



ELECTRIFY

Power Up Your Potential.



SuperCon '25
February 11-13

SUPERCON SPONSORS

PLATINUM



GOLD



SILVER



BREAKFAST & LUNCH



CASINO NIGHT

LANYARD

PEN



COFFEE STATION

ON-SITE PROGRAM



BAG + NOTEBOOK

WELCOME RECEPTION



AN INVITATION FROM THE PRESIDENT

ABC of Wisconsin is thrilled to invite our members to an action-packed educational conference designed to bring our community together to connect, learn, and grow with industry leaders. As president of the association, I'm excited to introduce this eagerly awaited event, crafted for professionals across the construction industry.



SuperCon 2025 will feature insightful breakout sessions and keynote presentations covering key topics in leadership, safety, and business development, all led by recognized experts.

Whether you're joining us for the first time or have been a part of our events for years, SuperCon 2025 is the must-attend event of the year. We're dedicated to making your experience valuable and look forward to welcoming you!

Kelly Tourdot
ABC of Wisconsin President



Support the ABC PAC

Are you competitive and do you care about free enterprise? You can compete for fun prizes and pick up some great deals while helping to defend merit shop in construction and the free enterprise system. Bid on items at the ABC of Wisconsin live auction during Casino Night. It's a lot of fun!

Want to donate an item for the auction?
Contact John Schulze at 608-244-5883 or jschulze@abcwi.org.



SUPERCON REGISTRATION INFORMATION

- Full 3-Day Conference** (choose one of four pre-conference workshops) \$599
- Tuesday Pre-Conference Workshop**
(choose one of four pre-conference workshops) \$299
- Wednesday** (safety special for both field and office team members)..... \$159
- Thursday** (breakouts continued & keynote) \$299

Hotel Accommodations – Tue, Feb 11 – Thurs, Feb 13, 2025

ABC has special room rates available at Glacier Canyon Lodge and LaQuinta.

Wilderness Resort Glacier Canyon Conference Center

45 Hillman Road, Wis. Dells, WI 53913
Call 1-800-867-9453 by Jan. 7 – Reference Group #A60651

- Double Queen Room \$119
- Two-Bedroom Deluxe \$159

LaQuinta

444 Wisconsin Dells Pkwy S, Wis. Dells, WI 53965
Call 608-253-9700 by Jan. 7 – Reference Block Code #021125ABC

- Double Queen Room \$94

Register online at
abcwi.org/supercon



SESSION AT-A-GLANCE

TUESDAY, FEB 11

7:00 a.m. to 8:00 a.m.

Registration + Breakfast

8:00 a.m. to 3:00 p.m.

FULL-DAY PRE-CONFERENCE WORKSHOPS

Developing a Leadership Mindset

Elise Radawitz
Velocity LEADER

Built to Win

Brad Humphrey
Pinnacle Development Group

Developing a Marketing Plan Tools and Tactics to Implement Your Marketing Plan

Saturn Lounge
Platform Communications

NUCA Competent Person Training for Excavation

Dan Parks
ABC of Wisconsin

3:30 p.m. to 4:30 p.m.

Membership Unplugged:
A Panel Discussion

4:30 p.m. to 6:00 p.m.

Welcome Reception

WEDNESDAY, FEB 12

7:00 a.m. to 8:00 a.m. – Registration + Breakfast + Welcome

8:00 a.m. to 9:00 a.m. – BREAKOUT SESSIONS

Project Planning that Sets-Up, Follows-Up, & Cleans Up

Maximize Your Success

Constructing Feedback for Meaningful Impact

Why Over Relying on Marketing Won't Get You to Your Goals

Documented Inspection – Why is this Needed

Boom Up Your Crane Awareness

Advancements in PPE

Creating a Culture of Safety

OSHA Update 2025

9:00 a.m. to 9:45 a.m. – BREAK with EXHIBITORS

9:45 a.m. to 10:45 a.m. – BREAKOUT SESSIONS

Post-Job “Shout Outs” to Review Process Compliance & People Building

How to Get Out Of Your Own Way!

Get More Done with the Rockefeller Principles

Driving Office and Field Productivity with AI

Fall Protection: The Right Plan Can Save Lives

Rigging and Signaling – What's Your Weakest Link

WI DOT – Paperwork and Securement Focus

Defining Success With Your “Why”

Trench Safety with OSHA

10:45 a.m. to 11:15 a.m. – BREAK with EXHIBITORS

WEDNESDAY, FEB 12

11:15 a.m. to 12:15 p.m. – BREAKOUT SESSIONS

Leading Safety that Crews Embrace and Execute

Dealing with Culture “Cancers”

The What, The Who & The How's of Delegation

Constructing a Financial Foundation

Mastering Scaffolding Safety

Ladder Safety Awareness

Power Tool Safety with Milwaukee Tool

Sup-er Safety Panel

Silica Exposures and Protection Methods with WisCon

12:15 p.m. to 1:00 p.m. – Luncheon + Safety Awards

1:00 p.m. to 2:00 p.m. – BREAKOUT SESSIONS

Making Projects More Profitable

Engaging the Next Generation – A Panel Discussion

Managing Field Staff Across Multiple Sites

Understanding the Broader Economic Implications of HR Constraints

Mast Climbing Platforms

General Electrical in Construction and Cords

Forest Safety Instruction, Chainsaw Safety and Felling

Ergonomics in the Construction World

Heat Illness Prevention and New Developments in 2025

2:00 p.m. to 2:45 p.m. – BREAK with EXHIBITORS

2:45 p.m. to 3:45 p.m. – SAFETY KEYNOTE

CHAD STUART – Worker Wellbeing & Mental Health in Construction

3:45 p.m. to 4:00 p.m. – Prize Drawings

4:15 p.m. to 5:00 p.m. – Annual Meeting

5:00 p.m. to 9:00 p.m. – Social + Casino Night + ABC of WI PAC Auction

THURSDAY, FEBRUARY 13

7:00 a.m. to 8:00 a.m. – Registration + Breakfast
8:00 a.m. to 9:00 a.m. – BREAKOUT SESSIONS
Labor Law Under the New Administration
Make More, Work Less
Lead by Letting Go: Multiply Your Teams' Results
Bridging the Gap: Innovative Solutions for Wisconsin's Construction Labor Market
Building Culture Through Commitment to Training and Development
Top Tech Trends Impacting ABC Wisconsin Contractors: Panel Discussion
9:00 a.m. to 9:30 a.m. – BREAK with EXHIBITORS
9:30 a.m. to 10:30 a.m. – BREAKOUT SESSIONS
Election 2024: What Do Those Results Mean for You
Shifting the Focus: Enhancing Diversity through Strategic Recruitment and Training
Building Trust: How Banks Evaluate Loan Requests in the Construction Industry
Coaching Skills for Better Conversations
AI in Construction: Streamlining Office Operations
Securing Your Business: The Essential Guide to Cybersecurity
10:30 a.m. to 10:45 a.m. – BREAK with EXHIBITORS

THURSDAY, FEBRUARY 13

10:45 a.m. to 11:45 a.m. – BREAKOUT SESSIONS
Navigating the Inflation Reduction Act and Project Labor Agreements
Culture by Design vs. Culture by Default
Honesty & Humility: The Foundation of Communication
How to Grow and Scale your Construction Business
When Projects Go Wrong & Lessons Learned
What the Top 2% of Contractors are Doing Differently
11:45 a.m. to 12:15 p.m.
Wes Meilahn Award + Beam Club Awards + Chairman Remarks + Luncheon
12:15 p.m. to 1:15 p.m. – CLOSING KEYNOTE
DARRYLL STINSON – HOLD THE ROPE
1:15 p.m. to 1:30 p.m.
Exhibitor Drawings & Commencement

WORKSHOP DETAILS

Developing a Leadership Mindset

► **Elise Radawitz**, Velocity LEADER

Most of us know what we should be doing to communicate more effectively with our colleagues, so why don't we just do it? What is it that sometimes keeps us from bringing our best selves to work each day...and our best selves' home? These questions and many more are addressed in this program. Psychological safety and a Leadership Mindset form a critical foundation for effective communication, navigating change, and avoiding burnout. We can't expect to DO differently until we can THINK differently; this program starts with enhancing self-awareness and being aware of when your thinking is and is not serving you well and how that impacts interpersonal interactions.



Developing a Marketing Plan

► **Jim Kohlhardt**, Saturn Lounge
► **Nathan Gerred**, Saturn Lounge

In this hands-on session, we'll guide you step-by-step through crafting a powerful marketing plan tailored to your unique needs and goals. Starting with the basics, you'll learn how to strategize effectively, make impactful choices, and build a plan that delivers results. By the end, you'll walk away with a fully developed, actionable marketing plan ready to put into motion as soon as you're back at the office!



Tools and Tactics to Implement Your Marketing Plan

► **Anthony Birch**, Platform Communications

You have a marketing plan. Now, how do you implement it? In this session, we'll go over the variety of tools and tactics available to advance your goals and spread the word about your business.



Built to Win

► **Brad Humphrey**, Pinnacle Development Group

Built to Win is about building leaders to be their best at bringing out the best in their workers. With so many new and young entering our industry, our leadership is more critical than ever. In this full-day workshop, Brad will be hitting some critical path issues that must be established by leaders from foremen, superintendents, project managers, and all senior leaders. Bring an extra notebook to take down examples and techniques for raising your workers' potential fulfillment.



