

## Foundation and Concrete Repair Contractors Gather in Omaha to Redefine the Industry

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**Omaha, Neb.** — Supportworks, Inc. held its fifth annual Redefine Conference at Omaha’s CHI Health Center May 17-19, 2021. Unlike the previous year’s event, which had been streamed digitally due to the COVID pandemic, this meeting was in-person and attended by nearly 800 owners and employees from across North America.



*Jeff Kortan, P.E. presenting new product roll-outs at general session*

Despite being an in-person event, streaming for general sessions and keynote speakers was again made available for those not yet comfortable with travel and for those with travel restrictions. The additional 756 livestream views made the Redefine 2021 Conference the most-attended Supportworks event in company history.

Longtime Supportworks dealers were excited to return to Omaha to renew friendships and share best practices, while newly onboarded contractors were able to immerse themselves in the network’s unique culture while attending breakout and training sessions on upcoming products and new techniques in Production, Service, Sales, HR, Management, Marketing, Accounting and Customer Care. Owners, too, had their own sessions that catered to their unique needs.



*Attendees view product displays and get questions answered at live demos*

For Supportworks President Dave Thrasher, the event was an unqualified success: “We weren’t sure what to expect post-pandemic,” says Thrasher. “We thought we’d get maybe 500 people to come. The fact that we got so close to the 2019 conference attendance just shows how excited people are about not just ‘getting back to normal’ but also looking forward to a really bright future.”

While the breakout and training sessions were small and highly interactive by design, the main stage saw presentations to the entire group by Thrasher and his team on upcoming products and newly developed tools for the various departments mentioned above. In addition, guest speakers included renowned generational speaker Jason Dorsey and YouTube sensation and “rejection expert” Jia Jiang.



*Jia Jiang speaks at a breakout session about empowerment through rejection*

Redefine 2021 also featured:

- The launch of innovative new solutions for concrete and foundation repair, including main-stage presentations and interactive demonstrations
- Industry awards, including the prestigious Integrity Award
- Full recharge stations, complete with specialty coffee, oxygen bar, essential oils and a K-9 Corner with certified therapy dogs
- Epic social events, wellness activities, 24/7 ice cream and endless team-building opportunities



*Attendees stop by the K-9 Corner between sessions to get their puppy fix*

### **About Supportworks**

Headquartered in Omaha, Nebraska, Supportworks, Inc. is a home-service industry company currently comprising three main brands. *Foundation Supportworks* designs, manufactures and delivers a range of products to a worldwide network of foundation and concrete repair dealers. *Hello Garage* is a leading national garage renovation franchise. *SolutionView* develops proprietary software designed to streamline and improve the contractor-homeowner experience. In addition, the company provides, tools, software and business coaching to more than 150 dealers and franchisees across North America. Learn more at [supportworks.com](https://supportworks.com).