



## **2024 Convention General Session Presentation Topics/Descriptions**

### **Keynote Address: Safety and Crisis Response Leadership – Key Takeaways for Leaders and Team Members**

Kevin Mooney, leadership advisor, retired Nuclear Submarine Commanding Officer, and former Shipyard President and Senior Executive will discuss Safety and Crisis Response Leadership, including best practices and lessons learned from more than 37 years of managing safety outcomes in high-risk military and heavy industrial environments.

Kevin will provide a riveting and gritty account of real-world crisis response and risk management following the high-speed underwater grounding of *USS San Francisco (SSN-711)* in January 2005. You will learn ways to manage stressful and dangerous situations as well as post-crisis recovery.

#### **Keynote Speaker:**

Kevin Mooney, Keynote Speaker, Leadership Advisor, Retired Nuclear Submarine Commanding Officer and Former Shipyard President and Senior Executive

### **Wired for Fraud: An Uncompromising Approach to Scams and Other Cyber Skullduggery**

Imposters. Hucksters. Fraudsters. Tricksters. Scammers and hackers continue to come up with more sophisticated ways to infiltrate organizations. Business email compromise and wire transfer fraud are the latest threats driving major losses, but even those with established controls are becoming victims of social engineering scams. All this against the backdrop of a ransomware epidemic. Threat actors have upped their manipulation game by using new tools, such as artificial intelligence (AI), to swindle, swipe and steal.

These newer and more innovative fraudulent practices stem from the pervasiveness of digitalization. Join HUB International's Executive Vice President, Blake Dickens, National Trench Safety's VP of Information Technology, Greg Moreno-Earle, and former

FBI Special Agent, Brian Schnese, for a threat briefing that will feature important case studies, trending methods of compromise, and the best solutions to prevent them.

**Speakers:**

Blake Dickens, HUB International  
Greg Moreno-Earle, National Trench Safety  
Brian Schnese, Former FBI Special Agent

**Rouse Services: Benchmarking your rental performance**

You make critical purchasing, sale, and pricing decisions every day that affect your profitability. Accurate, actionable information from Rouse Services empowers you to make those decisions with confidence. Rouse collects rental and sale invoices and daily fleet snapshots from over 350 companies across North America. This information accounts for over \$85 billion of fleet on a cost basis, \$42 billion of annual rental revenue, and \$30 billion in private party retail sale transactions, and is used to provide clients with comparisons of their rental rates, utilization, equipment values, and other key performance metrics to industry benchmarks. All data is aggregated and de-identified to ensure confidentiality.

**Speaker:**

Phil Mause, Rouse Services

**Reducing the Impact of Seasonality in our Industry**

The goal of this presentation is to promote awareness. We will explain the challenges we face as manufacturers, and how they impact our customers and end users. In general, every year, manufacturers must flex way up in Q2 and Q3 and then flex way down in Q1 and Q4. The challenge is really the employees and certainly, every company is experiencing this difficulty. In the past (10 to 20 years ago), we would lay off our welders and they would wait to be called back. Today, we really can't afford to do that because they will find a different job and it is very difficult to find qualified replacements (especially with welders for the larger steel products).

The result is a win-win scenario. If some of our customers consider shifting their buying practices regarding stocking orders or expansion startups, then all manufacturers will be able to improve lead times for rental companies and end users. Also, by some customers buying earlier than normal, it will provide more leverage to secure better pricing and more favorable delivery/payment terms. It will also allow us to retain talented production employees so we can build upon that foundation. As an industry, we have been doing the same thing over and over again for almost 20 years while expecting a different result. Better lead times will help our customers get more deals and hopefully,

due to this, end users will rent and buy more shoring rather than employ sloping, or worse yet...nothing at all.

**Speakers:**

Victor Cerda, Arcosa Shoring Products/Cerda  
Joe Zylman, Arcosa Shoring Products

**Use of Trench Boxes in Non-Standard Configurations and the Effects of Various Surcharges**

This engineering panel will be a discussion on the use of trench boxes in non-standard configurations and the effects of various surcharges. Key industry engineers will lead this discussion with a Q&A at the end of the presentation.

**Speakers:**

Jasper Calcara, D.H. Charles Engineering, Inc.  
Braxton Erbe, Sunbelt Rentals  
Joe Turner, CER Engineering

**There's a Science to Reaching Small- to Medium-Sized Contractors**

NAXSA can reach – and engage in safer practices – the huge universe of small- to medium-sized contractors using a simple, scientific strategy. It is based on a synthesis of 508 studies on how people adopt innovation. The findings show how, over time, an idea or product builds momentum in waves, creating action within a group of people or organizations. Good news: NAXSA may need to activate a handful of people in just seven or eight states to reach the target audience of contractors in most of the 50 states. This 10-minute presentation will show how, and why success is more a matter of “when” than “if.”

**Speaker:**

Monica Worth, BoldWorks