



  
**AMERICAN SOCIETY OF CONCRETE CONTRACTORS**  
**CONCRETE EXECUTIVE LEADERSHIP FORUM**  
**JULY 14-17 2022**  
  
 KOHLER, WISCONSIN

# REGISTRATION FORM | FEES

Register @ [www.asconline.org](http://www.asconline.org)



For more than one attendee, please photocopy this form

Name \_\_\_\_\_ Spouse/Guest Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_

\*Email \_\_\_\_\_ \*\*Spouse Email \_\_\_\_\_

Emergency Contact Name & Telephone \_\_\_\_\_

\* Required to complete registration. Your email address will only be used for CELF purposes, and will not be sold.  
 \*\* Please provide unique email address for use in the ASCC app.  
 Email address must be that of the attendee/spouse.

**ASCC Member Fee:** \$995 \_\_\_\_\_ **ASCC Spouse/Guest Fee:** \$555 \_\_\_\_\_

**Non-member Fee:** \$1070 \_\_\_\_\_ **Non-member Spouse Fee:** \$635 \_\_\_\_\_

**Dinner Only Adults:** \_\_\_\_\_ **Thursday (\$200)** **Saturday (\$220)**  
 Thursday # \_\_\_\_\_ Saturday # \_\_\_\_\_

**Dinner Only Children (ages 4 - 13):** \_\_\_\_\_ **Thursday (\$30)** **Saturday (\$30)**  
 Thursday # \_\_\_\_\_ Saturday # \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Name \_\_\_\_\_ Age \_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Name \_\_\_\_\_ Age \_\_\_\_\_

**Total Registration Fee:** \_\_\_\_\_

### Giant Games | Thursday, July 14 - 2:00 pm (No Fee)

Name \_\_\_\_\_ Name \_\_\_\_\_

### Spouse/Guest Event | Friday, July 15 - 8:00 am – Outdoor Yoga Flow (\$50)

Name \_\_\_\_\_ Name \_\_\_\_\_

**Total Registration Fee:** \_\_\_\_\_

### Spouse/Guest Event | Saturday, July 16 - 9:00 am — Dessert Wars (\$160)

Name \_\_\_\_\_ Name \_\_\_\_\_

**Total Dessert Wars Fee:** \_\_\_\_\_

### Golf | Saturday, July 16 - 12:40 pm shotgun start — River Course @ Blackwolf Run (36 max)

18-hole Fee: \$450 \_\_\_\_\_ Golf Club Rentals: \$90 \_\_\_\_\_

Circle One: RT LT **Total Golf Fee:** \_\_\_\_\_

### Sailing Synergy | Saturday, July 16 - 1:00 pm (\$180) (40 max)

Name \_\_\_\_\_ Name \_\_\_\_\_

**Total Sailing Fee:** \_\_\_\_\_

**TOTAL FEES:** \_\_\_\_\_

### Payment

- Check is enclosed, payable to **American Society of Concrete Contractors**
- Visa  Mastercard  Amex

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

IN COOPERATION WITH  
  
 THE MAGAZINE OF THE AMERICAN CONCRETE INSTITUTE

**866-788-2722**  
**ASCONLINE.ORG**

Email or Mail Completed Form with Payment or  
 Register Online @ [www.asconline.org](http://www.asconline.org)  
 Mail: ASCC 2025 S. Brentwood Blvd. Suite 105, St. Louis, MO 63144  
 Telephone: 314-962-0210 Email: [bgarnant@asconline.org](mailto:bgarnant@asconline.org)

# The American Club<sup>®</sup>

## RESORT HOTEL

July 14-17, 2022, Kohler, WI

This conference represents a unique opportunity to exchange ideas, learn new management and leadership techniques, and develop friendships with peers from across the country, with ample time to explore and enjoy this unique village and its many amenities.

THE AMERICAN CLUB<sup>®</sup>  
[www.destinationkohler.com](http://www.destinationkohler.com)

Built in 1918 to house immigrants employed by the Kohler Co., The American Club has symbolized opportunity for more than 80 years. Refurbished and reopened as a luxury resort hotel in 1981, the building retains a reverence for the past and the spirit of those early residents. From its handcrafted oak paneling and gleaming chandeliers to its museum quality furnishings, this living landmark radiates old world charm. The American Club is a AAA, five star, five diamond resort hotel, and a member of Historic Hotels of America<sup>®</sup>.



## ACCOMMODATIONS

Hotel accommodations have been reserved at the American Club at a discounted group rate of \$399. Family cabins are available starting at \$500 per person. All guest accommodations are non-smoking. Cancellation, "failure to show", late arrival or early departure of reservations on or after June 13, 2022 will be charged to the individual. Call **866-976-5014** to reserve your room. Reference **"109465"** and mention the American Society of Concrete Contractors for the discounted rate.



## ATTENDANCE POLICY

Attendance is reserved exclusively for contractors and Industry Friends, as well as manufacturers who have paid a fee as official sponsors of the event. The American Society of Concrete Contractors reserves the right to review, accept and/or reject all registrations.

Balancing hard work with healthy relaxation, four Pete Dye-designed 18-hole championship courses provide exhilarating play for golfers; Whistling Straits, which embraces two miles of Lake Michigan shoreline and Blackwolf Run. The Straits Course plays from near lake level to panoramic bluff elevations 50 feet above the fairways, while the Irish Course offers a dunes and grasslands design interwoven by four



meandering streams. Blackwolf includes the River Course, Meadow Valleys, and The Baths. Additional venues for unwinding include Kohler Waters Spa, Sports Core Private Health and Fitness Facility, Bold Cycle indoor biking, Yoga on the Lake, and River Wildlife, a private, 500-acre wilderness preserve.



## THE AMERICAN CLUB INFORMATION

The American Club is located one hour north of Milwaukee and 2 hours north of Chicago. Exit 1-43 onto highway 23 west (Exit 126). Proceed 2/3 mile to County Trunk Y (Kohler Exit).



## KOHLER Waters Spa

From innovative hydrotherapy services to nourishing treatments; relaxing respite spaces to relaxation pools, as the only five-star spa in the state, Kohler Waters Spa offers world-class well-being experiences. Choose from the Lavender Rain signature treatment, the Virtual Reality Pedicure, H2O Inspiration for Two, a Uniquely Yours Custom Facial or many more treatments and therapies. Call **800-344-2838**.

## Thursday Afternoon – 2:00-4:00 pm – Giant Games

Feeling a little competitive? Come to the Courtyard for a few rounds of cornhole, jumbo Jenga, or life-sized Connect 4. Play in teams with your family or ASCC friends for bragging rights.

## Spouse/Guest Event | Friday Morning – 8:00 am – Outdoor Yoga Flow

A slow-paced strength and mobility class with a variety of static stretches and flowing yoga movements. This class is focused on controlling your body through space. These slow controlled movements increase core stability, balance, and full body strength, while increasing range of motion.



## Spouse/Guest Event | Saturday Morning – 9:00-11:00 am – Dessert Wars

Take on the challenge of creating a fine dessert from scratch. Working alongside Kohler's renowned pastry chefs, teams will work together to prepare, bake, and present their dessert masterpieces to the judges in this delectable cooking competition. Teams will walk away with more than a delicious and fun experience - the accomplishment of preparing a savory dessert from beginning to end and sharing the treat together!



## Saturday Afternoon – 1:00-4:00 pm – Sailing Synergy

Bring your team and take advantage of our unique location on beautiful Lake Michigan! Never been sailing before, or maybe you're an expert on the sea? Either way, Sailing Synergy is a fun, interactive experience for both beginner and experienced sailors alike. Our certified instructors and experienced facilitators will customize a sailing experience fit for your entire team.



## Saturday Golf – 12:40-6:00 pm – Blackwolf Run River Course

Around 1800, Chief Blackwolf and his Winnebago tribe resided in the Sheboygan River Valley. Today, melded into the same glacier-carved river basin, you'll find The River Course of Blackwolf Run. The River Course features target landing areas, large undulating greens and water or gorges on 14 of the 18 holes for a challenging, yet beautiful playing experience.



# SPEAKERS



## SCHEDULE

### Thursday, July 14th

|                  |  |
|------------------|--|
| 2:00 – 4:00 P.M. | Giant Games  |
| 3:00 – 5:00 P.M. | Registration   |
| 6:00 – 7:00 P.M. | Cocktail Reception & Group Photo<br>(Fountain/Gazebo Courtyards) |
| 7:00 – 9:00 P.M. | Opening Dinner (Wisconsin Room)                                  |

### Friday, July 15th

|                    |   |
|--------------------|---|
| 8:00 – 9:00 A.M.   | Breakfast   |
| 8:00 – 9:00 A.M.   | Spouse/Guest Event: Outdoor Yoga Flow*  |
| 9:00 – 10:30 A.M.  | Speaker: Michael Schneider, VP & Chief People Person, Baker Concrete Construction                     |
| 10:30 – 11:00 A.M. | Break   |
| 11:00 A.M. – 12:00 | Speaker: Ken Simonson, Chief Economist, AGC   |
| 12:00 – 1:00 P.M.  | Lunch (Great Bay Ballroom)  |
| 1:00 – 2:30 P.M.   | Speaker: Michelle Wilson, Sr. Director, Concrete Industry Outreach and Support, Portland Cement Assn. |
| 2:30 – 3:00 P.M.   | 30-Min Energizer  |
| 3:00 – 4:00 P.M.   | Roundtables   |
| 6:30 – 7:30 P.M.   | Reception (Kohler Design Center)  |
|                    | Dinner on Your Own  |

### Saturday, July 16th

|                    |  |
|--------------------|--|
| 8:00 – 8:30 A.M.   | Breakfast  |
| 8:30 – 10:00 A.M.  | Speaker: Ross Bernstein, Author/Speaker            |
| 9:00 – 11:00 A.M.  | Spouse/Guest Event/Dessert Wars*                   |
| 10:15 – 11:45 A.M. | Speaker: Bruce Suprenant, Technical Director, ASCC |
| 12:40 – 6:00 P.M.  | Golf Tournament*                                   |
| 1:00 – 4:00 P.M.   | Sailing Synergy*                                   |
| 6:30 – 8:30 P.M.   | Reception, Closing Dinner, B.E.A.M. Awards         |

### Sunday July 17th

|                   |                                 |
|-------------------|---------------------------------|
| 8:00 – 10:00 A.M. | Warm Goodbye (Gazebo Courtyard) |
|-------------------|---------------------------------|

\*Reservation Required



**KENNETH D. SIMONSON** | Chief Economist, Associated General Contractors of America

#### WORKFORCE WORRIES, PROJECT PROSPECTS, SUPPLY SNAGS

Ken Simonson has been chief economist for the AGC since 2001. He has more than 40 years experience analyzing, advocating, and communicating about economic and tax issues. He is a Fellow and past president of the National Association for Business Economics, and co-founder of the Tax Economists Forum. Ken will address the most current obstacles facing the industry and how these will affect the construction outlook and your company's prospects.



**MICHAEL SCHNEIDER** | VP & Chief People Officer, Baker Concrete Construction

#### ON OUR MINDS: CARING FOR OUR MENTAL HEALTH

When you think of jobsite hazards, falls, sprains and cuts may top the list. What about the dangers you can't see? A 2020 study found that 83% of construction workers have experienced a mental health issue. Learn the impact mental illness may be having on your company and how to best handle it with outreach and support. Mike began his career at Baker Concrete in 1978 as a project manager and is currently the champion of Baker's Incident & Injury Free (IIF) Program and responsible for safety at Baker on a global basis.



**ROSS BERNSTEIN** | Author

#### THE CHAMPION'S CODE

"The Champion's Code" is based on more than six years of research that resulted in a series of sports-business books examining how and why certain teams win championships, and chronicling the unwritten and unspoken rules or "codes" in the world of sports. Through this lens Ross challenges his audiences to think about the differentiators that ultimately lead customers to choose to do business with them.



**MICHELLE WILSON** | Sr. Director, Concrete Industry Outreach and Support, Portland Cement Association

#### PCA ROADMAP TO CARBON NEUTRALITY

Michelle L. Wilson, FACI, has over 25 years of experience relating to concrete materials, specifications, performance, troubleshooting and repair. She is responsible for PCA's technical resources, covering the entire spectrum of cement and concrete technology. The PCA Roadmap to carbon neutrality by 2050 involves the entire value chain including clinker, cement, concrete, construction, and the use of concrete as a carbon sink. This approach to carbon neutrality includes a variety of targets, timelines, technologies, and policies all of which can assist in the achievement of carbon neutrality. This presentation will also address obstacles and opportunities regarding measuring carbon during onsite construction.



**BRUCE SUPRENANT** | PE, PhD, FACI, technical director, ASCC

#### CONCRETE CONSTRUCTABILITY TO THE RESCUE

This presentation will provide a summary of CII, ACI, and ASCC constructability efforts and highlight constructability endeavors by industry segments such as AASHTO, AISC and others. Dr. Suprenant will discuss constructability efforts of small, medium, and large concrete contractors, as well as presenting a perspective of constructability by the designer, construction manager, concrete contractor, and ready-mix producer. Emphasizes obstacles and barriers to improve constructability.