

# CONVENTION Speakers

HBA OF MICHIGAN  
**Summer  
CONVENTION**  
Boyne Mountain, Boyne City, MI  
— 8.13.25 - 8.15.25 —



## **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 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 modifications are tailored to their physical and psychosocial needs. A graduate of WMU's department of Occupational Therapy, Judi is fulfilled by leading a strong team of OT professionals. 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** Aug. 14 **IN UNCERTAIN TIMES & HANDS-ON MARKETING BLUEPRINT FOR BUILDERS** **Robert Hughes, MBA, IMC, Hughes Integrated**

*Sponsored by DTE & Lake Michigan Federal Credit Union*

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.



## **Q&A ON CODES** Aug. 14 **Andrew Brisbo, Bureau of Construction Codes**

Andrew was appointed the head of the Bureau of Construction Codes in October 2022 and has been with the Department of Licensing and Regulatory Affairs since 2008. Andrew has worked in licensing and regulation with the State of Michigan since 2004, including with the Michigan Gaming Control Board, Department of State, and occupational and health professional licensing. He has 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*

### Robert Dietz, NAHB Chief Economist

*Sponsored by Acrisure*

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*

### Carl Harris, NAHB Immediate Past Chair of the Board

*Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund*

Carl Harris, a Wichita, Kan.-based small volume spec and custom home builder with over 40 years of experience in the 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.



## HBAM LEADERSHIP COUNCIL MEETING *Aug. 15*

### Jim Chapman, Candidate for NAHB Third Vice Chairman 2026

*Sponsored by ABC Michigan Self-Insured Workers' Compensation Fund*

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.

