

Registration opens this November at [SEAA.net](http://SEAA.net)

Questions? 336.294.8880 | [bryttany@seaa.net](mailto:bryttany@seaa.net)

CONNECTING STEEL STRONG LEADERS IN ARIZONA

# Blaze a Trail

*to Glendale*

2024

**CONVENTION & TRADE SHOW**  
APRIL 2-5, 2024 | GLENDALE, ARIZONA  
RENAISSANCE HOTEL & SPA

**STEEL ERECTORS**  
ASSOCIATION OF AMERICA

GEORGE R. POCKOCK MEMORIAL GOLF TOURNAMENT | PICKLEBALL TOURNAMENT | PANEL DISCUSSIONS  
TRADE SHOW | NETWORKING | EDUCATION SESSIONS ON BUSINESS, FIELD PRACTICES & SAFETY



# Connecting Steel Strong Leaders in Arizona



## Hotel

The Renaissance Phoenix Glendale Hotel & Spa features onsite dining and spa. Within walking distance is the Westgate Entertainment District with dozens of restaurants, live music, and boutiques.

**9495 Entertainment Blvd., Glendale, AZ 85305**

**Group Rate: \$189/night. Daily parking fees \$15 self-parking, \$25 valet.**

Convention registrants will receive a hotel booking link via email

**Room Block Deadline: March 11 or sooner if sold out. When the SEAA block is full, we will not be able to get additional rooms.**

## March Madness

The NCAA Men's Basketball Tournament will be held April 6-8 at State Farm Stadium in Glendale. This means that hotel rooms are at a premium. **Reserving your room early is highly recommended. When the SEAA block is full, we will not be able to get additional rooms.**

## New and Noteworthy

### Excursions

Be sure to arrive on Monday to rest up for Golf and Pickleball. New this year is a Pickleball Round Robin Tournament and Lesson with Open Play for beginners.

### New Member/First Timer Reception

This invitation-only networking event is exclusively for new member companies and first-time attendees. Come find out how to get tapped into our Steel Strong community. New this year, SEAA invites exhibitors to send one representative to join the board of directors in welcoming new members. For info contact [bryttany@seaa.net](mailto:bryttany@seaa.net).

### President's Dinner

The President's Dinner is a Business Casual event where we recognize our industry's leaders and award-winning companies. Dinner is included in attendee registration fees. Exhibitor personnel are also welcome. An additional fee applies.

### Peer Group Discussions

New this year for attendees staying over to Friday is the chance to participate in Peer Group discussions on relevant, timely topics. Space is limited to 25 participants. You must sign up in advance.

# AGENDA

## Monday, April 1

2 pm to 6 pm Board of Directors Meeting (open to members)

## Tuesday, April 2

6:15 am Golf Transportation Departs Hotel

7 am Golf Tournament Check In and Breakfast

8 am Golf Tournament (Shotgun Start)

10:30 am Pickleball Check In at Chicken N Pickle, 9330 W. Hanna Lane (walking distance from hotel)

11 am to 12:30 pm Pickleball Lesson and Open Play

11 am to 2 pm Pickleball Tournament (Round Robin) and Lunch

8 pm to 10 pm Cash Bar Reception and Entertainment

## Wednesday, April 3

7:30 am to 8:45 am Breakfast and Session: Member Benefits Overview + Demo of SteelPros Training Portal

9:00 am to 10:15 am Session: Project of the Year Panel Discussion

10:30 am to 11:30 am Session: Automation and the Future of Construction Panel Discussion

11:30 am to 12:30 pm Lunch

12:30 pm to 1:50 pm Keynote: Garrison Wynn, Fortune 500 Leader and Professional Standup Comedian, on Winning the Talent War

2 pm to 2:30 pm Mini Session: Detailing Standards and Documenting Non-Conformance

2:30 pm to 3:30 pm Session: How Work in Progress Reporting Can Help with Cash Flow

3:35 pm to 4:30 pm Session: Suicide Prevention in Construction

4:30 pm to 5 pm Mini Session: Tips for Establishing a Media Policy to Protect your Interests and Taking Advantage of PR Opportunities

6 pm to 6:30 pm First Timer/New Member and Exhibitor Reception (by invitation only)

6:30 pm to 9 pm Welcome Reception and Trade Show

## Thursday, April 4

7:30 am to 8:30 am Breakfast and Business Meeting

8:30 am to 12:30 pm Trade Show with buffet lunch served on show floor

12:45pm Boom Lift Ball Drop

1 pm to 1:45 pm Outdoor Demos (weather permitting)

2:05 pm to 3:05 pm Session: Safety & Training Panel Discussion with World Class Companies

3:05 to 4:05 pm Session: Engaging and Recruiting Gen Z, Research from the Crane Industry

4:15 pm to 5:15 pm Session: Litigation Containment Techniques

6:45 pm to 7:30 pm Reception prior to dinner

7:30 pm to 9:30 pm President's Dinner (additional registration required for exhibitors)

## Friday, April 5

8:30 am to 9:30 am Peer Group: Speeding up the Process of Change Orders, Facilitated by Todd Macintosh of JPW Erectors (limited to 25, must sign up in advance, continental breakfast provided)

8:30 am to 9:30 am Peer Group: Retaining and Engaging Field Employees, Facilitated by Ryan Englin of Core Matters (limited to 25, must sign up in advance, continental breakfast provided)

9:30 am to 10:30 am Peer Group: Speeding up the Process of Change Orders

9:30 am to 10:30 am Peer Group: Retaining and Engaging Field Employees

# Education Sessions

## Keynote Speaker, Wednesday, April 3

### Winning the Talent War: Creating a culture of loyalty



This research based, entertaining session shows leaders and influencers at all levels how to consistently create a sustainable culture of employee loyalty. This is not the view from 30,000 feet; it's a high-energy, direct connection to the insights, tools and tactics that are dramatically improving employee retention right now for all generations.

Garrison Wynn, CSP, is both a Fortune 500 leader and a professional stand-up comedian. He fuses comic timing and research with actionable ideas for keeping and attracting the people you need to succeed.

In his teens, Garrison helped debut the world's first video console gaming system (Odyssey) and as a young man spent six years as a standup comedy pro touring with the top names in the business. He went on to become the youngest department head in a Fortune 500 company's history. He is also an Amazon #1 bestselling author who has been featured in *Forbes* and *Inc.* magazines.

His presentation will touch on building trust, getting generations working together, recruiting tactics, supporting your people, and improving the employee experience.

## Wednesday, April 3

### Member Benefits Overview and SteelPros Training Portal Demo

Get help with hiring, training, and retaining employees. Learn about SEAA's Craft Training and Apprenticeships and how to use the SteelPros Training Portal. This session takes place during breakfast, and is a must attend to find out how to take full advantage of your membership.

### Project of the Year Panel Discussion

A brief overview of the winning projects in Structural Steel and Miscellaneous Metals categories precedes a discussion of how your colleagues overcame challenges on these projects. We also will dive into issues such as project communication, equipment planning, use of technology, and risk mitigation.

### Automation and the Future of Construction Panel Discussion

The construction industry suffers from a lack of efficiency and flat or declining productivity, exacerbating the labor shortage. Two companies leading digitalization and automation solutions for contractors—Advanced Construction Robotics and Hilti—will discuss the issue and offer implementation ideas for now and the future. Executive management leaders from Hilti will be joined by Danielle Proctor, President & CEO, and Carson Carney, P.E., VP Product Management & Innovation, of Advanced Construction Robotics.

### Detailing Standards and Documenting Non-Conformance

The foundation of a successful project is maintaining consistency with detailing standards. Neil Kaufman, Vice President of Crystal Metalworks, a Division of Crystal Steel Fabricators, will discuss how to document non-conformance and provide tips for giving feedback to the fabricator and detailer.

### How Work in Progress Reporting Can Help with Cash Flow

An accurate and timely Work-in-Progress (WIP) report is an essential tool for optimizing cash flow. It provides insight to determine if jobs are under-billed or over-billed, helping contractors maximize profitability. Learn tips for managing cash flow, producing accurate financial statements and growing profits.

John Meibers is Vice President and General Manager of Deltek Computer Ease. His 35 years in the construction industry includes 10 years working as controller for a large mechanical contractor.

### Suicide Prevention in Construction

Addressing mental health and suicide prevention are part of a best-in-class safety culture. The construction industry has a suicide rate 4 times the national average for adults, and 5 times as many construction workers die by suicide each year than by jobsite fatalities. Learn what puts the construction workforce at risk, how to minimize risks, add learn how to identify warning signs.