NUCA Competent Person Training for Excavation

► **Dan Parks**, ABC of Wisconsin

Hazards associated with trench work and excavation are recognizable and preventable. This session provides you with information on regulations and consensus standards, and describes engineering controls, protective equipment, and safe work practices to minimize hazards for workers during trench work and excavations. This eight-hour certified program covers the scope and application of the excavation standard, general excavation requirements, protective systems requirements, and soil classifications along with OSHA inspections.



Membership Unplugged – 3:30 - 4:30 P.M. – A Panel Discussion

Unlock the full potential of your ABC membership! Whether you're new or a long-time member, join us to discover how others are making the most of ABC's resources to drive business success. Hear firsthand how members like you leverage ABC for business growth, training, safety, HR support, and more.

Bring along anyone on your team involved in business development, training, safety, HR, career outreach, or legal support—this session is for them, too! You'll leave with best practices and actionable insights to maximize the value of your membership. Don't miss this opportunity to elevate your organization's success with ABC!

SESSION DETAILS

7:00 - 8:00 A.M.

Registration + Breakfast + Welcome

8:00 - 9:00 A.M.

Project Planning that Sets-Up, Follows-Up, & Cleans-Up

► **Brad Humphrey**, Pinnacle Development Group

Project planning is THE most important exercise that any project manager, superintendent, or foreman can do to raise their job production and profitability. In this breakout, you will learn what you need to focus on that strengthens your job “set-up...follow-up...and clean-up.” Attendees will receive great insights from all three perspectives of a construction leader.

Maximize Your Success

► **Dan Paulson**, InVision Business Development International, LLC

Elevating performance of your construction business can be broken down to successfully manage four areas: management that drives optimal output; accountability – owning your results; accounting – knowing your numbers and their impact; and performing at high standards to achieve success across all business areas. In this session, Dan will share insights from his new book “How to Build a Turn-Key Business” that will uncover techniques in each of these four areas that improve your bottom line and explore the tools you can use to track your success along the way.

Constructing Feedback for Meaningful Impact

► **Elise Radawitz**, Velocity LEADER

In this breakout session, attendees will learn why feedback is key to team growth, discover a simple three-step approach for clarity, and explore ways to build a feedback-driven culture. Through interactive discussions and practical tips, you'll be ready to boost team performance, employee engagement, and customer satisfaction. Join us to transform feedback in your organization.

Why Over Relying on Marketing Won't Get You to Your Goals

► **Dan Truehl**, LIFT Consulting, LLC

In today's competitive landscape, every employee is a potential marketer. When asked, “What does your company do?” how would they respond? This session highlights the power of equipping employees to effectively represent your brand. While companies focus on digital marketing and technology, the most impactful tool—your people—is often overlooked. This session will help you develop a PEOPLE strategy to align employee messaging with your marketing plan, creating a unified brand presence.

Documented Inspection – Why is this Needed

► **Patrick Harel**, 3M

There are several good reasons to have formal documented inspection of all Fall Protection Products. Join this session to understand the why, and to discuss best practices for documenting and maintaining your equipment.

Boom Up Your Crane Awareness

► **Ben Koberstein**, Red Arrow Crane & Rigging

Are you paying attention to your surroundings? This isn't just for the crane operator. All workers on the jobsite need to be aware of their surroundings, and to stay vigilant for everyone's safety.

Advancements in PPE

► **Samie Gossfeld**, Verona Safety Supply Co.

Samie Gossfeld (aka Safety Sam) is the VP of Sales for Verona Safety and has been in the safety industry for 15 years. He will be discussing the evolution of head-to-toe PPE, and will detail the latest and greatest products available on the market today. This will include different styles of Type 2 Helmets which are becoming increasingly popular in our industry.

Creating a Culture of Safety

► **Robert Tenhagen**, M3 Insurance

How do you create and build a culture of safety to improve overall safety results? In addition, is your team growing leaders within your ranks, or are you molding employees to be followers? This session will outline the keys to a successful mentoring program, and show you how to incorporate superintendents and foremen into this process.

OSHA Update 2025

► **OSHA**

There are changes to OSHA regulations, and more are coming. Consider how the changes will adjust your work and the way you report injuries. This session will review past construction fatalities and keep you in-the-know on OSHA and jobsite safety. You need to understand what Wisconsin OSHA is emphasizing in 2025, as these emphasis categories could allow OSHA to visit your jobsite.

9:00 - 9:45 A.M.

Break with Exhibitors

9:45 - 10:45 A.M.

