

September 30, 2026

Agenda

1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. ID Member Spotlight: Ben Morrissey from 2nd Family Home Care and Support Services
6. ID Member Resource: Jane Mack-Crane from Vision 1948

Keeping up with ID:

- **Industry Cluster -** Consumer Goods & Services
- **Clean Energy Incubator Program:**
  - Fill out the Connect Form
  - Connect with Ricardo or Hiba
- **Woman + Minority Certification Workshop** coming soon (SBDC)
- **Intern Plus** is open
- **Emerging Entrepreneurs** is STARTS TODAY
- **Construction O2CEO** applications are now open

Additional **Resources Available PitchBook:**

- Investor and venture capital firm databases
- Startup and private company profiles
- Funding round and valuation data
- Industry and market research reports
- M&A and acquisition activity tracking
- Competitor and market landscape analysis
- Fundraising and investor targeting tools
- Contact information for investors, advisors, and industry leaders
  - Connect with Elina Conley

Follow Us On

Scan the QR code to keep up with the news:

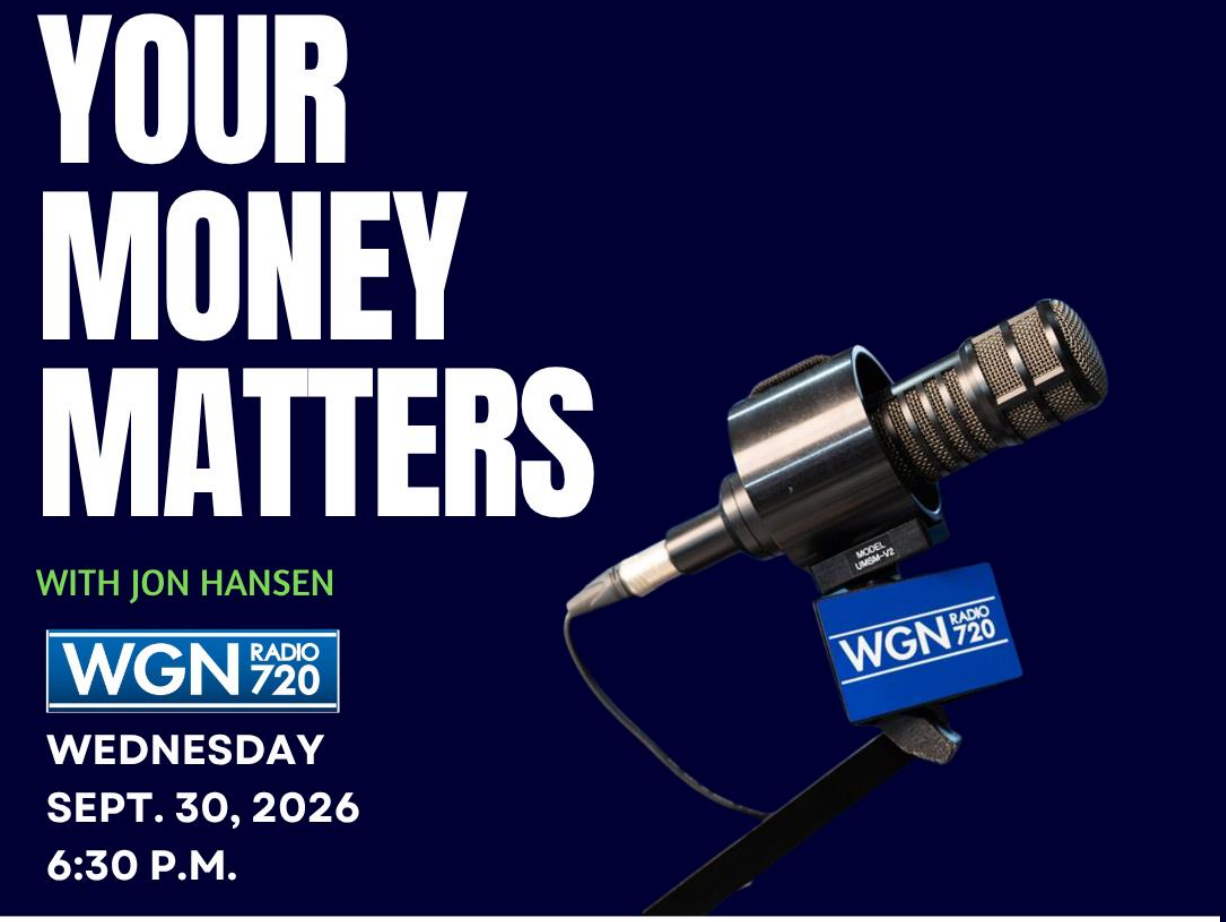
Upcoming Events – TODAY (12:30-1:30)



