

Steel Strong in ST. AUGUSTINE

.....
Connecting Leaders, Creating Community



2023 CONVENTION
& TRADE SHOW
.....
MARCH 28-31, 2023

World Golf Village Renaissance Resort • St. Augustine, FL

Golf, Fishing & Excursions • Panel Discussions • Trade Show and Live Demos
Education Sessions on Business, Technical Field Practices, & Safety
Networking at Receptions & President's Dinner

**STEEL ERECTORS
ASSOCIATION OF AMERICA**



Steel Strong in St. Augustine

The Renaissance World Golf Village Resort features on-site dining, an outdoor pool, and the award-winning Slammer & Squire golf course.

500 S Legacy Trail, St. Augustine, FL 32092

Group Rate: \$149/night

Convention registrants will receive a hotel booking link via email.

Room Block Deadline: March 13

Convention Registration	Member	Non Member
Early Bird, Ends January 31st		
Single	\$700	\$875
Couple	\$1,200	\$1,325
Regular Rate, Ends February 28th		
Single	\$750	\$950
Couple	\$1,275	\$1,425
Last Minute Rate, Begins March 1st		
Single	\$1,000	\$1,000

Excursions

Be sure to arrive on Monday to rest up for Golf, Fishing or the Museum Tour. See more information, page 5.

New Member/First Timer Reception

This invitation-only networking event is exclusively for new member companies and first-time attendees. Come meet the board and find out how to get tapped into our Steel Strong Community.

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 registration fee applies.

Discounts & Promotions

\$89+tax gets you an extra round of golf at King & Bear or Slammer & Squire courses any time one week prior and one week following the George R. Pocock Memorial Golf Tournament. Contact Michael Hodgins, Golf Group Sales, 904-907-2679 or Michael.Hodgins@troon.com to reserve your tee time.

The Boom Lift Ball Drop, sponsored by United Rentals, is SEAA's semi-annual fundraiser to support Safety & Education projects. The raffle pot is split 50/50 with the winner. Buy tickets during the golf tournament, Welcome Reception, and Trade Show.

Tuesday, March 28

7:15 am	Fishing Transportation departs hotel. Tournament starts 8 am. (registration required)
8:15 am	Museum Tour Transportation departs hotel. Tour starts 9 am. (registration required)
11:30 am; 1 pm	George R. Pocock Memorial Golf Tournament; Lunch at 11:30 am; Shotgun Start at 1 pm (registration required)
3 pm to 6 pm	Exhibitor Setup
8 pm	Reception (Live Music, Cash Bar)

Wednesday, March 29

8 am to 11 am	Board of Directors Meeting
8 am to 4 pm	Exhibitor Setup
1 pm	Member Benefits Overview
2:05 pm	Keynote Speaker, Daniel "Rudy" Ruettinger
3:35 pm	Project of the Year Panel Discussion
5:30 pm	First Timer/New Member Reception (by invitation only)
6:45 pm	Welcome Reception & Trade Show

Thursday, March 30

7:30 am	Breakfast
8:30 am	Business Meeting
9 am to 12:30 pm	Trade Show
11:30 am	Lunch
12:45 pm	Boom Lift Ball Drop
1 pm	Demos (weather permitting)
2:15 pm	Safety & Training Panel Discussion
3:15 pm	Becoming a Leader that Builds other Leaders
3:45 pm	Assuring the Successful Succession of Your Company
6:30 pm to 7:30 pm	Reception
7:30 pm to 9:30 pm	President's Dinner and Awards Presentations (additional registration required for exhibitors)

Friday, March 31

7:30 am	Breakfast
8:45 am	Changes to RCSC Bolt Code
9:05 am	Structural Fastening Trends & Challenges
10:15 am	Proven Construction Risk Management Principles with Crane Operations in Steel Erection
11:20 am	Fall Rescue Planning & Execution
12:25 pm	Common OSHA Citations & How to Avoid Them
12:45 pm	Closing Session

SPONSORSHIP PACKAGES High Value Direct Marketing & On-Site Promotion

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$12,500 1 Exclusive Sponsor	\$7,500 Limited to 4 Sponsors	\$5,000 Limited to 6 Sponsors	\$2,000 Limited to 8 Sponsors	\$1,000 Limited to 10 Sponsors
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
30 second Video on Sponsor Slides	30 second Video on Sponsor Slides	Rotating Banner Ad on SEAA website	Opportunity to put company literature in attendee bags	Logo on Signs for Transportation (Fishing, Tour)
2 Social Media Spotlights	2 Social Media Spotlights	1 Social Media Spotlight	1 Social Media Spotlight	
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)		
Exclusive President's Dinner Sponsor, includes: Branded Table Decorations and Logo on Napkins	Choice of Logo on Hotel Key Cards, Lanyards, Attendee Bags, or Ice Sculpture at Opening Reception	Entertainment Sponsor for Tuesday Cash Bar Reception, includes: Logo on sign with name of band/entertainer and opportunity to place company literature on high top tables		
Introduce Keynote Speaker	5 minute presentation during Agenda. Choice of Wednesday afternoon, Thursday morning, Thursday afternoon, or Friday morning			



GOLF & FISHING SPONSORSHIPS

Sponsor Item	Quantity	Amount
Golf Lunch	2	\$1,200
Tournament Balls	2	\$1,200
Beverage Cart	4	\$1,200
Closest to Pin	4	\$300
Longest Drive	2	\$300
Hole in One	4	\$300
Putting Contest	1	\$300
Tee/Hole	Unlimited	\$100
1st Place Team (Golf)	1	\$800
2nd Place Team (Golf)	1	\$600
3rd Place Team (Golf)	1	\$400
4th Place Team (Golf)	1	\$200
Fishing Lunch	1	\$1,200
Beverages/Snacks	1	\$800
1st Place Team (Fishing)	1	\$800
2nd Place Team (Fishing)	1	\$600
Biggest Fish by Length	1	\$300
Inshore Slam (1 each of Redfish, Trout, Flounder)	1	\$300
Most Unusual Fish (not one of primary five species)	1	\$300



EXHIBITORS Connecting Leaders, Creating Community

Booth Fees	Member	Non Member
Regular Rate, Ends January 31		
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	\$475
President's Dinner (exhibitor personnel, per person)	\$100	\$100
Last Minute Rate, Begins February 1		
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	\$525
President's Dinner (exhibitor personnel, per person)	\$100	\$100

Trade Show

Exhibitors are front and center during the Opening Reception & Trade Show on Wednesday, March 29, and they get an additional morning of dedicated show time the following day. Participation in golf, fishing or tour on Tuesday, March 28 offers more networking opportunities with members.

Demonstrations

On Thursday, March 30, (weather permitting) 60 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 six companies and you must register in advance**. Presentations may not exceed 10 minutes in length. Audio equipment will be provided.

Booth Assignments

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



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, fishing and tour.
- Additional fee applies to attend President's Dinner.



EXCURSION OPTIONS

George R. Pocock Memorial Golf Tournament

Slammer & Squire Golf Course

St. Augustine World Golf Resort
2 World Golf Place, St. Augustine, FL 32092

Date: March 28, 2023

Time: Lunch at 11:30 am, Shotgun Start at 1 pm

**Fees: \$275 per person (until February 28)
\$295 per person (beginning March 1)**

Last Day to Sign Up: March 14

Prizes

Teams: First,
Second, Third,
Fourth Place

Individuals:
Longest Drive
Putting
Hole in One



The Slammer & Squire is an 18-hole, 6,939-yard course designed by architect Bobby Weed along with World Golf Hall of Fame Members, Sam Snead (the Slammer) and Gene Sarazen, (the Squire). The course is designed to preserve the area's natural beauty and reward good shot making. It showcases the pristine, unspoiled wooded areas, wetlands and natural beauty of the region. It is relatively wide open with several contoured greens and impressive views of the World Golf Hall of Fame. The layout places an emphasis on the short game which was reflective of the finesse game that made the "Slammer" and "Squire" legends.

Fee includes green fee, cart, range balls, snacks, beverages, and lunch. Dress Code: Golf or Business Casual Attire. Blue jeans or any color of denim, cut-offs, and tee-shirts are prohibited. All shirts must have collars. All shorts must be Bermuda length. Mock golf shirts must have at least 1" collar. No metal spikes allowed.

Prizes

Teams: First and Second
Place (by total quantity)

Individuals:
Inshore Slam*
(one each of Redfish,
Trout, and Flounder
meeting size limits)

Largest Fish by Length

Most Unusual Fish*
(not one of 5 main species)

*Tiebreaker determined
by captains



Inshore Team Fishing Tournament

Coastal Fish Charters with Capt. Rob Bennett

Camachee Cove Marina, 3070 Harbor Dr., St. Augustine, FL 32084

Date: March 28, 2023

Time: Transportation provided. Bus leaves hotel at 7:15 am.

**Fees: \$275 per person (until February 28)
\$295 per person (beginning March 1)**

Limited to 40 anglers

Last Day to Sign Up: March 14

The tournament will take place along the Intracoastal Waterway surrounding St. Augustine. Teams of four anglers will fish from 20 ft to 25 ft bayboats piloted by captains. Species include Redfish, Trout, Flounder, Black Drum, and Sheepshead.

Includes transportation to and from marina, rods and reels (or bring your own), tackle, fishing license, beverages on board, and lunch following.

Museum Tour

Lightner Museum Guided Tour

75 King St., St. Augustine, FL 32084

Date: March 28, 2023

**Time: Transportation provided.
Bus leaves hotel at 8:15 am.**

**Fees: \$85 (until February 28);
\$100 (beginning March 1)**

Limited to 25 Participants

Last day to sign up: March 14



Founded in 1948 by Chicago publisher, collector, and professional hobbyist Otto C. Lightner, the Lightner Museum offers an immersive experience of art, architecture, history, and design. The museum occupies the former Alcazar Hotel, a Gilded Age resort hotel commissioned by railroad magnate Henry Flagler. Completed in 1888, the magnificent Spanish Renaissance Revival building was designed by the prominent architecture firm of Carrère and Hastings. The museum's collections include lamps by Louis Comfort Tiffany and exquisite shells and geological specimens from around the world, porcelain produced at Sèvres and Victorian mechanical musical instruments, and more.

Fee includes transportation to and from downtown St. Augustine, guided tour of Lightner Museum and lunch following the tour. Attendees are welcome to explore St. Augustine on their own on foot after lunch. Return transportation to hotel provided at 12:30 pm and at 2:30 pm.

EDUCATION SESSIONS

Keynote Speaker: Daniel “Rudy” Ruettinger

Wednesday, March 29

2023 marks 30 years since Tristar Productions immortalized Rudy’s life story in the blockbuster film named for him. It is a story of adversity and triumph about the “five-foot nothin’, a hundred and nothin’” Notre Dame football player who sacked the quarterback in the last 27 seconds of the only play in the only game of his college football career.

His captivating personality and powerful message of “Never Quit” and “Yes I Can” comes from his personal experiences. As the son of an oil refinery worker and third of 14 children, Rudy rose from valleys of discouragement and despair to the pinnacles of success. It took years of fierce determination to overcome obstacles and criticisms, yet Rudy achieved his first dream – to attend Notre Dame and play football for the Fighting Irish. Today, Rudy Ruettinger is an Emmy Award Winning motivational speaker, author, and producer.



Wednesday, March 29

Member Benefits Overview

For the past 18 months, SEAA has been investing in new member benefits to assist members with hiring, training and retaining employees. Learn about our exclusive applicant tracking system and job board, DOL Apprenticeship Standards and custom craft training, and how to access a soon-to-launch Learning Management System (LMS) with free steel erection training videos and loads of other content. This session is a must attend to find out how SEAA can be a resource for you.

Project of the Year Panel Discussion*

A brief overview of the winning projects of the year 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.

Thursday, March 30

Safety & Training Panel Discussion*

Winners of the Safety & Training Excellence awards are invited to share best practices for recruiting and vetting workers, implementing training programs, and solving the safety challenges all erectors face every day. We will also take a look at bigger issues such as creating a strong safety culture.

Becoming a Leader that Builds other Leaders

Zach Burick, President of D.S. Duggins Welding Inc., Winston-Salem, N.C. will discuss how building a company culture around your core values and mission sets company leaders up for building rapport with your team, and nurturing future leaders in your company.



Assuring the Successful Succession of Your Company

Terry Resnick and Lee Resnick, brothers and partners at Resnick Succession Group, will address the challenges business owners face in successfully protecting and ultimately transitioning their companies. Two key points include a discussion of business valuation methodologies that can save a substantial amount of taxes and identifying liquidity concerns that often blindside business owners.



Resnick Success Group, with offices in Philadelphia, Pa., and Kansas City, Mo., provides business succession, estate planning, life insurance, and executive and key person planning.

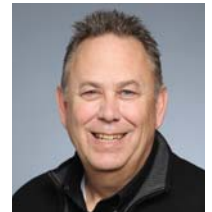


* First Place **Project of the Year** winners will be notified in January 2023, and **World Class Safety & Training Excellence** winners will be notified in February 2023, so that you can make plans to join us at Convention. We encourage you to bring your project and management teams so that they can participate in panel discussions and be recognized during the President’s Dinner.

Friday, March 31

Changes to RCSC Bolt Code

Larry Martof, Director of Quality Management Company, LLC, Chicago, will review recent changes to the RCSC bolt code, focusing on sections 7-9. Quality Management Company, LLC provides independent, quality audits for AISC’s certification programs and a wide range of related services.



Structural Fastening Trends and Challenges Panel Discussion

Moderated by QMC’s Larry Martof, this panel discussion features representatives from several fastening suppliers. The conversation will help fabricators and erectors understand how to apply changes in standards to selection of fastening solutions, and will include important field “Dos and Don’ts” for most successful outcomes.

Panelists

- Nick Caratelli, Regional Manager East Coast, Nelson Stud Welding
- Christofer Curven, VP, Field Bolting Specialist, Applied Bolting Technology
- Bill Germuga, General Manager, St. Louis Screw & Bolt
- Jeff Greene, Vice President, LeJeune Bolt Company
- Christopher Tribble, Construction Projects Mgr, Wurth Construction Services

Proven Construction Risk Management Principles for Crane Operations in Steel Erection

Kevin Cunningham, a veteran of risk management-based insurance planning, will present risk mitigation solutions for managers of crane operations. Drawing on forensics and analytics expertise of International Crane & Construction Safety, LLC, this session will take a look at crane accidents in steel erection activities and suggest post incident litigation containment techniques.



Fall Rescue Planning & Execution

Nathan Sizemore, National Sales Director at Columbia Safety & Supply, will provide an overview of conducting site analysis and hazard recognition related to falls. Using this information, he will explain how to develop a rescue plan, provide training, and how to select jobsite specific rescue equipment. Sizemore will also review various rescue methods.



Common OSHA Citations & How to Avoid Them

Julia Kunlo, President of Evolution Safety Resources based in Raleigh, N.C., will review the stats and penalties associated with OSHA’s Top 10 Citations. She will also present solutions for ensuring compliance, and provide attendees with tips for navigating the OSHA website.

