



HBA OF MICHIGAN

Summer CONVENTION

Boyne Mountain, Boyne City, MI

—— 8.13.25 – 8.15.25 ——

Presented by

Builders of Michigan Health Benefit Trust

Welcome to the 2025 HBAM SUMMER CONVENTION

As the 2025 Summer Convention Chair, I want to thank you for joining your fellow HBA members from all over Michigan for this event. The Summer Convention has always been a time for connection and collaboration, and as we are faced with changes and challenges in the industry, I am honored to continue this tradition of bringing engaged members together. I encourage you to take this opportunity to network with your industry colleagues, participate in educational sessions and enjoy all the convention has to offer.

Thank you to our Convention Committee and staff for helping to make this event a success. I look forward to seeing all of you.

MIKE TUCKER

KINGSLEY LUMBER AND HARDWARE



Looking for options
for group
**health
benefits?**

Your association has options!



Dental



Vision



Group Medical
(minimum group size 5
employees)



**Life &
Disability**



**Specialized
Rx Programs**
(with group medical
for groups of 100+
employees)



**Individual
Options:**
Medical
Accident
Critical Illness
Hospital Indemnity

Linda Hook
(231) 306 - 1072
lhook@44n.com



RESORT MAP



LEGEND

- A MOUNTAIN GRAND LODGE AND SPA**
Everett's | Das Cafe | Geschenk Laden
- B AVALANCHE BAY WATERPARK & ARCADE**
Apres Ski Pub | Snack Shack | Fritz's Dog Haus
- C CIVIC CENTER**
Mountain Express Deli & Provisions | Meeting Rooms | Season Pass Office
- D HELGA HAUS LEARNING CENTER**
Snowsports School | Playcare
- E CHALET EDELWEISS**
- F CLOCK TOWER LODGE**
Stein Eriksen's | Trophy Room Pub & Pizzeria | Snowflake Lounge
- G BOYNEHOF LODGE**
- H ADVENTURE CENTER**
- I SKYBRIDGE MICHIGAN & EAGLE'S NEST**
- J TENNIS & CROSS COUNTRY CENTER**
- K VILLAGE LANE**
Tickets | Logo Shop | Boyne Outfitters | Forty Acres Tavern | Spielladen
- L BOYNE COUNTRY SPORTS**
Boyne Country Sports | North Face | Mountain Kids



CONVENTION

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
Drink tickets provided
*Sponsored by Consumers Energy,
Frankenmuth Insurance, Small
Business Growth Partners & NAHB*/†*

7:00 pm -
9:00 pm

PAC Party at the 19th Hole

Back Forty Biergarten
PAC contribution required for
attendance
Drink wristband provided */†

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.**

*Please silence your cell phone
before all meetings and take phone
calls outside the meeting room*

* = Food Function

† = Alcoholic Beverage Function

SCHEDULE

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
Drink tickets provided

*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

SEND US YOUR FEEDBACK

And enter to win free registration and lodging for the 2026 convention!

Scan the QR code or visit hbaofmichigan.com/convention to complete our post-convention survey and give us your feedback on the event. Your input helps shape the convention experience for future participants.

The survey will open following the last meeting on Friday, August 15. Those who submit a response by Sunday, August 17 at 11:59 p.m. will be entered into a drawing for free registration and a 2-night hotel stay at next year's summer convention!

Thank you for taking a moment to share your thoughts.



SUPPORT BUILDERS

The **HBA OF MICHIGAN** works to positively promote the building industry and impact the legislative, regulatory and legal issues affecting housing attainability.



LEGAL ACTION FUND

We can only achieve our mission with YOUR support. To be successful in our mission, we need your financial support of our legal action fund so we have the tools needed should we have to file an amicus brief, or become engaged in a legal battle. You can support the legal action fund by making a check out to HBA of Michigan (please write Legal Action Fund in the memo line) and sending it to 6427 Centurion, Ste. 100, Lansing, MI 48917, or scan the QR code.



FRIENDS OF HOUSING-PAC

We can only achieve our mission if we have your personal support of the Friends of Housing Political Action Committee. Your personal, voluntary contribution allows us to support republicans AND democrats in state House and state Senate races who support you and your ability to do business without costly regulations, higher taxes, or other issues that impact the residential construction industry. Scan the QR code or, personal checks and checks from an LLC can be made to Friends of Housing PAC, and mailed to 6427 Centurion, Ste. 100, Lansing, MI 48917.