Post-Job “Shout Outs” to Review Process Compliance and People Building

► **Brad Humphrey**, Pinnacle Development Group

Post-job “Shout Outs” help contractors of all sizes learn from their projects. This debrief and review meeting gets to the bones of what should have been done, could have been done, was done, or was not done! Brad will equip you to discover jobsite lessons that are just waiting to be unfolded from the Post-Job “Shout Outs.”

How to Get Out Of Your Own Way!

► **John Schwab**, EOS Implementer

You're a skilled construction artisan and business founder who loves seeing your projects thrive. But now, your business feels stuck. You lack the high-performing leadership team you need and find yourself too focused on daily crises rather than building long-term growth. You're also concerned about succession but unsure where to begin. Join this session to learn how to get unstuck, build a strong leadership team, and tackle the issues holding you back—including recognizing if you're the one in your own way. Discover practical steps to regain control and ensure your business can thrive without you.

Get More Done with the Rockefeller Principles

► **Justin Knitt**, Dignify

Rockefeller Principles take ambitious goals and break them down into small, manageable action steps. This approach ensures clarity and focus, making large goals less daunting and more achievable. It helps teams maintain momentum and adapt quickly to changes. Assigning ownership fosters accountability and engagement across the organization. Join this session to learn how these strategies can enhance your ability to drive successful change and achieve your goals efficiently and effectively.

Driving Office and Field Productivity with AI

► **Matt Gelb**, Wipfli, LLP

In the modern construction landscape, artificial intelligence is more than a buzzword—it's a game changer. This session will explore how AI can enhance both office and field productivity. With real-world examples from our co-presenters, we will uncover practical ways AI can streamline project management, improve accuracy in job costing, and promote safety on the jobsite.

Fall Protection: The Right Plan Can Save Lives

► **Rob Siegel**, ENSA North America

This 8-part session will cover an entire fall protection strategy from start to finish. We will cover; where is our risk, the planning phase, gearing up, proper use of equipment, preventing the fall, planning for rescue, and closing things out with the importance of Fall Protection Plans.

Rigging and Signaling – What's Your Weakest Link

► **Ben Koberstein**, Red Arrow Crane & Rigging

Are we using the right person or just a body to get the job done? This session will touch on inspection basics and training. It will also take us back to "Rigging 101" and knowing the weight of the load and capacity of our hardware. Attendees will learn how sling angles could affect capacity and the basics of correct use of slings and hardware.

WI DOT – Paperwork and Securement Focus

► **Wisconsin State Patrol**

The Wisconsin State Patrol will provide the requirements for employers and employees when it comes to required documentation for drivers and the office. They will also provide specifics as to what is required, what they look for and have seen, in regard to load securement for our materials and equipment while traveling on Wisconsin's public roads.

Defining Success With Your "Why"

► **Mike Schultz**, M3 Insurance

A strong culture of safety can significantly contribute to organizational success. But what defines success? What is your organization's definition? How do you define your own personal success? Should these be re-defined? We will have detailed discussions regarding the importance of defining success and its role in the cultivation of a culture of safety.

Trench Safety with OSHA

► **OSHA**

No matter what trade you come from, working in and around a trench can be dangerous. Soil stability, soil type, changes in weather, and unshored trench walls all contribute to trench cave-ins. Hazards associated with trench work and excavation are recognizable and preventable, yet injuries and fatalities associated with these hazards continue to occur every year. This session will provide you with information on regulations and consensus standards, protective equipment, and safe work practices to minimize hazards for workers during trench work and excavations.

10:45 - 11:15 A.M.

Break with Exhibitors

11:15 A.M. - 12:15 P.M.

Leading Safety that Crews Embrace and Execute

► **Brad Humphrey**, Pinnacle Development Group

Safety has been part of the construction industry for more than forty years, yet it continues to struggle at times with employees who forget, drag their feet, or just refuse to buy into all that safety precautions are meant to provide. This session will provide practical insights for field leaders, PMs, superintendents, and foremen to use to inspire workers to buy into the one effort that is geared to protect and extend their life.

Dealing with Culture "Cancers"

► **Brenda Dvorachek**, CLA (CliftonLarsonAllen LLP)

"Culture cancers" refer to individuals or situations that continually draw our attention away from what matters, disrupting our focus time and again. What can you do about them? How can you effectively address them? What if they never leave? This session offers practical strategies and modern approaches to confidently manage and mitigate their impact.

The What, The Who & The How's of Delegation

- ▶ **Bill Rozga**, Trade Talk, LLC

Delegation in construction isn't about avoiding responsibility—it's about strategically assigning tasks to the right people based on their skills. Effective delegation means ensuring that the most qualified person handles each task, which is crucial for successful project management. This session will explore the benefits of delegation for you, your team, and your projects as well as provide a step-by-step guide on how to delegate with success.

Constructing a Financial Foundation

- ▶ **Connor Day**, Baird

Spend time with the Baird team and learn how to build a financial foundation for you and your family. Don't know where to start or don't have time? A conversation around personal budgeting, managing debt, saving money, and employer savings plans can be one of the first steps to complement your hard work in the office or the field. Be sure to stop by, listen in, and ask questions throughout the morning.

Mastering Scaffolding Safety: Best Practices in Erection, Dismantling, Fall Protection, Training, and Avoiding Common Pitfalls

- ▶ **Zach Finer**, Contractors Access Equipment
- ▶ **Juan Gentil**, Contractors Access Equipment

This presentation will explore essential practices for scaffolding safety, focusing on the correct methods for erecting and dismantling scaffolds while ensuring proper fall protection. It will also emphasize the importance of comprehensive training for workers and highlight common mistakes that can lead to hazards or inefficiencies on the job. Attendees will gain practical insights to improve safety standards and compliance in scaffolding operations.

Ladder Safety Awareness

- ▶ **Chris Murray**, Werner Co.
- ▶ **Andy Rebholz**, Rolston Hogstrom Inc.

Discussing the do's and don'ts of climbing ladders. Be prepared to analyze work access situations and make good decisions. Overall, learn best practices for keeping each other safe on the jobsite.

Power Tool Safety with Milwaukee Tool

- ▶ **Chad Kanugh**, Milwaukee Tool
- ▶ **Jason Ruetz**, Milwaukee Tool

Attendees will learn about the latest and greatest power tool technology that is designed to keep workers safe and efficient on jobsites, as well as learn about ergonomics, proper tool handling best practices, and other ways to reduce injury risk. Attendees can expect to leave knowing how to prevent injuries and how to leverage new technology in order to reduce risk from specific applications across the jobsite.

Sup-er Safety Panel

- ▶ **Kyle Anderson**, Advanced Building Corporation
- ▶ **Chris Balgie**, Keller, Inc.
- ▶ **Tim Huffman**, Corporate Contractors, Inc. (CCI)
- ▶ **Ryan Word**, Faith Technologies

Hear it from the experts: this session will consist of a panel of site superintendents and safety professionals from different backgrounds. They will be answering questions and discussing how they stay on top of safety and keep it prioritized throughout a project. This will be an open discussion where questions will be welcomed.

Silica Exposures and Protection Methods with WisCon

- ▶ **WisCon**

Silica control and exposure is another category of the National Emphasis program. In this session, we will be discussing the regulations that apply to construction, how to determine who is affected, and a review of Table 1 requirements to protect workers from inhaling respirable silica dust.

12:15 - 1:00 P.M.

Lunch + Safety Awards

1:00 P.M. - 2:00 P.M.

Making Projects More Profitable

- ▶ **Brad Humphrey**, Pinnacle Development Group

Jump right into techniques and practices that can put you on the way to profitable and productive results. This session will highlight principles from construction leaders that result to greater quality and profits on the job, while winning greater satisfaction and retention with clients.

Engaging the Next Generation – A Panel Discussion

- ▶ **Tina Nazier**, Wipfli, LLC
- ▶ **Mitchell Anderson**, Dave Jones
- ▶ **Nik Hanko**, Royal Construction, Inc.
- ▶ **Max VanBoxel**, Milis Flatwork

In this session, we will explore strategies to attract, retain, and inspire young talent in construction. This session aims to address the challenges and opportunities associated with engaging the next generation of professionals, ensuring the future growth and sustainability of our industry.

Managing Field Staff Across Multiple Sites

- ▶ **Lee Hill**, Coppertown Railroad Structures, Inc.

Managing employees on a single project can be a daily challenge. The problem takes on a whole new dimension when managing construction teams across multiple sites. Not only do you need to keep track of workers, schedules, and project budgets, but each location may also have its own client-specific needs. This session will cover strategies for effectively managing field staff across multiple construction sites. Learn how to coordinate teams, communicate clearly, and maintain productivity, ensuring that all sites run smoothly and efficiently.

Understanding the Broader Economic Implications of Human Resource Constraints

- ▶ **Dennis Winters**, Wisconsin Department of Workforce Development

The dynamic forces shaping the human resource component are altering the economic structure. Dennis will lay out these historic changes, present some solutions, and show some of the broader economic consequences of the new landscape.

Mast Climbing Platforms

- ▶ **Jared Williams**, Bracing Systems, Inc.

This session will discuss the safety and productivity benefits of Mast Climbing Platforms. Jared will highlight how to safely use the platforms with training and inspections to complete a project safely. He'll also explain how using these platforms can increase productivity.