Michelle Walker, CCIFP, CRIS, SPHR, is Vice President of Operations for SSC Underground, a trenchless technology company. Some of her responsibilities include human resources, workforce development, risk management, and safety. She is the founding chairman of Construction Industry Alliance for Suicide Prevention.

## Friend or Foe? Putting Public Relations to Work for You

Establishing a media policy can protect your interests while also setting you up to take advantage of PR opportunities. Get suggestions for talking to the press, and social media and website management.

Katy Williams oversees marketing strategy, content, technology and communications for the Williams Family of Companies, a group of 12 subsidiaries engaged in steel erection and fabrication throughout the Southeast. Katy earned a degree in Broadcast & Digital Journalism from Syracuse University's Newhouse School and won three Emmys during her time with the show *MLB Tonight*.

Tracy Bennett is President of Mighty Mo Media Partners, a PR agency serving construction and heavy equipment markets. She honed her skills as a technical writer and editor during a 20-year career in the construction trade press as lead editor at *Crane Hot Line*, *Lift & Access*, *CraneWorks*, and *Lift Equipment* magazines. She is currently Managing Editor of SEAA's *Connector* magazine.

## Thursday, April 4

### Safety & Training Panel Discussion

World Class winners of the Safety & Training Excellence Awards will share best practices for keeping training fresh and how to make continual improvements in safety. Panelists will also identify trends they are watching and what training and safety concerns keep them up at night.

### Engaging and Recruiting Gen Z, Research from the Crane Industry

NCCCO Foundation will share recent research it conducted in conjunction with Tallo, a digital career platform that connects students with industry. Gain insight into the perceptions of young job seekers about the crane industry and how employers can better engage with early talent.

T.J. Cantwell is the Executive Director of NCCCO Foundation, with the mission of serving the crane industry through workforce development, education, and research. Hannah Bullard is Senior Manager of Partnership Development at Tallo.

### Litigation Containment Techniques

Kevin Cunningham, President and CEO of Crane Risk Logic, Inc., will discuss how to minimize cost, time, and hassle with discovery when crane accidents occur on steel erection projects. The session will demonstrate how using work ticket and subcontract controls can protect steel erector and fabricator interests, while certain attributes must be part of a safety culture for continual risk improvement.

## Friday, April 5

**Peer Groups** are designed for small-group interactive discussion. Each peer group session is limited to the first 25 people who sign up.

**Speeding up the Process of Change Orders**, facilitated by Todd Macintosh Executive Vice President of JPW Erectors, Inc., one of three JPW Companies, which provides structural contracting, rigging, and erecting services.

**Retaining and Engaging Field Employees**, facilitated by Ryan Englin, CEO of Core Matters, which provides coaching on getting and keeping rock star employees.



# EXHIBITORS

Booth Fees	Member Rate	Non Member Rate
<b>Regular Rate, Ends February 29</b>		
Indoor	\$1,900	\$3,500
Outdoor	\$1,900	\$3,500
2 Booths Indoor/Indoor, Indoor/Outdoor, Outdoor/Outdoor	\$3,300	\$6,500
Individual Extra Registration for Exhibitor	\$360 per person	\$475 per person
President's Dinner (Exhibitor Personnel)	\$100 per person	\$100 per person
Membership Fee		Join now for \$2,070 to receive member discount. Call 336-294-8880.
<b>Last Minute Rate, Begins March 1</b>		
Indoor	\$2,400	\$4,000
Outdoor	\$2,400	\$4,000
2 Booths Indoor/Indoor, Indoor/Outdoor, Outdoor/Outdoor	\$3,800	\$7,000
Individual Extra Registration for Exhibitor	\$475 per person	\$525 per person
President's Dinner (Exhibitor Personnel)	\$100 per person	\$100 per person
Membership Fee		Join now for \$2,070 to receive member discount. Call 336-294-8880.

## Trade Show

Exhibitors are front and center during the Welcome Reception, Wednesday, April 3. Additional dedicated show time during the morning of Thursday, April 4. Participation in golf or pickleball tournaments on Tuesday, April 2 offers additional networking opportunities.

## What Comes with Your Booth

Single Booths: 2 Registration Badges, 1 Table, 2 Chairs, Waste Bin  
 Double Booths: 4 Registration Badges, 1 Table, 4 Chairs, Waste Bin

- Electrical service is extra and must be ordered in advance.
- Additional registrations available. Fees apply.
- Additional fees apply to participate in golf or pickleball.
- Additional fee applies to attend President's Dinner.

