 10:45am	-- Break --		2 <sup>nd</sup> Floor Foyer
10:45am – 11:30am	Automate Your Marketing Engine with MarketingEdge (FieldEdge) Scaling Your Service Business to 7 Figures and Beyond (Service Autopilot)	Cait Kennedy and Eddie Childs Mike Callahan	Legacy B Legacy C-E
11:30am – 12:00pm	Time-Saving Communications (FieldEdge) Generating More Revenue in the Off-Season (Service Autopilot)	Alex Menendez Rebekah Spencer	Alex Menendez Rebekah Spencer
12:00pm – 1:00pm	Lunch	Courtesy of SEC23	Legacy A
1:00pm – 1:30pm	Future-proof Your Business Growth through Mergers and Acquisitions	Paul Baccaro Marvin Salcido	Legacy B Legacy C-E
1:30pm – 2:30pm	Industry Roundtable: How Owners are Succeeding in Today's Economy	FE and SA Members	Legacy C-E

2:30pm – 3:15pm	The Future of Field Service Software: 2024 FieldEdge Roadmap 2024 Service Autopilot Roadmap	Dan Fuhr	Legacy C-E
3:15pm – 3:30pm	-- Break --		2 <sup>nd</sup> Floor Foyer
3:30pm – 3:45pm	Awarding of “Biggest Badass” Presented by the Academy	Chris Volpe	Legacy C-E
3:45pm – 4:00pm	Closing Remarks	Nelson Ventura	Legacy C-E