



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

# AGENDA

**OVERVIEW**



**DAY 1**



**DAY 2**



**DAY 3**



**PRE-CON**





## MON, NOV 4 DAY 1

---

### 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

Exhibitor Power Hour Reception

## TUE, NOV 5 DAY 2

---

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

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

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

Exhibitor Breakfast

### 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

Exhibitor Break

### 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

Exhibitor Lunch

### 1:00 pm - 1:50 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

Summit Talk Presentation

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

Exhibitor Break

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

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

### 5:30 pm - 6:00 pm

Cocktail Reception

### 6:00 pm - 8:15 pm

Dinner and Entertainment

## WED, NOV 6 DAY 3

---

### 4:45 am - 5:30 am

Morning PT - 1st Phorm

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

Exhibitor Breakfast

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

Will Construction Thrive or Dive in '25? Ken Simonson, AGC

### 8:30 am - 9:00 am

Election 2024 - Daniel Fisher, Associated  
Equipment Distributors

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

Own Your Attitude - Rob Jones, Echelon Front

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

Exhibitor Break

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

Iterative Decision-Making, Dave Berke, Echelon Front

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

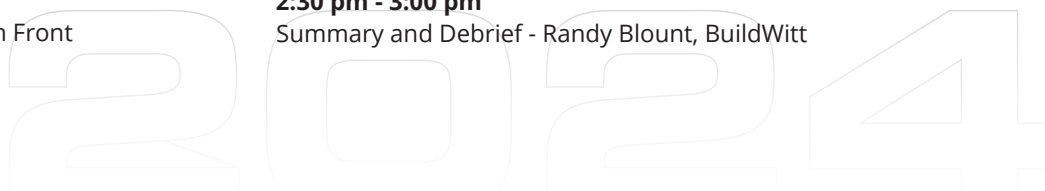
Exhibitor Lunch

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

Navigating an Intentional Life - Chris Stricklin,  
Dunn University

### 2:30 pm - 3:00 pm

Summary and Debrief - Randy Blount, BuildWitt





## MON, NOV 4 PRE-CON

---

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 charity golf and skeet shooting tournaments have a fee.

We will be adding additional sessions over the next couple of months and will send out updates.

<b>6:30 am - 3:00 pm</b>	Dirt World Open (\$500) - The Quarry Golf Course, Transportation Provided
<b>6:30 am - 3:00 pm</b>	Dirt World Skeet Shoot Tournament (\$500) - National Shooting Complex, Transportation Provided
<b>8:00 am - 8:55 am</b>	The Learning Path to a High-Performance Organization - Freddy Lund, Tenstar Simulation AB Additional Sponsor Workshops TBD Summit Talks Presentations TBD
<b>9:00 am - 9:55 am</b>	How to Implement a Mental Health Program - Rich Jones and Erin Craw, Youturn Health Additional Sponsor Workshops TBD Summit Talks Presentations TBD
<b>10:00 am - 10:55 am</b>	3 Simple Things to Improve Personal Health & Business Performance - Will Grumke and Cierra Crowley, 1st Phorm Additional Sponsor Workshops TBD Summit Talks Presentations TBD
<b>11:00 am - 11:55 am</b>	How to Build a People-Focused Development Program - Amy Porter, Dale Carnegie of Central Indiana Additional Sponsor Workshops TBD Summit Talks Presentations TBD
<b>1:00 pm - 1:55 pm</b>	The Power of Purposeful Recognition - Tim Schurrer and Koula Callahan, David Novak Leadership Additional Sponsor Workshops TBD Summit Talks Presentations TBD
<b>2:00 pm - 2:55 pm</b>	Breaking Ground: On Inclusive Diversity for the Construction Industry - Jorge Quezada, Granite Construction Additional Sponsor Workshops TBD Summit Talks Presentations TBD

# 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

## 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.



**PASTOR DARON  
EARLEWINE**  
Author & Pastor

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.



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

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. "



**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.



**BRANDYE HENDRICKSON**  
Deputy Executive Director,  
Department of Transportation, Texas

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.”



**VINCE HAFELI**  
President, Ajax Paving Industries



**HAMILTON BAIDEN**  
CEO, Youturn Health

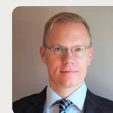
1:00 PM - 1:50 PM

## The A Method for Hiring

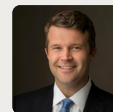
“Geoff solves every manager’s #1 problem: making hiring mistakes. The stories and advice in Geoff’s speeches draw from some of the most extensive research, interviews, and stories ever assembled on the topic of hiring talent.

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.”



**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

4:45 AM - 5:30 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.

8:00 AM - 8:30 AM

## Will Construction Thrive or Dive in '25?

The 2024 elections will have huge implications for the construction industry in terms of demand, funding, taxation, tariffs, regulations, and much more. This timely presentation, coming on the morning after Election Day, will provide insights and informed predictions by one of the nation's leading construction experts.

8:30 AM - 9:00 AM

## Election 2024

### What We Know and What it Means for Equipment Dealers and the Broader 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.

9:00 AM - 9:45 AM

## 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.



1ST PHORM



**KEN SIMONSON**

Chief Economist, Associated  
General Contractors of America



**DANIEL FISHER**

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



**ROB JONES**

Leadership Instructor,  
Echelon Front



# DAY 3

WEDNESDAY, NOV 6



10:15 AM - 12:00 PM

## 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.



**DAVE BERKE**

Chief Development Officer,  
Echelon Front

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.



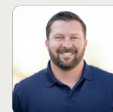
**CHRIS STRICKLIN**

President, Dunn University

2:30 PM - 3:00 PM

## Debrief

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



**RANDY BLOUNT**

President, BuildWitt

# PRE-CON

MONDAY, NOV 4



8:00 AM - 8:55 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."

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.

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.



**FREDDY LUND**

CEO, Tenstar Simulation AB



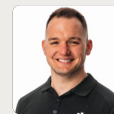
**RICH JONES**

Chief Clinical Officer,  
Youturn Health



**ERIN CRAW**

Strategic Account Manager -  
Public Sector, Youturn Health



**WILL GRUMKE**

Director of Education,  
1st Phorm International



**CIERRA CROWLEY**

Director of Wellness,  
1st Phorm International

# PRE-CON

MONDAY, NOV 4



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."

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!



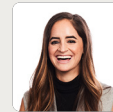
**AMY PORTER**

Executive Partner, Dale Carnegie of Central Indiana



**TIM SCHURRER**

CEO, David Novak Leadership



**KOULA CALLAHAN**

Head of Marketing and Content, David Novak Leadership



**JORGE QUEZADA**

Chief Inclusionist, Granite Construction

# PRE-CON

MONDAY, NOV 4



6:30 AM - 3:00 PM

\$500

## Dirt World Open

Join us for the 2nd Annual Dirt World Golf Open, set within the awe-inspiring confines of The Quarry. This event transforms the rugged terrain and breathtaking landscapes of an actual quarry into a golfer's paradise, challenging and delighting in equal measure. Join as a foursome or as an individual.

### The Quarry Gold Course

444 E Basse Rd, San Antonio, TX 78209

(Transportation Provided)



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 Roft Rd, San Antonio, TX 78253

(Transportation Provided)

