

DAY 1**Building with Intention: Strategic Planning for Contractors in a Fast-Moving Industry****Brad Benhart**

Learn how to review your company process for failure points, recognize them, and limit their impact. This presentation will provide a roadmap on how to review a “bad job” and use it to highlight areas of improvement.

AI and Construction Panel Discussion**Brad Benhardt, Randy Deutsch, Robert Krier**

This session will cover how retirement affects us emotionally, and what to expect as a result. Along the way, we’ll discuss how much someone needs to accumulate in order to confidently retire, as well as how to create a retirement income engine.

AI and the Construction Industry: Legal Implications for the Future**Tom Posey**

WSA legal counsel Tom Posey about how AI is impacting (and will potentially impact) contractors and the industry from a labor and employment perspective.

AI for Contractors: Lead Generation and Modern Marketing**Andy Crestodina**

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.

DAY 2**Leading With Curiosity****Esther Choy**

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.

State of the Union: Local 130 Update**James F. Coyne**

Local 130 Business Manager James Coyne will provide insight into what he sees for the future of the union and contractors.

Exit Readiness & Exit Execution**Roger Feldman**

No matter how great a company’s work environment is, you cannot avoid experiencing conflict at some point. How you handle conflict has implications well beyond just a single interaction.

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

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.