

MIDWEST INSULATION CONTRACTORS' ASSOCIATION
SCHEDULE OF EVENTS
2024 Annual Convention
Hotel Alex Johnson - Rapid City, SD

SUNDAY, JUNE 16, 2024

12:00 p.m. – 4:00 p.m.	Registration
9:00 a.m. – 2:00 p.m.	MICA Manual Committee Meeting (Closed)
2:15 p.m. – 3:15 p.m.	Executive Committee Meeting (Closed)
3:30 p.m. – 4:30 p.m.	Past Presidents' Planning Committee Meeting (Closed)
6:00 p.m.	Past Presidents' and Board of Directors' Dinner (By Invitation)

MONDAY, JUNE 17, 2024

9:00 a.m. - 12:00 p.m.	Board of Directors Meeting
12:30 p.m. - 5:00 p.m.	General Registration and MICA Hospitality Room Open
1:00 p.m. - 2:15 p.m.	Promotion & Membership Committee Meeting (Open to All Attendees)
2:30 p.m. – 3:45 p.m.	Young Professionals Committee Meeting (Open to All Attendees under 40 or with less than 5 years' experience in the industry)
4:00 p.m. - 5:00 p.m.	First Time Attendee Orientation and Reception
5:00 p.m. - 6:00 p.m.	Associate Sponsored Opening Night Welcome Reception 50/50 Raffle to Benefit the YP Scholarship Program
Evening Open	Dinner on Your Own

TUESDAY, JUNE 18, 2024

8:00 a.m. – 8:45 a.m. **Member/Spouse Plated Breakfast and Opening Remarks**

8:45 a.m. – 9:45 a.m.



Keynote Presentation - Lessons From Survival

with Luke Soderling, Discovery Channel's 60 Days Survivor

In 2017 Luke was selected as a survivalist on the Discovery Channel's hit show, "The Wheel". Luke survived in 6 places in South America for over 60 days alone. With ingenuity, hard work, and determination he excelled in the wild, building complex shelters with the materials available, catching 142 fish and killing a caiman with a machete. His drive and determination in wilderness survival is only overshadowed by the grit and determination he showed as he beat stage 3 thyroid cancer in 2013. With Luke, you will learn that you are stronger than you think you are, and that no matter what life throws at you, you never ever give up.

9:45 a.m. – 10:00 a.m.

Break

10:00 a.m. – 11:15 a.m.



“This is Not My First Rodeo!” Strategies for Resilience During Stressful Times
with Brenda Clark, Brenda Clark Hamilton, Inc.

One of the most valuable traits for success in the insulation industry, and in life in general, is resilience. Resilience is the ability to keep moving forward despite challenges, and the strength to recover quickly from setbacks. This engaging, high-energy session will provide practical, research-based strategies for developing your personal resilience that will benefit you at work and home. You will learn several user-friendly tools, including 'ARG' and 'Grit,' for facing the most stressful of times with a calm assurance that says, “This is not my first rodeo; I’ve been through difficult times before. I can face whatever is thrown my way with wisdom, creativity, common sense, and quiet confidence.”

12:00 PM

Golf Tournament - The Golf Club at Red Rock
6520 Birkdale Dr. – Rapid City, SD 57702



Less than 20 minutes away, The Golf Club at Red Rock offers terrific views and challenging play for golfers at every skill level. Well-groomed fairways and greens make this course difficult yet friendly, and the staff can offer tips and tricks for playing your best round.

Transportation to and from the golf course will be provided. The first bus will leave the hotel at 12:00 PM and then again at 12:45 PM.

Enjoy a Backyard BBQ Buffet Lunch on the Clubhouse patio starting at 12:30 pm. Shotgun Start at 1:30 p.m.

Don't forget to bring some cash! The MICA Young Professionals will be there Selling Mulligans to Benefit the YP Scholarship Program!

