



# HBA OF MICHIGAN SUMMER CONVENTION

Boyne Mountain, Boyne Falls, MI  
– 8.13.25 – 8.15.25 –

## Wednesday AUGUST 13

- 8:30 am - 4:30 pm **Train the Trainer - Become an NAHB Instructor**  
Becca Wray, NAHB Education Program  
Pre-Registration Required
- 10:00 am - 12:30 pm **Legacy Council Luncheon Meeting**  
By Invitation
- 1:00 pm - 3:00 pm **HBAM Legislative Committee Meeting**
- 2:00 pm - 3:00 pm **Building Great Communities: Inclusive Design & Homes for All Ages**  
Judi Siegert, OTR/L, CAPS, Occupational Therapy Manager, Disability Advocates of Kent County
- 3:15 pm - 4:15 pm **Young Professionals Council Meeting**
- 4:30 pm - 6:30 pm **Welcome Reception**  
Theme - Camping Retreat  
Music by Pete Kehoe, Musician and Songwriter  
Portraits by Karen  
*Sponsored by Consumers Energy, Frankenmuth Insurance & Small Business Growth Partners*
- 7:00 pm - 9:00 pm **PAC Party at the 19<sup>th</sup> Hole**  
PAC contribution required for attendance
- 7:00 pm - 9:00 pm **Young Professionals Gathering**  
Forty Acre Tavern

## Thursday AUGUST 14

- 8:00 am - 9:00 am **Continental Breakfast**  
*Sponsored by Eikenhout Inc.*
- 8:30 am - 9:30 am **Opening Ceremonies Future-Proof Marketing - Leading with Story in Uncertain Times**  
Robert Hughes, MBA, IMC, Hughes Integrated  
*Sponsored by DTE & Lake Michigan Credit Union*
- 10:00 am - 10:50 am **Q&A on Codes**  
Andrew Brisbo, Bureau of Construction Codes
- 10:00 am - 10:50 am **Walk Your Plans**  
Rob Rossow, Walk Your Plans West Michigan
- 10:00 am - 12:00 pm **Kids Korner - Bird House Decorating & Box Lunch**  
*Sponsored by Consumers Energy*
- 11:00 am - 11:50 am **Legislative Panel - Members of Michigan Legislature**  
Senator John Damoose, Senator Jeff Irwin & Representative Parker Fairbairn
- 11:00 am - 11:50 am **Hands-On Marketing Blueprint for Builders**  
Robert Hughes, MBA, IMC, Hughes Integrated
- 11:00 am - 11:50 am **AI Technology and the Building Industry**  
Michael Gutelli, Clark and Aldine
- 12:00 pm - 1:30 pm **Keynote Luncheon - Robert Dietz, Ph.D., NAHB Chief Economist**  
*Sponsored by Acrisure*
- 2:00 pm - 5:00 pm **Young Professionals Activity**  
*Sponsored by DTE & Preston Feather*

- 2:00 pm - 5:00 pm **Lavender Hill Farm Tour**  
Pre-Registration Required  
*Sponsored by Builders of Michigan Health Benefit Trust*
- 6:00 pm - 11:30 pm **Totally 80s Reception & Dinner Party**  
Music by Sunset Blvd  
Portraits by Karen  
*Sponsored by Michigan Propane Gas Association & Fly Lansing*

## Friday AUGUST 15

- 7:00 am - 8:30 am **MEOC Breakfast Meeting**  
*Sponsored by ABC Michigan Workers' Compensation Fund*
- 7:00 am - 8:30 am **Local HBA Presidents Breakfast**  
*Sponsored by DTE*
- 7:00 am - 8:30 am **Remodelers Council Breakfast**
- 9:00 am - 10:00 am **HBAM Board of Directors Meeting**  
*Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund*
- 10:30 am - 11:30 am **HBAM Annual Membership Meeting**  
Carl Harris, NAHB Immediate Past Chair of the Board  
*Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund*
- 11:30 am - 1:00 pm **HBAM Leadership Council Meeting**  
Jim Chapman, Candidate for NAHB Third Vice Chairman 2026  
*Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund*