WSA CEO Camp
Sunday, September 27 – Tuesday, September 29, 2026
Grand Geneva Resort & Spa | Lake Geneva, WI

Sunday, September 27, 2026

5:30-7:30 p.m. **Dinner | Ristorante Brissago**
You must register for this dinner

Monday, September 28, 2026

7 a.m. **Breakfast | Linwood Foyer**

8 a.m. **Brad Benhart | Building with Intention: Strategic Planning for Contractors in a Fast-Moving Industry**
Long-term success in construction requires more than reacting to daily challenges—it demands intentional strategy. Yet in an industry where contractors are constantly responding to immediate demands, finding time to plan for the future can be difficult. This presentation will demonstrate why every company needs to implement strategic planning to guide decision-making. You'll learn practical, easy-to-apply techniques that help leaders and teams step back from working "in" the business so they can focus more effectively "on" the business and its long-term vision.

9 a.m. **Brad Benhardt, Randy Deutsch, Robert Krier Jr. | AI and Construction Panel Discussion**
Join us for a robust conversation about a topic that's increasingly important to the industry: AI. Will AI reduce project costs, or will the benefits simply be absorbed by increasing project complexity? Who will gain more from AI: designers, contractors, owners, or software vendors? Should contractors build their own AI capabilities or rely on commercial platforms? Our panel will discuss all of these and more, in a conversation that's sure to involve lively audience participation.

10 a.m. **Tom Posey | Legal Implications for AI**
WSA legal counsel Tom Posey will address some of the emerging legal issues surrounding the use of AI.

11 a.m. **Andy Crestodina | AI for Contractors: Lead Generation and Modern Marketing**
AI has endless use cases. Some are gimmicks. Some save time. But the real opportunity isn't just efficiency. It's better insights, more leads and smarter decisions. The goals, as always, are to fill the pipeline with qualified buyers, support the sales team, and win more of the right opportunities.

In this session, you'll see a practical framework for using AI to strengthen lead generation, improve marketing performance, and support the entire buying cycle — from first touch to closed deal.

You'll learn how to use AI to:

- Identify the topics and questions your buyers actually care about
- Find gaps in your website and marketing that are costing you leads
- Improve key pages so more visitors turn into RFQs, calls, and meetings
- Align marketing with sales so AI supports revenue, not just branding

AI hasn't changed your buyers. They still want proof. Procurement still wants confidence. And execs still want results. What has changed is how quickly you can find insights, test ideas, and improve the systems that generate demand.

This session shows how to use AI to do exactly that.

Noon **Lunch | Linwood Foyer**
Golf and social activities to follow

6:30 - 7 p.m. **Reception |**

7-9 p.m. **Dinner | Gordy's**

Tuesday, September 29, 2026

7 a.m. **Breakfast | Linwood Foyer**

8 a.m. **Esther Choy | Leading With Curiosity**
There is a leadership skill no one taught you—yet it determines the quality of every decision you make. Leaders are trained to have answers, drive alignment, and persuade others to move forward. But today's volatile and uncertain environment calls for a new leadership mindset: because the more leaders try to push their message, the less progress they make. In this fast-paced, inspiring, and actionable keynote, international business storytelling thought leader Esther Choy walks you through why curiosity will open more doors than persuasion can, and how you can discover insights your teams, customers and partners don't yet know how to convey.

9 a.m. **James F. Coyne | State of the Union: Local 130 Update**
Local 130 Business Manager James Coyne will provide insight into what he sees for the future of the union and contractors.

10 a.m. **Roger Feldman | Exit Readiness & Exit Execution**
You've spent years building your business. But when it comes time to exit, many owners realize—too late—that they didn't prepare enough or didn't know all their options. Research shows that 80–90% of a business owner's net worth is tied up in their company. Yet many owners fear they've already missed their best opportunity to sell, while those who've exited often say they wish they'd taken more time to plan. It's never too early to start planning for the eventual ownership transfer and management succession that will take place with YOUR company. The best time to plan is before you're ready — not when you're forced to. Bottom line: You'll build a more valuable business that generates financial

gains and personal flexibility today while positioning you and your business to exit on your own terms.

11 a.m.	**Matt Blair and Joanne Cardinale | Strong Before the Breaking Point: A Practical Conversation About Stress, Resilience & Supporting Others**

This interactive program from The Well Resource Center takes a proactive approach to mental health by helping participants understand how everyday stress accumulates, identify healthy ways to manage pressure, and recognize when they or someone around them may be struggling. Through practical teaching and conversation, participants will learn how to respond, offer support, and take steps toward building healthier lives, relationships, and teams.

Noon	**Lunch | Linwood Foyer**