## Demonstrations

On Thursday, April 4 (weather permitting), 45 minutes has been set aside for live equipment demonstrations in the outdoor exhibit space. There is no charge to participate but **space is limited to 5 companies and you must register by February 29**. Presentations may not exceed 8 minutes in length. Indoor exhibitors must be able to move their equipment outside without assistance. Audio equipment provided.

## Booth Assignments

Sponsors receive first priority for booth selection, in order of sponsorship level, followed by all remaining exhibitors, in the order in which they registered.



# ATTENDEE REGISTRATION



Convention Registration	Member	Non Member
<b>Early Bird, Ends January 31</b>		
Single	\$750	\$925
Couple	\$1300	\$1425
<b>Regular Rate, Ends February 29</b>		
Single	\$900	\$1050
Couple	\$1375	\$1600
<b>Last Minute Rate, Begins March 1</b>		
Per Person	\$1100	\$1100

## Not a Member?

Membership is as low as \$1,020 for Erectors in the \$0 to \$3 million annual revenue category. Join now to take advantage of registration discounts. Call 336-294-8880 for info.

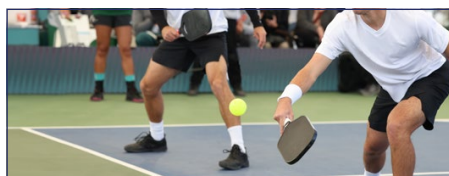


# SPONSORSHIP PACKAGES

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>\$12,500</b> <b>1 Exclusive Sponsor</b>	<b>\$7,500</b> <b>Limited to 4 Sponsors</b>	<b>\$5,000</b> <b>Limited to 6 Sponsors</b>	<b>\$2,000</b> <b>Limited to 8 Sponsors</b>	<b>\$1,000</b> <b>Limited to 10 Sponsors</b>
Name & Link on SEAA Events Page	Name & Link on SEAA Events Page	Name & Link on SEAA Events Page	Name & Link on SEAA Events Page	Name & Link on SEAA Events Page
Sponsor Level Recognition on Slides	Sponsor Level Recognition on Slides	Sponsor Level Recognition on Slides	Sponsor Level Recognition on Slides	Sponsor Level Recognition on Slides
2 Social Media Spotlights	2 Social Media Spotlights	1 Social Media Spotlight	1 Social Media Spotlight	Logo on Signs for Transportation
1 PRE Event Custom Email Blast	1 PRE Event Product & Services Spotlight Email (with other Platinum Sponsors)	1 POST Event Product & Services Spotlight Email (with other Gold Sponsors)	Option of (1) 1. Rotating Banner Ad on SEAA website 2. Literature in Attendee Bags	
Option of (1) 1. 30 second Video on Sponsor Slides 2. Rotating Banner Ad on SEAA website 3. Literature in Attendee Bags	Option of (1) 1. 15 second Video on Sponsor Slides 2. Rotating Banner Ad on SEAA website 3. Literature in Attendee Bags	Option of (1) 1. Rotating Banner Ad on SEAA website 2. Literature in Attendee Bags		
Introduce Keynote Speaker	5 minute Presentation During Agenda (Choice of Wed AM, Wed PM, Thurs PM)	Entertainment Sponsor for Tuesday Cash Bar Reception, includes Logo on Sign with Name of Band/Entertainer and Literature on High Top Tables		
Exclusive President's Dinner Sponsor, includes Branded Table Decorations and Logo on Napkins	Choice of (1), based on availability 1. Logo on Hotel Key Cards 2. Logo on Lanyards 3. Logo on Attendee Bags 4. Logo Ice Sculpture at Welcome Reception			

# GOLF & PICKLEBALL SPONSORSHIPS

George R. Pocock Memorial Golf Tournament Sponsor Item	Quantity	Amount
Tent	1	\$1,500
Lunch	2	\$1,200
Logo Tournament Balls	2	\$1,200
Beverage Cart	4	\$1,200
Longest Drive	4	\$300
Closest To The Pin	4	\$300
Putting Contest	1	\$300
Hole-In-One	4	\$300
1st Place Team	1	\$800
2nd Place Team	1	\$600
3rd Place Team	1	\$400
4th Place Team	1	\$200
Tee/Hole	Unlimited	\$200



Pickleball Tournament Sponsor Item	Quantity	Amount
Lunch	1	\$1,200
Tournament Visors	1	\$1,200
Beverages	1	\$800
Courts & Equipment	3	\$100
1st Place Team	1	\$400
2nd Place Team	1	\$300
3rd Place Team	1	\$200





# FUNDRAISER

## Boom Lift Ball Drop

The Boom Lift Ball Drop, sponsored by United Rentals, is SEAA's semi-annual fundraiser to support Safety & Education projects. The raffle is split 50/50 with the winner. Let's beat last year's record of more than \$3,600!