Discover the real business value of AI in this hands-on masterclass with Skilium AI, where you'll learn how to leverage AI to reduce costs, uncover growth opportunities, and scale your business through practical strategies and real-world applications that drive measurable results.

Join us!

ID in the Media – TONIGHT (6:30)



Tune in to "Your Money Matters" with Jon Hansen on WGN Radio AM 720 this Wednesday at 6:30 p.m. Innovation DuPage member Scott Hubbard, founder of Hubbard Communications, will join Managing Director of Innovation DuPage, Dan Facchini.

Hubbard Communication

INNOVATION DUPAGE

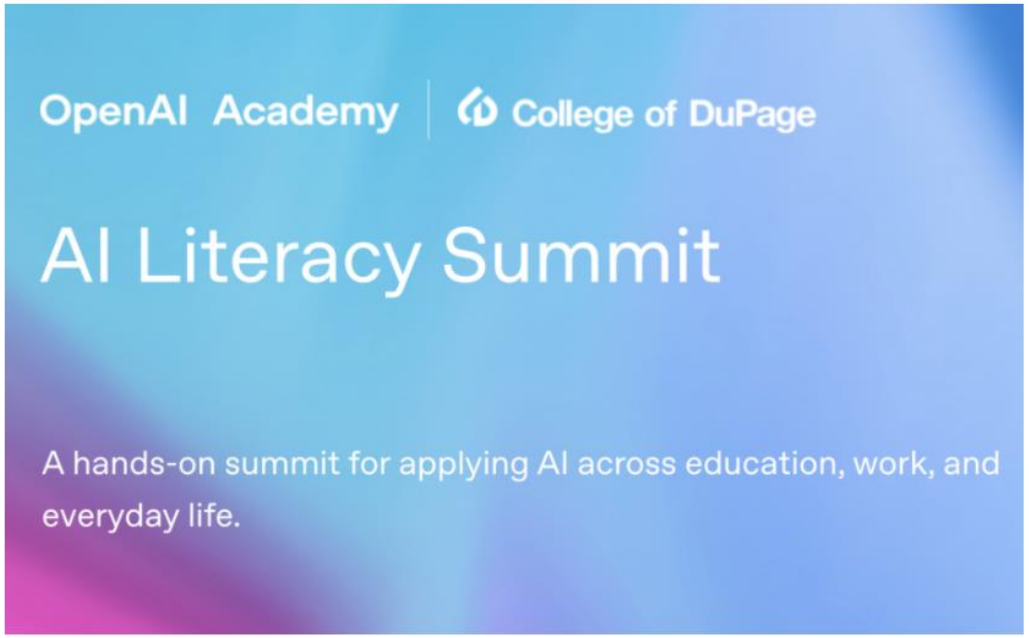
Upcoming Events – TOMORROW (6-7:30)



Join the Alzheimer's Association, The Family Album Company, and Virtual Time Capsule for a meaningful evening of real stories, helpful resources, and simple ways to preserve the voices, memories, and moments your family will want to hold onto for generations.

Join us!

Upcoming Events – October 7



Gain valuable insights into the future of AI through expert-led discussions and practical demonstrations and learn how to leverage emerging technologies to drive innovation, improve productivity, and create new opportunities for growth in your business and career.

Join us!

Member Event



Learn how the Illinois Shines Program supports solar energy projects across Illinois, including available incentives, contractor opportunities, and resources for participating businesses. K.C. Doyle of Energy Solutions will explain how businesses can get involved and take advantage of the program's support and equity-focused opportunities.

Join us!

Upcoming Events



Learn a simple framework for delivering clear, concise updates that keep meetings focused and productive.