General Electrical in Construction and Cords

- ▶ **Kayla Fonseca**, Faith Technologies
- ▶ **Ryan Word**, Faith Technologies

Construction sites are dynamic and can have temporary power setups and unfinished electrical systems. Because of these risks, it's crucial for construction sites to have safety training, clear signage, and protocols in place to prevent unqualified workers from being exposed to electrical hazards. In this session, we will discuss identifying and preventing electrical hazards, cover ground fault protection and its importance, review lockout tagout basics, and discuss proper cord use and inspection. Other key components include regular safety briefings and ensuring that only qualified electricians handle electrical work.

Forest Safety Instruction, Chainsaw Safety and Felling

- ▶ **Nathan Stanford**, FSI Chainsaw Safety

This presentation will cover PPE, Safe Saw handling, working with others, and how the cutters work. The second portion of the session will provide basic felling information.

Ergonomics in the Construction World

- ▶ **Andy Christenson**, ErgoFactor, Inc.

This session will review how to apply ergonomics principles into the ever-changing construction world. We will review proper lifting at all heights, navigating uneven terrain, working with power tools, pushing/pulling objects, shoulder health and much more!

Heat Illness Prevention and New Developments in 2025

- ▶ **OSHA**

Heat Illness Prevention is one of the National Emphasis categories. This presentation will discuss the newly proposed Heat Illness Prevention standards and what needs to be done as employers. Discover what needs to be provided to employees during warm days to protect workers from heat exhaustion and heat stroke.

2:00 - 2:45 P.M.

Break with Exhibitors

2:45 P.M. - 3:45 P.M.

KEYNOTE – WORKER WELLBEING & MENTAL HEALTH IN CONSTRUCTION

- ▶ **Chad Stuart**, Holmes Murphy & Associates

Mental health is an invisible crisis in the construction industry. Nationally in construction, more workers die annually by suicide than by all other fatal workplace injuries combined. What is it about construction that contributes to this crisis? Recent studies show a significant number of workplace injuries may be related to mental health challenges, such as stress and anxiety. During our time, we will learn how to support the wellbeing needs of your workers and how to respond to someone in crisis. Together, we will discover that the struggle is real and explore options to move forward courageously.

KEYNOTE SESSION!

3:45 P.M. - 4:00 P.M.

Prize Drawings

All attendees are entered to win – must be present to claim prize.

4:15 P.M. - 5:00 P.M.

Annual Meeting

5:00 P.M. - 6:00 P.M.

Networking Social

6:00 P.M. - 9:00 P.M.

Networking + Casino Night + PAC Silent Auction LIVE PAC Auction (8:00 P.M. - 8:30 P.M.)



SESSION DETAILS

7:00 - 8:00 A.M.

Registration + Breakfast

7:45 - 8:00 A.M.

Welcome

8:00 - 9:00 A.M.

Labor Law under the New Administration

► **Dan Barker**, Jackson Lewis, PC

Find out the latest information on what the new administration has in mind for labor law changes. This session will update members on all the recent labor activity and will highlight actions they can take to stay a step ahead.

Make More, Work Less

► **Susan Thomson**, ActionCoach

The way we do business has changed in the blink of an eye. If you are putting in lots of extra hours and long days as a result, or you are stressed out about the future, then we guarantee you're going to love this session. Attendees will get a roadmap to go from being overwhelmed or stuck, to bringing in business easily, in less time, and how to have a terrific team that handles your business with ease. This session will explore the 5-Point Proven Blueprint to go from a business that's dependent on you, to massive growth & freedom in your business.

Lead by Letting Go: How to Multiply Your Teams' Results

► **Jason Chance**, LIFT Consulting, LLC

Are you pressured to achieve more with the same team? Worried about future leadership? Many leaders unintentionally adopt habits that hinder team performance, while effective ones double their

team's results with the right practices. In this session, you'll evaluate your leadership style, pinpointing behaviors that either boost or block productivity. You'll leave with actionable strategies to maximize your team's potential and drive outstanding results.

Bridging the Gap: Innovative Solutions for Wisconsin's Construction Labor Market

► **Amber Anderson**, Aerotek, Inc.
► **Jed Hindes**, Aerotek, Inc.

The rapidly evolving labor market is requiring companies to look in the mirror and re-evaluate what they can do to attract and retain employees. Concurrently, innovation and government incentives are creating opportunity across the country. From economic headwinds to talent complexities, what do Wisconsin contractors need to know to seize the moment? In this session, we will discuss the state of the current labor market and tangible ways to grow and scale in a rapidly changing economy.