Funds have been used to award grants to World Class winners of the Training Excellence Award and to develop SEAA's exclusive training videos available for free to members on the SteelPros Training Portal.

Buy \$10 tickets during the Golf and Pickleball Tournaments and during the Trade Show.



# EXCURSIONS

## George R. Pocock Memorial Golf Tournament

### Raven Golf Club

3636 E. Baseline Rd.  
Phoenix, AZ 85042

Date: Tuesday, April 2, 2024

Time: 6:15 am Transportation departs hotel;  
8 am Shotgun Start

Fees: \$275 (until January 31)  
\$300 (beginning February 1)

Last Day to Sign Up: March 22



Etched into a rugged mountain slope with sweeping panoramic vistas of the surrounding valley and the Phoenix skyline, Raven Golf Club Phoenix's par-72, 7,078-yard championship layout is an anomaly among traditional desert layouts.

More than 6,000 mature pine trees traverse lush rolling fairways and expansive, multi-tiered greens, with a unique assortment of bunkers and water features creating both strategic diversity and a stunning backdrop for golf. The course has earned recognition among the nation's top daily fee golf courses – including 4.5 stars by Golf Digest, “#5 Golf Course in the State” by Arizona Magazine, and #1 Guest Service in North America.”

### About the Tournament

George R. Pocock (1932-2011) was a board member, 2006 recipient of the William Davis Service Award, and long-time organizer of SEAA golf events.

### Registration

Registration fee includes green fee, cart, range balls, snacks, beverages, and lunch. Proper golf attire is required: collared shirts; slacks, shorts or skirts must be hemmed and in good condition. Recommended short/skirt length is mid-thigh. Tank tops, swimwear, cutoffs, gym shorts and the like are not acceptable.

All golfers are expected to conduct themselves in a civilized manner in accordance with USGA rules of etiquette and conduct. Disorderly conduct will not be tolerated. Participants acting disorderly will be removed from the premises.

Club rentals, limited availability. \$75. Contact course to reserve at 602-243-3636.

Team prizes awarded to 1st, 2nd, 3rd, and 4th Place; Individual prizes awarded to Longest Drive, Closest to the Pin, Putting, and Hole in One.

When registering, be prepared to specify your pairing requests when prompted on the form. Requests are not guaranteed, but we will do our best to honor them. **Golfers are NOT permitted to abandon your assigned foursome, nor to re-assign yourselves in any way, on the day of the tournament.**

## Pickleball Tournament

### Chicken N Pickle

9330 W. Hanna Lane  
Glendale, AZ 85305

Date: Tuesday, April 2, 2024

Time: Check-In 10:30 am,  
11 am to 2 pm Round Robin

Fees: \$160 for Round Robin Tournament  
\$160 for Introductory Lesson and  
1 hour of Open Play



Last Day to Sign Up: March 18

Pickleball is the fastest growing sport in America and is most popularly played as doubles (2v2) on a court half the size of a tennis court with an oversized ping pong paddle and a small plastic ball. The rules are a mix of tennis and ping pong and are easy and fun for all ages to play together.

### Registration

Choose between participation in Round Robin Tournament or Introductory Lesson and Open Play. Transportation is not provided. CNP is within walking distance of hotel. Waiver required for all players.

Round Robin Tournament will pair individual players in rotation through bracket play. Each player is guaranteed three games, played to 11 and win by 1. The top four teams, based on point accumulation and point differential, compete in Semifinal and Final Playoff Games to determine 1st, 2nd, and 3rd place.

Introductory Lesson and Open Play will include a 30 minute group lesson from a pickleball pro and 60 minutes for open playing time on a shared court.

Fee includes either the tournament or lesson, paddles and balls, and beverages and lunch.

