



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  
Arlberg 1, Civic Center West  
Pre-Registration Required
- 10:00 am - 12:30 pm **Legacy Council Luncheon Meeting**  
Aurora Victor, Civic Center West  
By Invitation
- 12:30 pm - 4:00 pm **Registration**  
Civic Center West  
Registration continued at Welcome Reception
- 1:00 pm - 3:00 pm **HBAM Legislative Committee Meeting**  
Arlberg 2 & 4, Civic Center West
- 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  
Arlberg 3, Civic Center West
- 3:15 pm - 4:15 pm **Young Professionals Council Meeting**  
Arlberg 2 & 4, Civic Center West
- 4:30 pm - 6:30 pm **Welcome Reception**  
Hosted by NAHB Immediate Past Chairman Carl Harris  
Stein Eriksen's Patio, Behind Clock Tower Lodge  
Music by Pete Kehoe, Musician and Songwriter  
Portraits by Karen  
Sponsored by Consumers Energy, Frankenmuth Insurance, Small Business Growth Partners & NAHB
- 7:00 pm - 9:00 pm **PAC Party at the 19<sup>th</sup> Hole**  
Back Forty Biergarten  
PAC contribution required for attendance
- 7:00 pm - 9:00 pm **Young Professionals Gathering**  
Trophy Room, Clock Tower Lodge

## Thursday AUGUST 14

- 8:00 am - 12:00 pm **Registration**  
Civic Center West
- 8:00 am - 9:00 am **Continental Breakfast**  
Matterhorn, Civic Center West  
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  
Matterhorn, Civic Center West  
Sponsored by DTE & Lake Michigan Credit Union
- 10:00 am - 10:50 am **Q&A on Codes**  
Andrew Brisbo, Bureau of Construction Codes  
Aurora Victor, Civic Center West
- 10:00 am - 10:50 am **Walk Your Plans**  
Rob Rossow, Walk Your Plans West Michigan  
Arlberg 1, Civic Center West
- 10:00 am - 12:00 pm **Kids Korner - Bird House Decorating & Box Lunch**  
Arlberg 2 & 4, Civic Center West  
Sponsored by Consumers Energy
- 11:00 am - 11:50 am **Hands-On Marketing Blueprint for Builders**  
Robert Hughes, MBA, IMC, Hughes Integrated  
Arlberg 1, Civic Center West
- 11:00 am - 11:50 am **AI Technology and the Building Industry**  
Michael Gutelli, Clark and Aldine  
Arlberg 3, Civic Center West
- 12:00 pm - 1:30 pm **Keynote Luncheon - Robert Dietz, Ph.D., NAHB Chief Economist**  
Matterhorn, Civic Center West  
Sponsored by Acrisure & Dart Bank
- 2:00 pm - 4:30 pm **Zip-A-Dee-Doo-Dah! Ziplining**  
Hosted by the Young Professionals Adventure Center  
All Attendees Welcome  
Must weigh between 60-250 lbs  
Helmet (provided) and close-toed shoes required  
Sponsored by DTE & Preston Feather
- 2:00 pm - 5:00 pm **Lavender Hill Farm Tour**  
Pre-Registration at Registration Desk, Meet Outside Lobby Area  
Sponsored by Builders of Michigan Health Benefit Trust

5:30 pm - 6:30 pm **Registration**  
Civic Center West

6:00 pm - 11:30 pm **Totally 80s Reception & Dinner**  
Matterhorn, Civic Center West  
Reception: 6:00 pm - 7:00 pm  
Dinner & Entertainment: 7:00 pm - 11:30 pm  
Music by Sunset Blvd Portraits by Karen  
80s Dress Recommended  
Sponsored by Michigan Propane Gas Association, Fly Lansing & MSHDA

## Friday AUGUST 15

- 7:00 am - 8:30 am **MEOC Breakfast Meeting**  
Aurora Victor, Civic Center West  
Sponsored by ABC Michigan Workers' Compensation Fund
- 7:00 am - 8:30 am **Local HBA Presidents Breakfast**  
Arlberg 1, Civic Center West  
Sponsored by DTE
- 7:00 am - 8:30 am **Remodelers Council Breakfast**  
Arlberg 2, Civic Center West  
Sponsored by Andersen Windows
- 8:00 am - 9:00 am **Registration**  
Civic Center West
- 9:00 am - 10:30 am **HBAM Board of Directors Meeting**  
Matterhorn, Civic Center West  
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  
Matterhorn, Civic Center West  
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  
Matterhorn, Civic Center West  
Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund