

# DAY 1

Wednesday  
Workshops, Golf, FTX, Registration



## ALL-DAY

8:00 am - 4:00 pm Echelon Front FTX [ADD-ON](#)

## MORNING

7:00 am - 12:00 am Registration Open

8:00 am - 11:00 am **Workshop A:** Only As Good As Our People: How to Recruit & Retain the Best of the Best in 2023 and Beyond by Marcus Sheridan [ADD-ON](#)

8:00 am - 11:00 am **Workshop B:** Peer Group Meeting: Attract, Recruit, and Keep the Next Generation of Dirt Talent by Wally Adamchik [ADD-ON](#)

8:00 am - 11:00 am **Workshop C:** Engineering the Subgrade for an Effective Training Process and Culture by Knife River Learning Services Team [ADD-ON](#)

8:00 am - 11:00 am **Workshop D:** Branding and Marketing in Construction by BuildWitt Media & Creative Services [ADD-ON](#)

## AFTERNOON

1:00 pm - 3:00 pm Mental Health 101 [FREE](#)

1:00 pm - 3:00 pm Simulation for the Dirt World [FREE](#)

2:00 pm - 3:00 pm Constructing Savings [FREE](#)

12:00 pm - 6:30 pm Dream On 3 Golf Tournament, Golf Club of Houston [ADD-ON](#)

## EVENING

4:00 pm - 8:00 pm Exhibition Open

6:00 pm - 8:00 pm Welcome reception

\*Add-ons are paid workshops you can choose to add when you register.

**DAY 2** Thursday  
Echelon Front Muster & Awards Presentation



**ALL-DAY**

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<b>4:45 am - 5:30 am</b>	Morning PT with Echelon Front
<b>6:30 am - 7:30 pm</b>	Registration Open
<b>6:30 am - 7:45 am</b>	Breakfast & Exhibition Open
<b>8:00 am - 12:00 pm</b>	<p><b>Echelon Front Muster Part 1 with Jocko and Jamie</b></p> <p>You'll spend the day learning how to better lead and influence others from former Navy SEALs and combat veterans.</p> <p>The morning session of the Muster will feature Jocko Willink setting the foundation for the day and digging into how combat leadership applies to business and life.</p> <p>You'll then put the Laws of Combat, Mindsets for Victory, and Extreme Ownership principles to work in a role-play exercise, debrief, and have time for Q&amp;A with the Echelon Front team.</p> <p>To end the morning, Jamie Cochran will cover the Barriers of Extreme Ownership.</p>
<b>12:00 pm - 1:00 pm</b>	Lunch
<b>1:00 pm - 3:00 pm</b> <b>3:00 pm - 3:30 Break</b>	<p><b>Echelon Front Muster Part 2 with Jocko and JP</b></p> <p>JP Dinnell will kick off the afternoon with his session called "Know Your Mission."</p> <p>Jocko Willink will follow with "Leadership Strategies and Tactics" covering the Indirect Approach, Unified Strategic Goals, and The Silent Leader.</p> <p>You'll close out Muster with a Q&amp;A session with the Echelon Front Instructors, along with closing remarks and a call to action from Jocko.</p>
<b>3:30 pm - 4:30 pm</b>	Keynote - Aaron Witt

**EVENING**

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<b>8:00 am - 6:30 pm</b>	Exhibition Open
<b>5:00 pm - 7:00 pm</b>	Networking Reception

# DAY 3 Friday

Fixing our people problem



## MORNING

Attracting/  
Recruiting

6:30 am - 7:45 am	Breakfast & Exhibition Open
6:30 am - 10:00 am	Registration Open
7:50 am - 8:00 am	Welcome - Wally Adamchik
8:00 am - 9:00 am	Truly Human Leadership: The Skills and Courage to Care by Bob Chapman
9:00 am - 10:00 am	Digging Deeper: Winning the Talent Battle in the Dirt World Speaker by Marcus Sheridan
10:00 am - 10:15 am	Break
10:15 am - 11:00 am	And You Thought the South Was Only Great at Football by Dan Garcia
11:00 am - 12:00 pm	Panel Discussion: Novel Approaches to the Dirt World's Workforce Issues moderated by Randy Blount
12:00 pm - 1:00 pm	Grab and Go Lunch

## AFTERNOON

Onboarding,  
Training, and  
Development

1:00 pm	Exhibition Move Out
1:00 pm - 2:00 pm	Developing a Golden Image & Mining for the Next Generation of Workers by Dave Turin
2:00 pm - 2:45 pm	Training: We Don't Rise to our Ambitions; We Fall to the Level of Our Training by Jason Schroeder
2:45 pm - 3:00 pm	Break
3:00 pm - 4:00 pm	It's Time to TAKE COMMAND by Joe Hart
4:00 pm - 4:30 pm	Dirt World Summit - Debrief moderated by Randy Blount
4:30 pm	Departures

Engage and Retain