



GENERAL SESSION AGENDA

Monday, February 23, 2026

8:00 a.m.	Welcoming Remarks/Presiding	Dan Zignego , WTBA President
8:15 a.m.	State of the Insurance Market	Jamie Vanderveldt , Commercial Insurance Consultant R&R Insurance
9:00 a.m.	Extreme Ownership: How to Lead and Win	Rob Jones , Retired U.S. Marine and Leadership Instructor Echelon Front
10:15 a.m.	BREAK	
10:30 a.m.	How AI is Changing the Way Business Gets Done	Nathan Brinkman , President, CEO and Founder Triumph Wealth Management, LLC

Tuesday, February 24, 2026

8:00 a.m.	Announcements/Presiding	Mike Hahn , WTBA 1st Vice President
8:15 a.m.	Sales Best Practices	Paul Minneti , Director of Sales & QC Lannon Stone Products
9:00 a.m.	The Language of Leadership: Tips for Better Workplace Communication	Jamie Turner , Author, Professor, Speaker, and TV News Contributor
10:00 a.m.	BREAK	
10:15 a.m.	The "Transportation Delivers" Coordinated Campaign	Debby Jackson , Executive Director Transportation Development Association Steve Baas , Executive Director Wisconsin Transportation Builders Association

Wednesday, February 25, 2026

8:00 a.m.	Announcements/Presiding	Josh Wade , WTBA 2nd Vice President
8:15 a.m.	ARTBA Report	Tony Fassino , ARTBA Board Chair, Group President, Construction Industries, Caterpillar Inc.
9:00 a.m.	Political Update	Eric Petersen , President Wimmer & Co.
10:00 a.m.	BREAK	
10:15 a.m.	WTBA Staff Update	Steve Baas , Executive Director Wisconsin Transportation Builders Association
11:00 a.m.	WTBA Annual Meeting	Steve Baas , Executive Director Wisconsin Transportation Builders Association
11:15 a.m.	TEF Annual Meeting	Tim Peterson , President Transportation Education Fund