SKILLED TO BUILD MI FOUNDATION

We can only achieve our mission if we are able to GROW our workforce through cultivating, educating and recruiting with your support of our non-profit, Skilled to Build Michigan Foundation. Scan the QR code or checks can be made out to Skilled to Build Michigan Foundation, and mailed to 6427 Centurion, Ste. 100, Lansing, MI 48917.



BUILD-PAC*

The National Association of Home Builders focuses on electing U.S. congressional candidates and U.S. senate candidates at the federal level who are supportive of housing and small business. They do this with your personal financial support to BUILD-PAC.

*Contributions to BUILD-PAC are completely voluntary. You may choose not to contribute without reprisal. Contributions to BUILD-PAC will be used for political purposes and are not tax deductible for federal income tax purposes. Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions exceed \$200.00 in a calendar year. Foreign nationals cannot contribute to BUILD-PAC. Personal donations in the form of a check, can be made out to BUILD-PAC, and mailed to: National Association of Home Builders Attn: BUILD-PAC, 1201 15th Street NW, Floor 9, Washington, DC 20005.

CONVENTION



TRAIN THE TRAINER: BECOME AN NAHB INSTRUCTOR

Aug. 13

Becca Wray, NAHB Education Program

Becca Wray has her Master's in Teaching and has been managing NAHB's education programs for over two years. Before her time at NAHB, she designed curriculum for Fairfax County and taught high school English there for nine years.



BUILDING GREAT COMMUNITIES: INCLUSIVE DESIGN & HOMES FOR ALL AGES

Aug. 13

Judi Siegert, OTR/L, CAPS, Occupational Therapy Manager, Disability Advocates of Kent County

Judi Siegert manages the Occupational Therapy program at Disability Advocates. An OT herself with over 35 years of experience, she is a Certified Aging in Place Specialist (CAPS) and draws upon decades of home health care experience to assess individuals in their homes and ensure that recommendations for modifications are tailored to their physical and psychosocial needs. A graduate of WMU's department of Occupational Therapy, Judi is fulfilled by leading a team of OT professionals who amaze her every day with their creative solutions to the most complex situations. She is excited about what home automation/technology will bring to aging in place. Outside of work, she is a fiber artist, gardener, and cooking enthusiast.



OPENING CEREMONIES: FUTURE-PROOF MARKETING - LEADING WITH STORY IN UNCERTAIN TIMES & HANDS-ON MARKETING BLUEPRINT FOR BUILDERS

Aug. 14

Sponsored by DTE & Lake Michigan Federal Credit Union

Robert Hughes, MBA, IMC, Hughes Integrated

Rob is a seasoned expert with a unique blend of experience as an executive coach and CEO of a marketing agency dedicated to helping construction service businesses grow and scale. Now leading Hughes Integrated, a StoryBrand Certified Marketing Agency, Rob excels at turning complex ideas into clear, compelling messages that drive measurable results. Passionate about empowering businesses in the construction and home services sectors, he is committed to accelerating growth through effective storytelling.

SPEAKERS



Q&A ON CODES *Aug. 14*

Andrew Brisbo, Bureau of Construction Codes

Andrew was appointed the head of the Bureau of Construction Codes in 2022 and has been with the Department of Licensing and Regulatory Affairs since 2008. The bureau's mission is to assure that the built environment and the systems within are sound, safe, and sanitary; building users' health, safety, and welfare are protected; and that, through a coordinated program of code compliance, investigation, and training, there is a consistent application of standards. Andrew has worked in licensing and regulation with the State of Michigan since 2004. He has also represented the state in leadership roles with national regulatory organizations for over 10 years.



WALK YOUR PLANS *Aug. 14*

Rob Rossow, President, Walk Your Plans West Michigan

Rob Rossow, President of Walk Your Plans of West Michigan in the Grand Rapids area, is originally from Clinton, Michigan. Rossow attended Ferris State University and graduated in 1994 with a degree in pharmacy to become a practicing pharmacist for 30 years. In 2022, Rossow opened Walk Your Plans after experiencing the service as a client and is now dedicated to helping builders, architects, designers, and homeowners realize their dreams.