Key Takeaways:

- Organize updates using the **60-Second Executive™ Framework**
- Communicate key points clearly and avoid rambling
- End with a clear next step, recommendation, or an ask

Join us!

Resources and Webinars

SCORE
FOR THE LIFE OF YOUR BUSINESS

POLSKY Center for Entrepreneurship and Innovation
THE UNIVERSITY OF CHICAGO

College of DuPage
Business Development Center
SBDC ILLINOIS · ILLINOIS APEX ACCELERATOR · SBDC ILLINOIS

Additional Resources



Strategic Business Advisor

Mike Varon



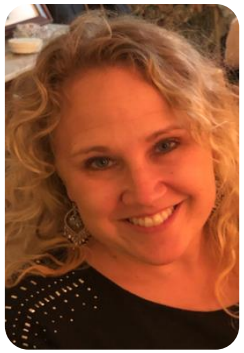
Entrepreneur-in-Residence

Elina Conley



Strategic Technology Advisor

Adam Jeffries



Mentor Program Advisor

Heather Sattler



Interim CEI Program Director

Ricardo Magallon



Grant Writer

Jess Wain



CEI Program Associate

Hiba Anjum



Managing Director

Dan Facchini

ID MEMBER MEETUP

ID Member Spotlight:

Ben Morrissey

2nd Family Home Care and Support Services

2nd Family®
Home Care and Support Services

Non-medical senior home care providers

Proudly serving Glen Ellyn, Wheaton, Winfield, Naperville, Warrenville, Lisle, and Downers Grove



Our mission is simple: to help older adults stay safe, comfortable, and happy in the place they love most: home.

2ndFamily®
Home Care and Support Services



Our Story



My Dad



My Mom



My Family

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What Services Does 2nd Family Provide?

- **Personal Care**
  - Bathing, Grooming, Dressing, Toileting, Personal Hygiene
- **Home Care**
  - Light Housekeeping, Transportation, Laundry, Meal Preparation
- **Dementia Care**
  - Assist with activities geared toward stimulating cognitive function
- **Respite Care**
  - Short-term home care to provide family relief

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What Makes 2nd Family Different?

RN Care Coordinators

Each family is assigned a dedicated RN as the care coordinator. The RN performs the assessment, creates the care plan and then monitors care, communicates with the family and coaches caregivers.

Elevated Model

Majority of our caregivers are CNA's. We believe that even when care is hands-off families deserve the peace of mind that a CNA is providing care.

Technology

Family members and other approved individuals can see all care notes in the shared portal.

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What Makes 2nd Family Different?

The Grandma Guarantee®

Just like you, we love our parents and grandparents. That's why we came up with our exclusive Grandma Guarantee®.



My Mom who is a Grandmother to 7

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WHY A BUSINESS CROWD SHOULD CARE

This touches everyone in the room

You may not run a care business — but care runs through your business. It shows up in three places:



Your family

Aging parents and in-laws. Most of us will either need care or be the one arranging it — usually with no training and little warning.



Your team

Employees quietly juggling a second shift as caregivers. It drives absenteeism, turnover, and stress you rarely see on the surface.



Your community

The customers and neighbors you serve are aging. Understanding their options makes you a better resource and a more trusted local business.

A DEMOGRAPHIC WAVE THAT CHANGES EVERYTHING

The math behind the trend

~10,000

Americans turn 65 every single day — the largest aging wave in U.S. history

~20%

of the U.S. population will be retirement age by 2030 — roughly 1 in 5

88%

of older adults say they want to age in their own home, not a facility

Demand for care is structural, not a passing trend — and most of it wants to be met at home.

Sources: U.S. Census / industry estimates; AARP & home-care industry surveys, 2025–2026.

GETTING ORIENTED

The senior care landscape, from light to intensive

Most families think the choice is "home or a nursing home." In reality it's a spectrum — and the right answer often combines a few of these.



Family support

Unpaid help from spouse, kids, neighbors



In-home care

Non-medical help with daily living, by the hour



Adult day services

Daytime care & social time at a center



Assisted living / memory care

Housing + support in a community



Skilled nursing

24/7 medical care in a facility

More independence ——————————————————————————————————————▶ More support

WHERE THE FIELD IS HEADING

Six trends shaping senior care in 2026

Aging in place is the default

With 88% preferring home, care is shifting out of facilities and into living rooms.