Building Culture Through Commitment to Training and Development

► **Chris Krieg**, Stevens Construction Corp.
► **Alyssa Norsby Kolden**, Stevens Construction Corp.

In this session, we will explore using training and development to grow your people and build culture in your organization. Learn how to identify training needs and create training opportunities at both the organizational and departmental levels as well as opportunities to elevate the employee experience at your company. This session will provide real-life examples, strategies for building a culture of training and strengthening your employee experience, as well as insights into challenges in training initiatives. Whether you're a small contractor or a large builder, discover how training and development of your employees can create positive impacts to engage and grow your team and culture.

Top Tech Trends Impacting ABC Wisconsin Contractors: Panel Discussion

► **Matt Abeles**, ABC National

Matt Abeles, along with guest speakers, will showcase and discuss impactful technology trends shaping the construction industry. Topics include Artificial Intelligence, Project Management, Tool and Equipment Tracking, and Cybersecurity. These tools now incorporate AI, which is particularly important in meeting increased compliance requirements. They also provide contractors of all sizes with solutions to improve safety, profitability, and competitiveness.

9:00 - 9:30 A.M.

Break with Exhibitors

9:30 - 10:30 A.M.

Election 2024: What Do Those Results Mean for You

► **Ben Brubeck**, ABC National

In this session, Ben Brubeck, Vice President of Regulatory, Labor and State Affairs at ABC National will discuss the results of the 2024 federal election results and what they mean for you and your business. Q&A session to follow.

Shifting the Focus: Enhancing Diversity through Strategic Recruitment and Training

► **Sam Daniels**, Daniels Construction
► **Scott Truehl**, Dairyland Development Advisors

In today's dynamic landscape, many organizations are grappling with the challenges of diversity initiatives, often facing resistance when emphasizing compliance with guidelines. This session proposes a transformative approach: instead of simply outlining diversity requirements, we'll explore how effective training and recruitment

strategies can naturally align with municipal diversity and Affirmative Action (AA) guidelines, fostering a culture of inclusivity and belonging. By reframing our approach, we can cultivate a more receptive atmosphere where diversity is viewed not just as a guideline to follow, but as an integral component of a thriving workplace. Join us in this discussion to empower your organization to make meaningful strides toward a more inclusive future.

Building Trust: How Banks Evaluate Loan Requests in the Construction Industry

- ▶ **Matt Karnick**, Lake Ridge Bank
- ▶ **Brett Roth**, Lake Ridge Bank

Join us and learn what banks look for when evaluating construction loan requests. Learn about key evaluation criteria, industry-specific considerations, and the loan application process. Discover the importance of building strong relationships with your banker. This session will also include an interactive Q&A to address your specific concerns and provide tailored advice.

Coaching Skills for Better Conversations

- ▶ **Shelley Smith**, LAK Group

Our approach to conversations—mentally, physically, and verbally—sets the tone. This session teaches skills for engaging others in decision-making or problem resolution. Participants will learn to prepare for conversations, focus on desired outcomes, and apply concepts to become more present and effective. There will also be opportunities to learn from others and reflect on personal effectiveness in conversations.

AI in Construction: Streamlining Office Operations

- ▶ **Lou Perez**, Lumber

Discover how AI can transform and streamline key construction office operations, enhancing efficiency and reducing manual burdens. In this session, we will explore common office procedures—such as project

management, scheduling, document management, HR and payroll, policies and procedures, and communication. Learn about AI-powered tools that can simplify tasks like reporting and meeting management. We'll share real-world examples, discuss the benefits of process automation, and address challenges when implementing AI. Attendees will leave with practical insights and a clear starting point for integrating AI into their workflows.

Securing Your Business: The Essential Guide to Cybersecurity

- ▶ **Dave Hahne**, OnTech Systems
- ▶ **Scott Nielson**, OnTech Systems

You have antivirus on your computer, but is that really enough? Join us as we discuss the cat-and-mouse game between criminals and cybersecurity experts. We will discuss trends, best practices, security tools, and how to react when an incident occurs.

10:30 - 10:45 A.M.

Break with Exhibitors

10:45 - 11:45 A.M.

Navigating the Inflation Reduction Act and Project Labor Agreements

- ▶ **Dan Barker**, Jackson Lewis, PC
- ▶ **Ben Brubeck**, ABC National
- ▶ **Roger Thimm**, Wondra Construction, Inc.

In this session, hear from experts in the industry, Ben Brubeck and Dan Barker along with Roger Thimm on how they navigate federal projects.