1:00 PM

Spouse/Guest Outing (You MUST be Pre-Registered to Attend)
Southern Hills & Mount Rushmore Guided Tour

Attendees are encouraged to find Lunch on their own prior to departure.
Meet in the hotel lobby at 12:45 PM

Attendees will depart from the Hotel Alex Johnson and then travel the Iron Mountain Road to experience the pigtail bridges and famous tunnels that frame Mount Rushmore. The tour will pause at the Mount Rushmore National Memorial where guests can marvel at the majestic beauty of the Black Hills of South Dakota and learn about the birth, growth, development, and preservation of the country. Attendees will also have time to wander through museums, take the presidential trail and visit gift shops. Then on to Custer State Park. Known as the “Jewel of the Black Hills”, this portion of the tour will take attendees for a drive down Needles Hwy with a stop at Sylvan Lake. See the gorgeous Rock formations that frame this famous drive and learn about of the geological history and the importance of the Native American History of the area. Guests will Return to Hotel at approximately 5:00 PM

Afternoon and Evening Open

Dinner on Your Own

WEDNESDAY, JUNE 19, 2024

7:00 a.m. – 8:30 a.m.

Breakfast for All Attendees

7:30 a.m. - 8:20 a.m.

Safety Committee Meeting (Open to All Attendees)

8:30 a.m. – 9:15 a.m.

Annual Membership Meeting & Election of Board Directors
Recognition of “Best Practices in Safety” Participants
with Doug Jenks - Auman, Mahan & Furry

9:15 a.m. – 9:50 a.m.



Carbon Goals – Start Now, It’s Easier Than You Think

NIA President, Jack Bittner with Johns Manville

Working together, the mechanical insulation industry can lead the country to achieve national carbon goals. Jack Bittner, Senior Product Manager at Johns Manville Industrial and the 2024-25 National Insulation Association (NIA) President, dives into NIA’s recent Study on Insulation’s Positive Impact on Energy Efficiency and Emission Reductions and explains how mechanical insulation moves the nation closer to the U.S. 2030 carbon goals (and 2050 Net Zero goals if included in the presentation). Bittner describes how this study’s facts can help your company, customers, and the country use mechanical insulation to rapidly achieve decarbonization goals while saving energy and providing system benefits for each insulation project.

10:00 a.m. – 11:00 a.m.



Are You Running Your Business or is It Running You?

with Melanie Towey, Melanie Anne, LLC and EOS Worldwide

Do you to see your business consistently run better and grow faster? This talk delivers a powerful, inspirational presentation that will introduce you to the Six Key Components of a successful business. Maybe you grapple with some of these challenges in your business:

- Lack of control over time, markets, or your company.
- People who don’t listen, understand, or follow through.
- Profit that’s inconsistent and/or there’s not enough.
- Growth is happening, but you can’t break through to the next level.
- Quick fixes that come and go, bringing little change with continued frustrations.

This talk introduces The Entrepreneurial Operating System® (EOS®), a comprehensive business operating system that aligns and synchronizes all of the parts of the business.

Using a proven process that has been implemented in tens of thousands of companies around the world, this talk helps leadership teams get better at three things:

- VISION: Getting everyone in your organization 100% on the same page with where you’re going, and how you plan to get there.
- TRACTION®: Instilling discipline and accountability throughout the company so that everyone executes on that vision — every day.
- HEALTHY: Helping your leaders become a more cohesive, functional, healthy team.

11:00 a.m. – 12:00 p.m.

Open Forum Discussions:

Union Contractors Forum –Ted Nickel, Moderator

Open Shop Contractors Forum – Adam DeGraaf, Moderator

Associate Member Forum – Louis Walton, Moderator

Afternoon Open

Open to Enjoy the Sites of Rapid City, SD

5:30 p.m.

Gala Reception, Dinner, and Dance (Casual Dress)

THURSDAY, JUNE 20, 2024

7:30 a.m. Board of Directors Meeting (Closed)

9:00 a.m. - 10:30 a.m. **Farewell Breakfast Buffet, Sports Awards, and Prizes**

NOTE: This is a tentative schedule of times and events. The final schedule and starting times for some events may vary from this tentative schedule.

DRESS CODE: The dress code for the convention is business casual for all events including the Tuesday evening Gala Reception and Dinner.