



**DIRT  
WORLD**  
S U M M I T

# AGENDA

**OVERVIEW**



**DAY 1**



**DAY 2**



**DAY 3**



**PRE-CON**





## MON, NOV 4 DAY 1

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### 6:30 am - 2:55 pm

Pre-Con Sessions (See next page for details)

### 4:00 pm - 4:05 pm

Welcome Remarks

### 4:05 pm - 4:35 pm

Dirt World State of the Union - Aaron Witt, BuildWitt

### 4:35 pm - 5:35 pm

The Spiritual Billionaire - Jesse Itzler, Serial Entrepreneur & Author

### 5:35 pm - 6:30 pm

The Way You Think - Chadd Wright, 3 of 7 Project

### 6:30 pm - 7:30 pm

Welcome Reception & Exhibitor Power Hour

## TUE, NOV 5 DAY 2

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### 6:00 am - 6:45 am

God's Four Foundations for Building your Purpose  
- Pastor Daron Earlewine

### 6:30 am - 8:00 am

Breakfast & Exhibit Hall Open

### 8:00 am - 8:50 am

How to Build Culture in a Team - Sal Frisella, 1st Phorm

### 8:50 am - 9:40 am

The Most Trusted Brand - Marcus Sheridan, IMPACT

### 9:40 am - 10:10 am

Break & Exhibit Hall Open

### 10:10 am - 10:40 am

What it Takes to Deliver a Texas-sized Program -  
Brandye Hendrickson, TX DOT

### 10:40 am - 11:30 am

Safety on the Inside - Vince Hafeli, Ajax Paving  
Industries and Hamilton Baiden, Youturn Health

### 11:30 am - 1:00 pm

Lunch & Exhibit Hall Open

### 1:00 pm - 2:00 pm

The A Method for Hiring - Dr. Geoff Smart and  
Jeff Mclean, ghSMART

### 2:00 pm - 3:00 pm

Redefining Success for Your Business - Tim Schurrer,  
David Novak Leadership

### 3:00 pm - 3:30 pm

Break & Exhibit Hall Open

### 3:30 pm - 4:00 pm

Summit Talk Presentation

### 4:00 pm - 4:45 pm

Change is certain; Progress is not. - Herb Sargent, Sargent

### 4:45 pm - 5:30 pm

Exhibit Hall Open

### 5:30 pm - 6:15 pm

Cocktail Reception

### 6:30 pm - 8:15 pm

Dinner and Entertainment

## WED, NOV 6 DAY 3

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### 5:30 am - 6:15 am

Morning PT - 1st Phorm

### 6:30 am - 8:00 am

Breakfast & Exhibit Hall Open

### 8:00 am - 9:00 am

Election 2024 - Daniel Fisher, Associated Equipment  
Distributors and Ken Simonson, Associated General  
Contractors of America; Moderated by Jonathan Campbell

### 9:00 am - 9:45 am

BuildWitt 2025 Roadmap - Randy Blount, BuildWitt

### 9:45 am - 10:15 am

Break & Exhibit Hall Open

### 10:15 am - 12:00 pm

Own Your Attitude & Iterative Decision-Making,  
Rob Jones & Dave Berke, Echelon Front

### 12:00 pm - 1:30 pm

Lunch & Exhibit Hall Open

### 1:30 pm - 2:30 pm

Navigating an Intentional Life - Chris Stricklin,  
Dunn University

### 2:30 pm - 2:45 pm

Summary and Debrief - Jason Richmond, BuildWitt





## MON, NOV 4 PRE-CON

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Make the most out of your time and join us Monday for any of our OPTIONAL pre-conference sessions. These are special events held before the main event. Most are free; only our skeet shooting tournament has a fee.

<b>8:00 am</b>	Registration Open
<b>8:00 am - 3:00 pm</b>	Dirt World Skeet Shoot Tournament (\$500) - National Shooting Complex, Transportation Provided
<b>9:00 am - 9:50 am</b>	How to Implement a Mental Health Program - Rich Jones and Erin Crow, Yeturn Health Summit Talk #1: Digging Deeper to Open the Conversations - Sydne Jacques, Leadership Consultant, Lead Rebel in the Retention Revolution Summit Talk #2: Jim Rhodes, Group Leader at Wayne Brothers, Inc Sponsor Workshop: Cutting Edge Technologies for Today's Earthwork Projects - DirtPrep Solutions Sponsor Workshop: Leveraging AGTEK Solutions to Attract and Retain Top Construction Talent - Hexagon (AGTEK)
<b>10:00 am - 10:50 am</b>	3 Simple Things to Improve Personal Health & Business Performance - Will Grumke & Austin Davis, 1st Phorm Summit Talk #3: Kate and Tyler Holden - Company owner & Leader in Training at KT Holden Summit Talk #4: Dave Lersch - VP at Miller Bros. Const., Inc. Sponsor Workshop: No Guts, No Glory: The Critical Truths of Company Culture and Why it Will Make or Break your Business - Scott Peper, Mobilization Funding
<b>11:00 am - 11:50 am</b>	How to Build a People-Focused Development Program - Amy Porter, Dale Carnegie of Central Indiana Summit Talk #5: Ryan Schmitt - CEO/Owner of Petticoat-Schmitt Civil Contractors, Inc. Summit Talk #6: Scott Peper, Mobilization Funding Sponsor Workshop: Building Financial Foundations: Enhancing Employee Wellness, Retirement Planning, and Talent Retention in the Construction Industry - Broadstone Advisors Sponsor Workshop: Executive Peace of Mind: Why Risk Management Matters—Stories of Triumph Over Turbulence - Jeff Spatz, Graham Company



## MON, NOV 4 PRE-CON

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### 12:00 pm - 12:50 pm

Sponsor Workshop: Understanding Gov't Contracting Requirements - AXIM  
The Learning Path to a High-Performance Organization - Freddy Lund, Tenstar Simulation AB  
Summit Talk #7: Shane Weigand, Public Lands Maintenance  
Summit Talk #8: Jeff Harris, Risk Control, Joe Bland Construction  
Sponsor Workshop: Efficient Work Zone Ahead: Less Flagging, More Doing! - Street Smart

### 1:00 pm - 1:50 pm

Sponsor Workshop: Revolutionizing "Werk" Efficiency: The Tilt Rotator Advantage - Werk-Brau  
The Power of Purposeful Recognition - Tim Schurrer & Koula Callahan, David Novak Leadership  
Summit Talk #9: Nick Pickrel, President of Kingsway Services LLC  
Summit Talk #10: Daron Earlewine, Personal and team development coach  
ESOP Case Studies (Sargent, Garney, Petticoat-Schmitt, Broadstone) - Todd McDonald, Broadstone; Herb Sargent, Sargent; Ryan Schmitt, Petticoat-Schmitt

### 2:00 pm - 2:50 pm

Breaking Ground: On Inclusive Diversity for the Construction Industry - Jorge Quezada, Granite Construction  
ESOP Case Studies (Sargent, Garney, Petticoat-Schmitt, Broadstone) - Todd McDonald, Broadstone; Herb Sargent, Sargent; Ryan Schmitt, Petticoat-Schmitt  
Sponsor Workshop: Safety - James Hughes, Portwest  
High School Recruiting - Aron Nick, Strack & Mark Payne, Artera North Gas

### 3:00 pm

Exhibit Hall Opens

# DAY 1

MONDAY, NOV 4



4:05 PM - 4:35 PM

## Dirt World State of the Union

Aaron plans to deliver a “state of the union” on the Dirt World and BuildWitt. If all goes well, you’ll leave more educated, entertained, and inspired. He’ll lean on his travels across America and worldwide to highlight what the best contractors do to turn their people challenge into an enormous opportunity. Working together is the only way our industry will win into the future, and Aaron will outline how.



**AARON WITT**  
“Chief Dirt Nerd” & CEO,  
BuildWitt

4:35 PM - 5:35 PM

## The Spiritual Billionaire

Being an entrepreneur is a journey you walk, as you look to achieve big things. In this speech, Jesse shares stories from his own path. Brought to life with the help of DJ Dee Wiz, through humor, music, love, loss, and knowledge, Jesse distills lessons he’s learned. By breaking down the hours in a day, and knowing that sometimes a lot of soul, creating your own luck, and the power of the spoken word can allow your own journey to get you exactly what you want, without having to give up what you have.



**JESSE ITZLER**  
Serial Entrepreneur & Author

5:35 PM - 6:30 PM

## The Way You Think

“In order to overcome the biggest challenges we will face in personal and business life we must train our brain to think properly and respond accordingly during times of extreme stress. Chadd is here to share with you the mindset tactics, techniques and procedures (TTP’s) that he has learned and applied throughout his journey.

These simple and applicable mindset TTP’s have enabled Chadd to conquer seemingly unconquerable tasks from Basic Underwater Demolition SEAL Training to running 250 consecutive miles across the Arizona high mountain desert.

The same tools Chadd uses to endure these massive physical and mental challenges can be immediately applied by anyone, anywhere to overcome and accomplish their personal and business goals.”



**CHADD WRIGHT**  
Founder, 3 of 7 Project

# DAY 2

TUESDAY, NOV 5



6:00 AM - 6:45 AM

OPTIONAL

## God's Four Foundations for Building your Purpose

God is a creator. God is our creator. Have you ever wondered what materials He uses to build your life? In this life giving session we will discover the four core elements God uses when building us up for our divine purpose. By discovering these elements we will learn to trust God's work in our life. And if we learn to build up others like God's does, we might just change our world.

8:00 AM - 8:50 AM

## How to Build Culture in a Team

Culture can make or break a team's success. As business leaders, we can either actively establish it, grow it, protect it, and improve it to help increase the success of the team... or we allow it to work against the success of our teams. From professional baseball player, to a top salesman in the nation, to now President of an industry leading brand in the Sports and Nutrition space, hear from Sal Frisella on what it takes to build a winning culture inside a team of a few... or a few hundred and beyond.

8:50 AM - 9:40 AM

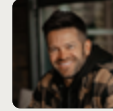
## The Most Trusted Brand

### How to Create an Endless Stream of Great Customers, Qualified Recruits, and Elevate the Dirt World Along the Way

"If you're a business, you're always experiencing one of two problems: You need more customers OR You need more qualified employees" The pendulum is always swinging, which can be frustrating, exhausting, and unrelenting.

But what if there was a way to create an endless stream of customers AND recruits? What if you could build so much trust with your brand that EVERYONE in the industry had to take notice?

That's exactly what Marcus Sheridan will be answering from the Dirt World stage this year. And after his riveting reviews from attendees last year, everyone will surely leave this keynote inspired to approach their marketing, recruiting and brand-building in ways they previously never imagined. "



**PASTOR DARON EARLEWINE**  
Author & Pastor



**SAL FRISELLA**  
CEO, 1st Phorm International



**MARCUS SHERIDAN**  
Communication Expert,  
Author & Keynote, IMPACT

# DAY 2

TUESDAY, NOV 5



10:10 AM - 10:40 AM

## What it Takes to Deliver a Texas-sized Program

Texas is experiencing explosive growth resulting in increased demand on the transportation system to move people and goods. Hear from TxDOT on delivering an historic program to meet the needs of a growing state and how collaboration, partnerships and people are critical to getting things done.

10:40 AM - 11:30 AM

## Safety on the Inside

### How to Identify and Effectively Support Behavioral Health in the Construction Industry

“Dr. Vince Hafeli, President of Ajax Paving, and Hamilton Baiden, co-founder and CEO of Youturn Health, will discuss the current problem facing our industry when looking through the lens of behavioral health...suicidal ideation, mental health, and substance misuse. They will discuss the problem using studied data, show us how to identify those in your organization that might be struggling, and show us innovative ways to tackle this crisis.”

1:00 PM - 2:00 PM

## The A Method for Hiring

“Geoff solves every manager’s #1 problem: making hiring mistakes. The stories and advice in Geoff’s speeches draw from some of the most extensive research, interviews, and stories ever assembled on the topic of hiring talent.

1. What are the costs of making hiring mistakes?
2. Why are most people bad at hiring?
3. SCORECARD: How to create a blueprint of who to hire?
4. SOURCE: How to generate a flow of the best candidates?
5. SELECT: What to look for to pick the right one?
6. SELL: How to sell the ideal person on accepting a job at your company?

The session includes a significant amount of audience interaction including live demonstrations of the interview techniques, audience realtime Q&A, and simple “takeaway tools and templates” to help attendees maximize their company’s financial performance and their own career success.”



**BRANDYE HENDRICKSON**

Deputy Executive Director,  
Department of Transportation, Texas



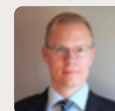
**VINCE HAFELI**

President, Ajax Paving Industries



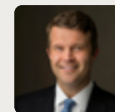
**HAMILTON BAIDEN**

CEO, Youturn Health



**DR. GEOFF SMART**

Chairman and Founder, ghSMART



**JEFF MCLEAN**

President, ghSMART

# DAY 2

TUESDAY, NOV 5



2:00 PM - 3:00 PM

## Redefining Success for Your Business

“There’s a message getting a lot of airtime these days. It says to be successful, you have to step into the spotlight, climb the ladder, become the boss, or chase whatever version of success that’s been dangled in front of you.

But what if there’s another way? What if fame, money, and power aren’t all that we should be chasing?

In this keynote, Tim Schurrer invites you to reevaluate your definition of success and learn a new, freer way to go about achieving it. Through powerful stories of people like the CEO of Apple Tim Cook, NBA all-star LeBron James, and others you’ve never heard of, you will discover that the success you’re looking for is within your reach, wherever you are and whatever your role.

4:00 PM - 4:45 PM

## Change is certain; Progress is not.

“Herb discusses the twists and turns of Sargent’s 98-year history, drawing on company and personal stories and lessons to challenge the industry to progress through change.”



**TIM SCHURRER**  
CEO, David Novak Leadership



**HERB SARGENT**  
President/CEO, Sargent



# DAY 3

WEDNESDAY, NOV 6



5:30 AM - 6:15 AM

OPTIONAL

## Morning PT

The 1st Phorm morning PT workout features a challenging 20-minute AMRAP (As Many Rounds As Possible) session. Within this timeframe, participants engage in a continuous loop of exercises.



1ST PHORM

8:00 AM - 9:00 AM

## Election 2024

### What do the results mean for the construction industry?

If recent history is any indication, we likely won't know the next president or even control of Congress until days or weeks after the election. However, most races will be called, and trends will be clear by the morning after Election Day. A Capitol Hill veteran and policy expert will give participants an inside perspective on the election results and what they could mean for the construction industry's policy priorities.



### DANIEL FISHER

Senior Vice President,  
Government & External  
Affairs, Associated  
Equipment Distributors



### KEN SIMONSON

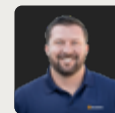
Chief Economist, Associated  
General Contractors of America

9:00 AM - 9:45 AM

## BuildWitt Roadmap

### What do the results mean for the construction industry?

"What in the heck does BuildWitt do?" is one of our most frequent questions. In this session, Randy Blount, Chief Product Officer and former construction company owner, will outline BuildWitt's future products, services, and events. And why it matters to construction companies looking to improve in recruiting, training and engaging their workforce. If you've been following BuildWitt the past few years and want a peak under the tent for what's coming next, don't miss this session.



### RANDY BLOUNT

Chief Financial Officer/Chief  
Product Officer, BuildWitt

# DAY 3

WEDNESDAY, NOV 6



10:15 AM - 12:00 PM

## Own Your Attitude

Owning your attitude means choosing positivity and resilience in the face of adversity. Acknowledge that challenges are a part of life and embrace the belief that you can learn, adapt, and improve in any situation. Taking ownership of your response, no matter the situation, is key because it empowers you to control the situation.

## Iterative Decision-Making

Being decisive is a critical trait required for a leader to develop, especially during uncertain times. This does not mean you need to perfectly predict the future and a good leader doesn't make big moves based on an assumption they know what will happen. Taking incremental steps towards the objective and making adjustments based on live feedback is core to iterative decision-making and success as a leader.

1:30 PM - 2:30 PM

## Navigating an Intentional Life

Our days seem busier with each passing year. Professional demands and personal desires leave many eager to manage time yet finding little success. This conversation will empower a new innovative full-life view of navigating our lives with intentionality, yielding a higher level of personal and professional happiness and satisfaction than ever before.

2:30 PM - 3:00 PM

## Debrief

A comprehensive review and reflection on the outcomes, strategies, and learnings from the 2024 Dirt World Summit.



**DAVE BERKE**  
Chief Development  
Officer, Echelon Front



**ROB JONES**  
Leadership Instructor,  
Echelon Front



**CHRIS STRICKLIN**  
President, Dunn University



**JASON RICHMOND**  
Chief Operating Officer, BuildWitt

# PRE-CON

MONDAY, NOV 4



9:00 AM - 9:55 AM

## How to Implement a Mental Health Program

Rich and Erin will walk the audience through the steps needed to create and implement a mental health program at your company using the Youturn Health platform, with a comprehensive case study from a construction company.



**RICH JONES**  
Chief Clinical Officer,  
Youturn Health

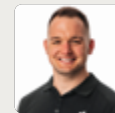


**ERIN CRAW**  
Strategic Account Manager -  
Public Sector, Youturn Health

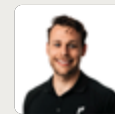
10:00 PM - 10:55 AM

## 3 Simple Things to Improve Personal Health & Business Performance

There is an undeniable correlation between an employee's health and their performance, as well as their home life. Simply, when your team feels their best, they perform their best. The good news is, improving their health does not have to be complicated to be effective. Learn from industry leading wellness experts on the foundations of nutrition, movement, mindset and what it takes to improve the health of your team and how, as leaders, you can use it to impact company culture. We'll explain how simplifying the plan can increase the results of the employee and, in turn, have a positive impact on their teammates and ultimately your business.



**WILL GRUMKE**  
Director of Education,  
1st Phorm International



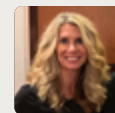
**AUSTIN DAVIS**  
NASM CPT Certified Professional  
Trainer & CNC Certified Nutritional  
Coach, 1st Phorm International

11:00 AM - 11:55 PM

## How to Build a People-Focused Development Program

"Foundational tools that are easy to remember, practical in the day to day, and transferable for your organization. Discover this transformational process and create a ripple effect throughout your organization.

How to: Provide interactions through structured processes and experiential learning; Create an environment that's safe to connect with others, share ideas, and foster human connection; Support growth with tools for immediate application, practice, and accountability."



**AMY PORTER**  
Executive Partner, Dale  
Carnegie of Central Indiana

# PRE-CON

MONDAY, NOV 4



## Executive Peace of Mind: Why Risk Management Matters—Stories of Triumph Over Turbulence

In the high-stakes world of construction, the ability to sleep soundly is often compromised by the uncertainties and risks that loom large over executive decisions. This presentation dives into the critical importance of sound risk management for executives and senior leaders in the construction industry. Through captivating real-life stories of companies that have navigated turbulent times, you'll discover how robust risk management practices can safeguard your assets, ensure business continuity, and bring peace of mind to your entire leadership team.

Special emphasis will be placed on employee and public health and safety in construction operations. Learn practical strategies to mitigate risks and hear firsthand accounts of how proactive measures turned potential disasters into triumphs. We will also explore poignant lessons learned from tragic incidents, highlighting how these experiences have driven improvements in safety standards and risk management practices.

Discover how prioritizing health and safety not only protects your workforce and the public but also enhances your company's reputation and operational efficiency. Join us to uncover the secrets to achieving tranquility for all senior executives, ensuring health and safety on your construction sites, and leading your organization with confidence.

12:00 PM - 12:50 AM

## The Learning Path to a High-Performance Organization

"High-performance organizations outperform their peers over time – higher margins, employees excited to come to work, and a culture of winning. To achieve high performance, companies must build a learning culture where gaining and sharing knowledge is prioritized.

Join BuildWitt and Tenstar as they share their combined learning pathways including theory, video-based microlearning, and realistic simulation-based training to augment your current training efforts."



**JEFF SPATZ**

Vice President - Safety Services,  
Graham Company



**FREDDY LUND**

CEO, Tenstar Simulation AB

# PRE-CON

MONDAY, NOV 4



1:00 PM - 1:55 AM

## The Power of Purposeful Recognition

“Everyone wants to be seen and heard. When people are recognized they feel valued and appreciated, and they give you back the results you want. The workshop will equip you to be a more effective leader by:

- Establishing the importance of recognition in work and in life
- How to leverage recognition to drive performance and positive behaviors
- How to recognize someone in an authentic and meaningful way; and
- How to make it part of your leadership routine.

You'll also learn how David Novak used these principles as the CEO of Yum! Brands (KFC, Taco Bell, Pizza Hut) to grow their market cap from \$4 billion to \$32 billion alongside 1.5 million employees across the globe. Facilitating this session is Tim Schurrer, CEO of David Novak Leadership, and Koula Callahan, Head of Content and Marketing at David Novak Leadership.”

2:00 PM - 2:55 PM

## Breaking Ground

### On Inclusive Diversity for the Construction Industry

Explore the dynamic world of Inclusive Diversity. In this workshop you will learn about cutting-edge strategies that not only elevate creativity and innovation but also cultivate a culture embracing diverse backgrounds, perspectives, cultures, and experiences across the entire construction industry for all!

6:30 AM - 3:00 PM

\$500

## Dirt World Skeet Shoot Tournament

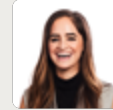
Join us for the 1st Annual Dirt World Skeet Shooting Tournament! Whether you're a seasoned shooter aiming to showcase your skills or a newcomer eager to experience the thrill of the sport, this tournament promises excitement, precision, and a spirit of friendly competition.

### The National Shooting Complex

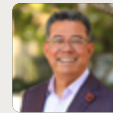
5931 Rofit Rd, San Antonio, TX 78253  
(Transportation Provided)



**TIM SCHURRER**  
CEO, David Novak Leadership



**KOULA CALLAHAN**  
Head of Marketing and Content,  
David Novak Leadership



**JORGE QUEZADA**  
Chief Inclusionist, Granite  
Construction