Culture by Design vs. Culture by Default

- ▶ **Dustin McClone**, McClone

In the construction industry, where the workforce spans field teams, office staff, and subcontractors, culture often forms without clear direction – it just happens. But a thriving, cohesive culture doesn't emerge by chance; it's the result of deliberate efforts by every individual within the organization. This session dives into the importance of actively shaping, nurturing, and assessing your organization's culture. We'll explore how each stakeholder, from the job site to the executive suite, can contribute to a culture that truly reflects what your organization stands for. By focusing on four key pillars, we'll provide a roadmap to building and sustaining a culture with clear purpose and direction.

Honesty & Humility: The Foundation of Communication

- ▶ **Joe Kiedinger**, Dignify

Honesty and humility are essential to building strong relationships, giving feedback, and improving communication. This session will examine how these core values foster trust and transparency within teams, creating a more cohesive and collaborative work environment. Participants will explore practical strategies for incorporating honesty and humility into their daily interactions, enhancing their ability to give and receive feedback effectively. Through interactive discussions and real-world examples, attendees will gain insights into the transformative impact of these principles on team dynamics and project outcomes. Join us to elevate your communication skills and build stronger, more resilient relationships on construction sites.

How to Grow and Scale your Construction Business

- ▶ **Aaron Mills**, DAAXIT, The Contractor's CFO

Construction business is booming, and opportunities abound for construction business owners to grow and scale their businesses. But, growing and scaling can be difficult without the right strategic guidance. This session will guide business owners on how to achieve growth by breaking through revenue barriers, solving the people puzzle, and managing growth while still maintaining profits.

When Projects Go Wrong & Lessons Learned

► **Jim Bunkelman**, Royal Construction, Inc.

Construction projects are complex and often face unexpected challenges that can lead to delays, cost overruns, or even failure. This panel brings together industry experts to share real-world stories of projects that didn't go as planned. From design flaws to miscommunication, and material challenges, we will explore the root causes of these issues, and the lessons learned. Attendees will gain valuable insights into how to anticipate problems, mitigate risks, and ensure future project success.

What the Top 2% of Contractors are Doing Differently

► **Chad Prinkey**, Well Built Construction Consulting

Participants will learn how the top 2% of contractors achieve substantial growth and profitability. The session will cover strategies leading to a consistent 2-5% increase in gross profit within two years, better work environments, and higher client satisfaction. The session will explore questions like: "What type of business do I want to build? How do I build it?" and "How do I get out of this low bid cycle? What type of projects are best for our business?" and "How do I get more projects like this one? How do I keep my smart people?" Includes a free copy of: Well Built.

11:45 A.M. - 12:15 P.M.

Wes Meilahn Award + Beam Club Awards + Chairman Remarks + Luncheon

12:15 - 1:15 P.M.

CLOSING KEYNOTE – HOLD THE ROPE!

► **Darryll Stinson**, Seeding Greatness

Whether you're in a season of growth and expansion, or you're (re)building at a slower pace, everyone desires to maximize the potential of their team. This engaging experience utilizes storytelling, music, interaction, reflection, discussion, and a giant rope to introduce participants to a three-step ownership process unlike anything you've heard before. Attendees will discover how to turn busyness and stress into innovation, opportunities, personal growth and/or organizational expansion.

**KEYNOTE
SESSION!**

1:15 - 1:30 P.M.

Prize Drawings + Commencement



DARRYLL STINSON

Speaker
Philanthropist



2M+
TEDx Views

4.8★
Speaker Rating

10+
Yrs Experience

100%
Passion &
Heart

Darryll Stinson is the co-founder of Seeding Greatness, a movement of leaders restoring the planet and helping humanity to heal through their stories and transformational services.



As a former Division 1 athlete, Darryll overcame multiple suicide attempts to become a multiple best-selling author, and 2xTEDx speaker with more than 2 million views. His accolades as a Top 100 athlete (2008), award winning higher ed communications professional, #9 Suicide Awareness Speaker (2023), and TEDx organizer (2022-present) attest to the impact of his work.

He's coached hundreds of speakers to reach millions of people while growing themselves and their business at the same time.

When he's not coaching or captivating audiences, Darryll enjoys rapping, reading, and spending quality time with his wife Brittany, four children Ava, Arianna, Amaya, Isaiah, and dog, Magic.

**Developing a
Leadership
Mindset**

Elise Radawitz,
Velocity LEADER

**Developing a
Marketing Plan**

Jim Kohlhardt & Nathan Gerred,
Saturn Lounge

**Tools & Tactics to
Implement Your
Marketing Plan**

Anthony Birch,
Platform Communications

FEB. 11
FOUR
DAY-LONG
SESSIONS

**NUCA Competent
Person Training for
Excavation**

Dan Parks,
ABC of Wisconsin

Built to Win

Brad Humphrey,
Pinnacle Development
Group



SuperCon '25
February 11-13

5330 Wall St.
Madison, WI 53718