AI TECHNOLOGY AND THE BUILDING INDUSTRY *Aug. 14*

Michael Gutelli, Clark and Aldine

Clark and Aldine is more than a design-build firm; it's a love story rooted in design. Named after the Chicago streets where Danielle and Michael first crossed paths, the company blossomed from their shared passion for transforming spaces. Over a decade in Chicago, they honed their design skills by updating each of the seven apartments they called home. After relocating to Michigan and spending nearly five more years nurturing their craft, they decided to leave their established careers behind to fully commit to their true passion: building Clark and Aldine. Today, Danielle and Michael lead Clark and Aldine, a full-service luxury design-build firm specializing in residential remodeling, new construction and interior design. Danielle, as Lead Designer, brings clients' visions to life, while Michael, as General Contractor, manages all aspects of project execution. They live in Plymouth, MI, where they also operate the Clark and Aldine, alongside their two boys and dogs.



KEYNOTE LUNCHEON *Aug. 14*

Sponsored by Acrisure & Dart Bank

Robert Dietz, NAHB Chief Economist

Robert D. Dietz, Ph.D., is the chief economist and senior vice president for economics and housing policy for NAHB, where his responsibilities include housing market analysis, economic forecasting and industry surveys, and housing policy research. Dr. Dietz has published academic research on the benefits of homeownership, federal tax expenditure estimation, and other housing and tax issues in peer-reviewed journals, including the *Journal of Urban Economics*, *Journal of Housing Research*, the *National Tax Journal* and the NBER Working Paper series. Prior to joining NAHB in 2005, Dr. Dietz worked as an economist for the Congressional Joint Committee on Taxation, specializing in revenue estimation of legislative proposals involving housing, urban development, and other issues. He is a native of Dayton, OH and holds a doctorate in economics from Ohio State University.



HBAM ANNUAL MEMBERSHIP MEETING *Aug. 15*

Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund

Carl Harris, NAHB Immediate Past Chair of the Board

Carl Harris, a Wichita, Kan.-based small volume spec and custom home builder with over 40 years of experience in home building and remodeling is NAHB's 2025 Immediate Past Chairman of the Board. As co-founder and president of the Carl Harris Co., Inc. and managing partner of Harris Homes, Harris has built homes in many communities around the state of Kansas. Harris has been active in the NAHB leadership structure at the local, state and national levels throughout his career. A Senior Life Delegate, he has served in leadership for over 20 years. His local association, the Wichita Area Builders Association (WABA), awarded Harris the Cornerstone Award for his outstanding work in the industry and the community, and he was presented its Chairman's award twice.

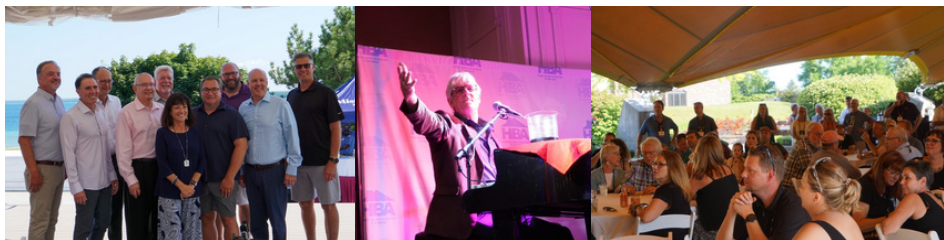


HBAM LEADERSHIP COUNCIL MEETING *Aug. 15*

Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund

Jim Chapman, Candidate for NAHB Third Vice Chairman 2026

Jim Chapman is a veteran home builder and developer based in Georgia, with over 2,360 homes built and 3,250 lots developed since founding Jim Chapman Construction Group in 1998. A dedicated member of the National Association of Home Builders (NAHB) since 2005, he has held numerous leadership roles, including Build-PAC Chairman and Chair of several key NAHB committees. Jim has also served as President of both the Home Builders Association of Georgia and the Greater Atlanta HBA. He holds licenses in seven states and has received multiple industry honors recognizing his impact and leadership.



Save the Date!

HBA OF MICHIGAN SUMMER CONVENTION

Park Place Hotel, Traverse City, MI

— 8.5.26 – 8.7.26 —



Thank you TO OUR GENEROUS PARTNERS!

Presenting Sponsor



Totally 80s Reception & Dinner



Friday Business Meetings & MEOC Breakfast



Opening Ceremonies, YP Event & Local Presidents Breakfast



Totally 80s Reception & Dinner



Welcome Reception & Kids Korner



Welcome Reception



Welcome Reception



Keynote Luncheon



Keynote Luncheon



Opening Ceremonies



Remodelers Council Breakfast



Totally 80s Dinner & Reception & Lanyards



Thursday Breakfast



YP Event



Registration Items



Young Professional Attendance

Stan and Norma Sterk CPA