A workforce squeeze

Home-health-aide jobs are projected to grow ~22% this decade — among the fastest in the economy — yet caregivers are in short supply.

Technology in the home

Remote monitoring, fall sensors, and "hospital-at-home" bring clinical capability into the house.

A fast-growing market

U.S. home care reached roughly $174 billion in 2026 and keeps climbing with demand.

New dementia support

Medicare's GUIDE model now funds dementia navigation and respite — more on this shortly.

Cost pressure on families

Facility prices keep rising, pushing families to weigh home care's flexibility more carefully.

Sources: U.S. Bureau of Labor Statistics employment projections; IBISWorld 2026; CMS GUIDE Model.

CLEARING UP THE #1 CONFUSION

"Home care" is really two different things

These get mixed up constantly — and the difference decides who pays and what's covered.

Non-medical home care

Also called personal care or private-duty care

- Help with bathing, dressing, grooming
- Meals, companionship, light housekeeping
- Medication reminders, transportation
- Billed by the hour; scale up or down anytime
- Usually private pay or long-term-care insurance

Home health care

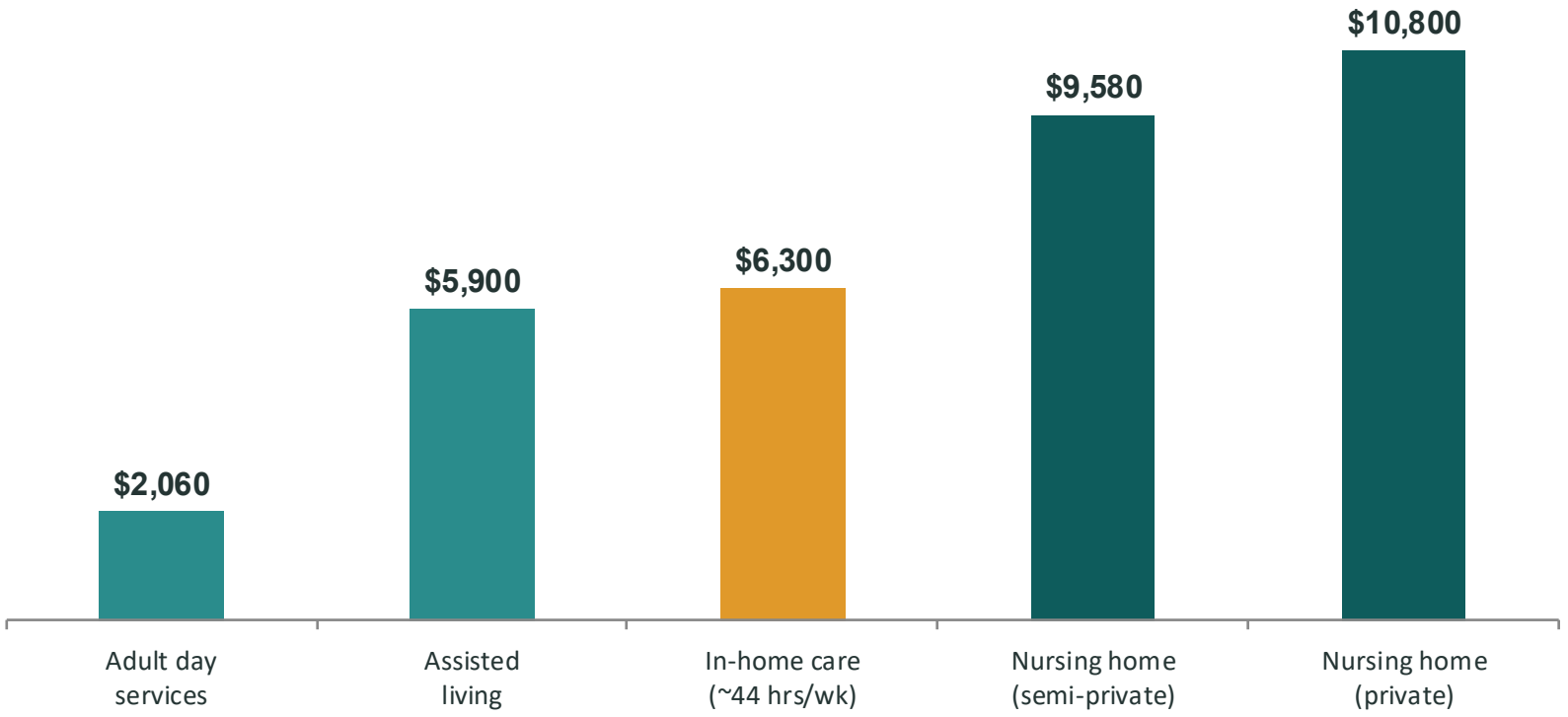
Skilled, clinical care ordered by a physician

- Skilled nursing, wound care, injections
- Physical, occupational, or speech therapy
- Requires a doctor's order and a care plan
- Often short-term, after a hospital stay
- Frequently covered by Medicare when criteria are met

THE NUMBER FAMILIES MOST NEED

What care costs in 2026 — a realistic picture

National median monthly cost by setting. Home care is shown at ~44 hours/week; below that it's often the most affordable option, and it scales with the hours you actually need.



The tipping point

Around 40+ hours a week of in-home care, the monthly cost starts to rival assisted living.

Below that, home care is usually the most cost-effective way to stay safely at home.

Sources: CareScout / Genworth 2025 Cost of Care Survey (national medians); A Place for Mom 2026. Local costs vary.

INDUSTRY SPOTLIGHT

Medicare's new GUIDE model for dementia

GUIDE = Guiding an Improved Dementia Experience. A free Medicare program (launched July 2024, an 8-year national pilot) that supports people with dementia and the families caring for them — with the explicit goal of keeping them safely at home.

A care navigator

A dedicated guide through a confusing system

24/7 support line

Help when a crisis hits at 2 a.m.

Caregiver training

Education and support for the family

Respite services

Funded breaks for exhausted caregivers at up to 72 hours per year

Locally relevant: the University of Chicago Medical Center is among the Illinois participants in the program.

Source: CMS / Alzheimer's Association, GUIDE Model (2024–2025).

HOW TO ACTUALLY DECIDE

Six questions that point to the right kind of care

How much daily help is needed?

Bathing, dressing, eating, mobility — the 'activities of daily living' are the truest measure of need.

Is there a medical component?

Wound care, IVs, complex meds, or therapy point toward skilled home health or a facility.

Is the home safe?

Falls, stairs, wandering, or isolation can outweigh the wish to stay put — or be solved with support.

How many hours, how often?

A few hours a week vs. 24/7 changes both the model and the math (remember the ~40-hour line).

What's the budget & funding?

Private pay, long-term-care insurance, Medicare/Medicaid limits — know what each will and won't cover.

Who's caring for the caregiver?

Family capacity and burnout are real constraints. Honor the person's own wishes and dignity.

PUTTING IT TOGETHER

Start with the need — then match the setting

If the main need is...	A good first fit is often...
Company, reminders, a few hours of daily help	In-home care, part-time
Help most of the day, but wanting to stay home	In-home care, expanded hours
Safety + social structure during the day	Adult day services (often with in-home care)
Around-the-clock support, home no longer practical	Assisted living or memory care
Ongoing skilled medical / nursing needs	Home health, then skilled nursing if needed

The one rule of thumb: needs change, so the plan should too. Re-check the fit every few months — and don't wait for a crisis to ask for help.

When to refer to 2nd Family

When the client and family would **feel more comfortable** knowing that they will be assigned a **dedicated RN** who stays on top of care.

When the client deserves to have **a direct line to the owner** of the company that is helping them or their loved one.

CALL OR TEXT Ben!!

630.299.5891



Stay in Touch

Facebook

www.facebook.com/2ndfamilyofglenellyn

Instagram

www.instagram.com/2ndfamilyglenellyn

Website

2ndfamily.com/location/il/glen-ellyn

We are happy to answer any questions and welcome any feedback!

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ID MEMBER MEETUP

ID Member Resource:

Jane Mack-Crane

Vision 1948

Vision 1948

Bringing gender parity back to tech

An AAUW Naperville Initiative

Innovation DuPage
September 2026

Vision 1948

- Increase representation of women in the technology workforce

26 Percent of computing workforce who were women in 2024[4]



- **History**
- **Bias**
- **Workforce**

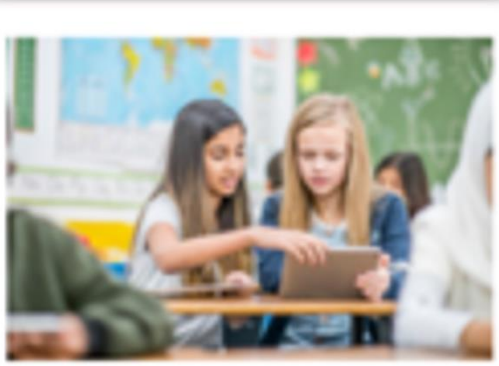
3.9 million Number of U.S. computing-related job openings expected by 2033[5]



35 Percent of these jobs that could be filled by U.S. computing bachelor's degree recipients by 2033[5]

NCWIT.org: US BLS, Occupational projections, 2023–33, and worker characteristics, 2023.
(Note, assumes current bachelor degree production levels persist)

Impact Areas



Education



Public Awareness



Media



Workplace Policy

Recent Programs

Education

Bots with Brownies

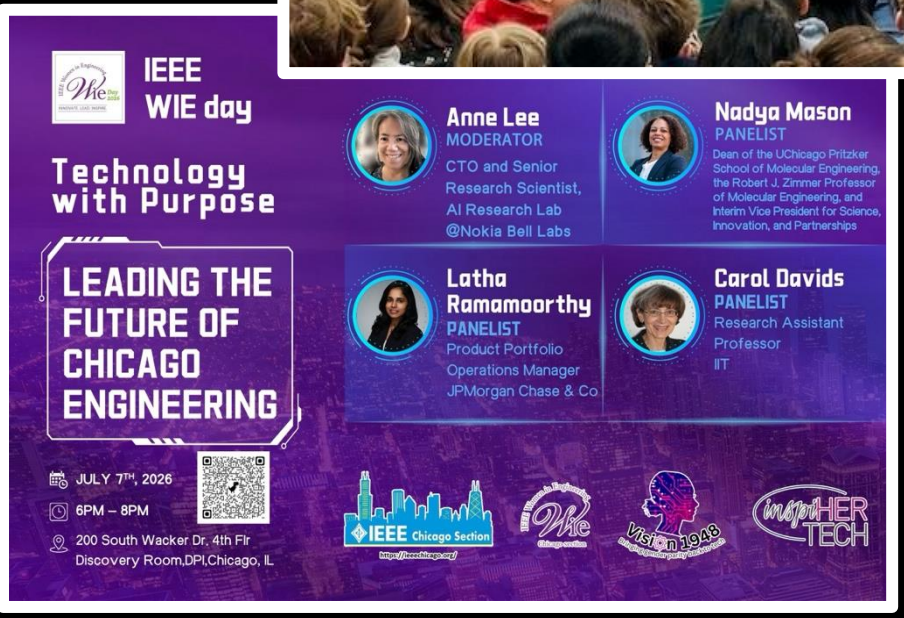


STEM Connect at COD

Trailblazers

Public Awareness





Women in the Workplace

Speaker events

Media


REIMAGINING THE SCRIPT
Complimentary professional headshots during Sunday's networking hour!
LAUGH! ENJOY SHORT COMEDY FILMS
LEARN! HEAR FROM THE FILMMAKERS
CONNECT! NETWORK AND INSPIRE CHANGE
Explore how storytelling shapes perceptions and possibilities for women
bit.ly/RTSOct4
SUNDAY OCT 4, 2-4 PM
SRC 2000, COLLEGE OF DUPAGE, GLEN ELLYN
STUDENTS FREE! GENERAL ADMISSION $15
PRE-REGISTRATION PREFERRED | WALK-INS WELCOME

Vision 1948

Bringing gender parity back to tech

An AAUW Naperville Initiative

Thank you!

Reminder!

TrustBank Office Hours

Connect with their representatives every other Wednesdays 10:30 – 11:30 after the member meetup!

TrustBank WHEATON

Industry Cluster

Consumer Goods and Services (09/30)

BANK OF AMERICA

Catch the next Meetup on October 14

Collaborate • Scale • Succeed

INNOVATION
DUPAGE