

# MWBFM2025 CONFERENCE SCHEDULE

## WEDNESDAY, OCT. 1<sup>ST</sup>

### Session 1

9:30 AM - 10:30 AM

#### AI Technology Advances in Facility Management: Best Practices, Insights, & Trends for Integrating AI into FM

Ken Crawford - Executive Director of Facilities and Support Services  
Ogden School District

You've played around with Chat GPT, but can AI help you manage your facilities? Do you have challenges managing the procurement, maintenance, and longevity of facility assets such as buildings, HVAC, plumbing, roofing, and more? Discover how Ogden School District is integrating Artificial Intelligence (AI) along with the five best practices for modern facility and asset management to tackle these challenges. Learn how to optimize asset uptime, reduce downtime costs, and shift from reactive maintenance to proactive maintenance strategies using data and AI. This presentation will cover emerging trends in AI, essential data principles, and actionable insights to maximize efficiency and fiscal responsibility.

#### Learning Objectives:

1. A self-assessment framework for organizational maturity in both facility efficiency and creating optimal fiscal responsibility (Novice, Intermediate, Expert)
2. How to move from reactive postures (e.g. surprise expenses, fixing only when broken, double paying for warranted items) to proactive asset management (e.g. using AI to prioritize preventative asset maintenance and capital budgeting) and asset lifespan optimization
- 3. Uncover the 5 Best Practices of Modern Facility & Asset Management

### Session 2

9:30 AM - 10:30 AM

#### Proactive Roof Care- Why it Matters

Christopher R. Bowman - President & CEO  
Collins Roofing, Inc.

What is the "Service First": Proactive Roof Care Program?

This program consists of bi-annual roof inspection and maintenance, dedicated to ensuring warranty compliance, longevity and performance of your roofing system.

Guiding Principles of "Service First": Proactive Roof Care Program:

1. PROLONG – Extend the lifespan of your roofing system.
  - Provide insights into proactive maintenance work on existing roofing systems.
  - Ensure roofs under active warranties remain compliant with manufacturer requirements.
  - Assist in maximizing ROI on initial investment through prolonged roof viability.
2. PROTECT – Safeguard your building from costly surprises.
  - Bi-annual inspections and reporting help maintain your warranty.
  - Monitor the roof's condition during critical seasonal transitions (Spring & Fall).
  - Identify and resolve issues before they result in catastrophic failure.

#### Learning Objectives:

1. See the Financial Advantage of Proactive Care
2. Understand What the Service First Program Provides
3. Learn How Proactive Partnership Protects Their Investment

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### Session 3

10:45 AM - 11:45 AM

#### What is Blue Cleaning & How it Ties Into Custodial Management – Best Practices?

Mervin Brewer –Liaison Chairman  
Utah School Custodial Manager’s Association

This session will look at what is blue cleaning all about ( Improving the Health of facilities by using Fewer Chemicals). Some ideas and strategies on how to reduce chemicals. Also, how this all ties in to some of the best practices for Custodial Management.

#### Learning Objectives:

1. How blue cleaning is safer for building occupants.
2. How we can get better results in our process by using blue cleaning techniques and principles.
3. How the use of blue cleaning ties into best practices for facility managers.

### Session 4

10:45 AM - 11:45 AM

#### Beyond Rent Collection: How AI and PropTech Drive Retention, Revenue, and Resident Engagement

Jae Shin – CEO & Founder, Unify & Sina Sharifan Founder, IKIGAI  
PMPV

Multifamily housing is evolving fast. This session explores how AI-powered PropTech streamlines property management, reduces admin burden, and unifies IoT tools. Learn how adopting the right technology drives efficiency, retention, ancillary revenue, and stronger tenant relationships.

#### Learning Objectives:

1. Understand how AI-driven PropTech platforms enhance tenant experience, support property management efficiency, and generate ancillary revenue while improving occupancy and retention.
2. Explore the growing challenge of fragmented IoT tools (e.g., parcel lockers, access control, digital door locks) and how AI can help unify property operations and the resident journey.
3. Identify key factors to evaluate when selecting new technology, including AI capabilities, open API integration, openness to partnerships, and flexibility for customization to your unique needs.
4. Learn strategies for balancing tech innovation with day-to-day property operations, managing staff adoption, and easing the transition for residents.

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### Session 5

12:00 PM - 1:00 PM

#### Blue Stakes --- What You Don't Know, but Should!

Spence Felsted - Director of Public Awareness & Education Operations

Blue Stakes of Utah 811

Every excavation project carries risks—not just to utilities, but to people, property, and public safety. This session equips industry professionals and home owners with the latest updates to Utah's excavation laws, including recent changes that affect compliance and safety protocols. Participants will learn how to submit accurate locate requests, understand their legal responsibilities, and recognize the shared role each stakeholder plays in protecting underground infrastructure. Through real-world examples and impactful videos, we'll highlight how proactive safety measures prevent costly damage, safeguard communities, and save lives.

#### Learning Objectives:

1. 2024 Law Updates
2. Best Practices
3. Your Role in Damage Prevention

### Session 6

12:00 PM - 1:00 PM

#### Sustainable Energy Management & Solutions Enfra Solutions Speaker TBA

Buildings account for nearly 40% of global energy use, making energy efficiency central to facility management. Today's best practices include system commissioning, lifecycle asset management, and real-time monitoring to reduce waste and extend equipment life. Models like Energy-as-a-Service help upgrade infrastructure without major upfront costs.

The takeaway: sustainable management isn't just compliance—it's about long-term value, lowering risk, and preparing facilities for future energy demands.

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## WEDNESDAY, OCT. 1<sup>ST</sup>

### Session 7

1:30 PM - 2:30 PM

### Beyond the First Aid Box: Building a Culture of Safety That Saves Lives and Money

Elisa Scherzinger- Owner, The Rite Stuff

This presentation shows why safety must go beyond compliance. Customized kits and training save lives, cut costs, and build trust. True leaders create a culture where every worker goes home safe—because safety is no accident.

Elisa Scherzinger, RN, is a Nurse First Aid Consultant, entrepreneur, and public speaker with over 26 years of nursing experience in critical care, surgical services, family practice, emergency room, leadership and education. Drawing on her extensive frontline background, Elisa is on a mission to transform the way businesses, families, and communities approach preparedness and safety.

#### Learning Objectives:

1. Explain the financial and human costs of workplace injuries (direct and indirect).
2. Differentiate between compliance-based safety and a culture of safety.
3. Recognize the critical role of employee training in bridging the gap before EMS arrives.
4. Identify why generic “cookie cutter” first aid kits fall short in real emergencies.
5. Describe the benefits of customized, risk-based kits aligned with workplace hazards.
6. Calculate the ROI of investing in training and proper first aid supplies.
7. Apply practical steps to build a safety culture: risk assessment, customized kits, and annual staff training.