

HBA OF MICHIGAN Summer CONVENTION

Mission Point Resort, Mackinac Island

— 8.14.24 - 8.16.24 —



SELL MORE WITH STORY & HOW TO MARKET YOUR BUSINESS *Aug. 14* **Robert Hughes, MBA, IMC, Hughes Integrated**

Sponsored by Lake Michigan Federal Credit Union

As a former vice president of sales and marketing in the manufacturing industry, executive coach for business owners and entrepreneurs across North America, and now the CEO of a marketing agency, Rob understands the struggle many brands face when it comes to marketing. Now, Rob is on a mission to help small businesses accelerate growth by clarifying their message through Hughes Integrated, a StoryBrand Certified Marketing Agency. And as an esteemed marketing keynote speaker and podcast host, his sessions on marketing and branding are engaging, interactive, and inspiring.



CONTINUOUS INSULATION *Aug. 14* **Adam Rottschafer, Huber Engineered Woods**

Sponsored by Huber Engineered Woods

Adam Rottschafer, CSI, CDT, CCPR is the Regional Sales Manager in Michigan for Huber Engineered Woods. He began his career as a product specialist at a distributor, representing building envelope systems, cladding materials, and aluminum railing. Adam serves on the executive board of the Construction Specifications Institute (CSI) Grand Rapids Chapter, and has also served on the board of the American Institute of Architects (AIA) Grand Rapids Chapter.



CONTINUOUS INSULATION *Aug. 14* **Justin Drake, Huber Engineered Woods**

Sponsored by Huber Engineered Woods

Justin Drake is a Product Manager for ZIP System at Huber Engineered Woods. His responsibilities include ZIP Wall products (7/16", R-Sheathing, and Long Length panels) and ZIP System Accessories. After graduating from the University of North Carolina at Charlotte, he began his career in product management at Lowe's Home Improvement working on the 24V, 40V, and 80V battery platforms. He has worked for Huber Engineered Woods for 6+ years.



YOUNG PROFESSIONALS COUNCIL MEETING *Aug. 14* **Robert Carroll, NAHB Young Professionals Chair**

Robert is an active builder member and director of the HBA of Greater Baton Rouge and serves on the board of directors and Public Relations Chair at LHBA. He also active on the NAHB Board of Directors as well as several NAHB Committees and Task Forces. Carroll Construction is a family owned residential construction serving the Greater Baton Rouge area and surrounding parishes since 1992.



ENTERTAINMENT & TECHNOLOGY: DESIGN & NEEDS *Aug. 14* **Troy Cuvelier, Integrated Smart Technologies**

Troy Cuvelier, founder and President of iST, was always fascinated by audio-video systems and control technology. By 1999, Troy started his own business, a D/B/A called "Audio Video By Design," which later morphed into Integrated Smart Technologies, LLC. in 2005 and changed to an S-Corp in 2012. Since that time, iST has grown to include an amazing team of technicians and staff with over 50 years of combined experience in the Consumer Electronics industry. iST attends several trade conferences, training programs and seminars a year and interacts with vendors year-round for insights on new product development.



HOW TO POSITIVELY DISRUPT YOUR MINDSET AND BUSINESS & *Aug. 14* PRESENTATION SKILLS TO CLOSE MORE DEALS AND REFERRALS

Tony Rubleski, Mind Capture Group

Tony is the president of Mind Capture Group. His message is designed to help people 'Capture' more minds and profits. He is an in-demand speaker who's given hundreds of presentations, executive business coach, bestselling author, and creator of the Mind Capture Bootcamp now in its 13th year. He has 25+ years of experience in the personal development industry.



REMODELERS COUNCIL BREAKFAST *Aug. 15*

Mike Pressgrove, 2024 NAHB Remodelers Chair

PDQ Construction in Topeka, Kansas. Mike has over 40 years of experience. He has done everything from estimating and marketing to framing and finishing work over the years. His diverse experience means you'll always get top-quality work.



OPENING CEREMONIES *Aug. 15*

Christopher R. Swanson, Genesee County Sheriff

Sheriff Swanson is a career police officer with experience spanning nearly three decades. He has served in a variety of positions, including corrections, patrol, narcotics, criminal investigation, death investigation, human trafficking investigation, and command operations. He shares these experiences to audiences across the country to make a positive impact on their lives using lessons from the living and the dead.



CODES CROSSFIRE *Aug. 15*

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.



CODES CROSSFIRE *Aug. 15*

Lee Schwartz, Cayalyst Consulting LLC

Mr. Schwartz began with the Michigan Association of Home Builders in 1991. As its Executive Vice President for Government Relations, he ran the government affairs department and managed its day-to-day operations. His political and legislative experience spans 40 years and included serving as an Administrative Assistant in both the Michigan State House and Michigan State Senate. After retiring from the HBA of Michigan he created Cayalyst Consulting, LLC.



MIOSHA VIOLATIONS AND CONTRACTUAL RISK TRANSFER *Aug. 15*

Patrick Dunn, Frankenmuth Senior Loss Control Consultant

Sponsored by Frankenmuth Insurance

Patrick Dunn is a safety professional with 30 years of experience. He has a strong interest in helping others and has earned his CRIS (Construction Risk Insurance Specialist) Outside of work, Patrick enjoys spending time outdoors with wife Renee and two teenage children.



LET'S TALK HOUSING PANEL *Aug. 15*

Amy Hovey, Michigan State Housing Development Authority (MSHDA)

Amy Hovey is the first woman to serve as Executive Director & CEO of the Michigan State Housing Development Authority in the agency's 58-year history. Amy has prior experience in finance, government relations, commercial real estate, construction, housing and neighborhood revitalization. She began her career as a banker, and went on to hold the position of senior vice president and CEO of the Center for Community Progress in Washington, D.C. She also worked as a program director for the Local Initiatives Support Corporation in Lansing, Michigan, and as district chief of staff for Congressman Dan Kildee (D-Michigan) before joining the Mott Foundation.



KEYNOTE LUNCHEON *Aug. 15*

Speaker of the House Joe Tate

Speaker Joe Tate is Michigan's first Black Speaker of the House, now holding the gavel and setting House priorities in a legislative term in which Democrats have the majority for the first time in over a decade. His policy priorities include uplifting Michigan families; protecting the rights of all people; ensuring workers are valued; and investing in a world-class education system, a strong infrastructure, and a thriving economy.



KEYNOTE LUNCHEON *Aug. 15*

Representative Kristian Grant, 82nd House District

Kristian Grant was born and raised in the heart of the 82nd House District in Grand Rapids, where she is serving as a first term state representative and the first Black woman to ever be elected to a state seat in Kent County. In addition to six years on the Grand Rapids Public Schools board, she has previously served on a variety of boards and committees with a specific focus on development. Grant is the owner of a small-scale real estate development firm that focuses on rehabbing abandoned properties in urban areas to provide housing and attract businesses.



INDEPENDANT CONTRACTOR OR EMPLOYEE? *Aug. 15*

Jody McLeod, McLeod Legal Solutions

Jody McLeod is a licensed attorney with more than 30 years of legal experience in both the private and public sectors. She started her career as a state prosecuting attorney where she had an extensive and successful trial experience. Her years of knowledge were applied in the corporate world where she managed litigation for major corporations, as well as in a county government setting. Analytical, pragmatic, and decisive, Jody also believes in learning from clients to achieve the best outcomes.



HBAM ANNUAL MEMBERSHIP MEETING *Aug. 16*

Jim Tobin, NAHB CEO

Jim Tobin, CAE, president and chief executive officer of the National Association of Home Builders (NAHB), has more than 20 years of association experience and a diverse housing policy background. Tobin's tenure at NAHB began in 1998 as a Congressional representative for the western United States, and he quickly broadened his policy expertise to the environmental and tax policy arenas. Most recently, Tobin served at the association's executive vice president and chief lobbyist, responsible for directing the federal, state and local lobbying, as well as political activities for NAHB. He was promoted to president and CEO in June 2023.



HBAM ANNUAL MEMBERSHIP MEETING *Aug. 16*

Carl Harris, NAHB Chairman of the Board

Carl Harris, a Wichita, Kan.-based small volume spec and custom home builder with over 40 years of experience in the home building, remodeling and light commercial construction industry is NAHB's 2024 Chairman of the Board. As co-founder and president of the Carl Harris Co., Inc. and Managing Partner of Harris Homes, he has built homes in many communities in Kansas.



HBAM LEADERSHIP COUNCIL MEETING *Aug. 16*

Gary Campbell, Candidate for NAHB Third Vice Chair

Gary Campbell is Chief Executive Officer of Campbell Communities, a company that owns and manages 2,000 units of rental housing in New Hampshire and Massachusetts. He is a builder-member of the National Association of Home Builders, and past Area One Chair, as well as past Chair of the Housing Finance Committee, past Chair of the NAHB Multifamily Council Board of Trustees, and past President of the Home Builders and Remodelers Association of Massachusetts.