



# VIA Event Schedule

## Friday, November 3

1:00 pm - 3:00 pm

★ **AirTribes Community Platform Demo**  
Steve Wolk

SCSA Training Room  
720 S. Colorado Blvd., Suite 750 N.  
*\*(Off-Site Location)*

5:00 pm - 8:00 pm

Registration

Conference Office C

7:00 pm - 9:30 pm

Opening Reception

Augusta

## Saturday, November 4

6:30 am - 6:00 pm

Registration

Conference Office C

7:00 am - 8:15 am

Breakfast

Augusta

8:25 am - 9:20 am

**Opening Event**  
Form Multidisciplinary Teams - Facilitated by Deborah Skovron

Platte River

9:30 am - 11:00 am

**What Is the State of Your Business?**  
Keynote by Lori Bitter

Platte River

11:00 am - 11:15 am

Coffee Break

Mezzanine Foyer



**VIA Talks (15 Minutes Each)**

11:15 am - 12:10 pm

**Blake Room**

**Cook Room**

**Curtis Room**

11:15 am  
**Entrepreneurship and Aging**  
Lori Bitter

11:15 am  
**Getting Paid What You Are Worth**  
Karen Sands

11:15 am  
**Managing the Older Worker**  
Renee Rosenberg

11:35 am  
**Is Your Business Senior Friendly?**  
Andrea Gallagher

11:35 am  
**The Biggest Brand Mistake and How to Fix It**  
Lori Dubois

11:35 am  
**Creating Interprofessional Teams for Living In Place**  
Erik Listou

11:55 am  
**Use LinkedIn to Attract More Clients and Referral Partners**  
Joyce Feustel

11:55 am  
**Modern Day Aging & Technology**  
Wendi Burkhardt

11:55 am  
**Using Credentials as a Point of Differentiation**  
Christine Niero

12:15 pm - 1:30 pm

**Luncheon**  
Society of Certified Senior Advisors' 20 Year Celebration

Augusta

1:40 pm - 4:40 pm

**World Café - Longevity Economy & Dynamic Businesses**  
Facilitated by Kari Henley

Platte River

4:40 pm - 5:30 pm

Team Recording, Follow Up  
Networking Opportunity

Platte River

Sunday, November 5

6:30 am - 1:00 pm

Registration

Conference Office C

7:00 am - 8:15 am

Breakfast

Augusta

8:30 am - 9:30 am

Embracing Ageless Marketing  
Keynote by Dick Ambrosious

Platte River

9:45 am - 11:15 am

Think Tank & Group Coaching (includes coffee break)  
Interact With Business Coaches and Subject Matter Experts

Platte River

11:15 am - 11:45 am

Final Team Recording  
Motivational Post Cards

Platte River

11:45 am - 12:00 pm

Event Closing

Platte River

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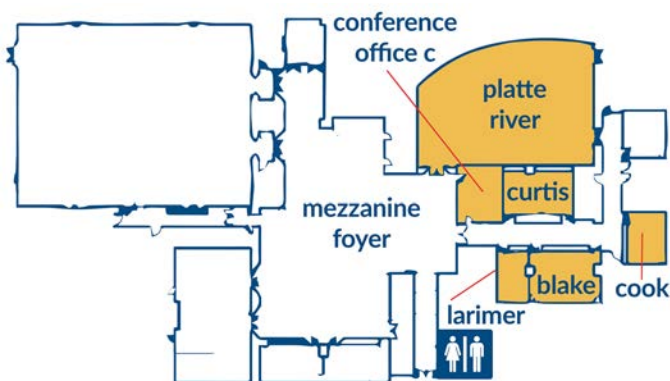
Making Social Media  
Simple  
Easy  
Fun

Dr. Amy

Creating Meaning  
in Midlife  
and Beyond

Event Map

Mezzanine Level



Lobby Level

