



Celebrating Over 100 Years

Spring 2023

## Message from the President

I once met a man named Dr. Blaine Lee. He was a psychologist who spent several years at the Air Force Academy during the Vietnam War. His job was to prepare the Air Force cadets for the eventuality of war.



During the summer, Dr. Lee and other faculty would teach the cadets who were studying to be jet pilots about survival and what they should do if their planes went down or if they were captured. The faculty kept cautioning the cadets that at some point in their training they would have to implement what they were learning. To prepare for their patrols, the cadets started picking up survival gear – they would pick up an extra orange after lunch or they would grab a Swiss Army knife and stick it in their pocket. They were pretty sure that they would need things like this if they were captured in this training.

Finally the day came that the faculty captured the cadets. The cadets were marched up one side of a mountain and were then strip searched – those few things that they did take with them were confiscated so it ended up doing the cadets no good.

After three days, the cadets were “liberated” and were rewarded with a big meal. One of the guests at their celebratory dinner was a lieutenant who had graduated from the Air Force Academy a few years before. He had gone through jungle school training. There, he was given a survival vest filled with tools, a weapon, antibiotics....everything he thought he needed to survive in the jungle.

One day in Vietnam, he came under enemy fire. As his plane was hit, he grabbed his survival vest and pulled the ejection handle. He knew he was in trouble because as his parachute was floating to the ground, he heard the chatter of the enemy soldiers on the ground. He was captured. What was the first thing they did to him? Removal of his survival vest. Thankfully, he was able to escape at some point.

That day on the mountain talking to the cadets, he told them, “It wasn’t what I had ON me that made the difference in survival. It was what I had in me that made the difference and kept me alive.”

As we start this new year, I challenge you to focus on what is in you. Here’s to a healthy, happy, and wise 2023...for you, your business, and SEIBA!

Yours In Service,  
*Michelle Brown*

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# May 5, 2023

The SEIBA Education Committee is planning a new event to provide hands-on activities for area students. This event is going to be for 7th grade students. 7th graders are just beginning to think about their future and explore new things. We will provide an event that will give these students an opportunity to experience a variety of skills, tools, and equipment. These activities are not meant for training, but more of an exposure to construction. For a lot of these students, it may be the first time they have done something as simple as hammering in a nail.

This event is similar to the Build My Future events that happen all over the United States. We are adapting these models to meet our vision to provide fun construction skill activities, for the projected 800 7th graders who will attend this event. The districts who have committed at this point are Burlington, Notre Dame, Ft. Madison, New London, Wapello, West Burlington, and Winfield-Mt. Union.

The SEIBA Build My Future event will be May 5th at the Agri-sports arena on the SCC campus. We will have a morning group and an afternoon group. The event will have four designated areas for these categories; Tool Showcase, Equipment Showcase, Exterior Construction, and Interior Construction. Each of these four category areas will have at least ten hands-on activity stations.

This is going to be an awesome opportunity to get 800 students excited about building their future in construction. We have several businesses committed to providing hands-on activities for this event.



If you are interested in helping with the event or need additional information, send an email to [seiba.build.my.future@gmail.com](mailto:seiba.build.my.future@gmail.com).



Join us for this **FREE Member Seminar on Thursday, March 16th, 2023 from 6:00 PM - 7:30 PM** at the GG Conn Pavilion at Spirit Hollow Golf Course. Sgt. Wittkowski from the Motor Vehicle Enforcement Iowa Department of Transportation will present.

### Topics Being Covered

CDL, Medical Cards, Registration, Pre-Trip Inspections, Vehicle Weight, Oversize Permitting, Distracted Driving and Cargo Securement.

### Seating is Limited!

RSVP your total number of attendees no later than Thursday, March 9th to SEIBA at 319-753-8787 or send an email to [seiba@mchsi.com](mailto:seiba@mchsi.com).

# It's Hog Roast Time!

The pigs are being fed for the 2023 Annual Hog Roast and Auction! This year's event will take place on April 28, 2023 at the PZAZZ! Event Center with dinner at 6 PM and the auction starting at 7 PM. Last year's auction was our BEST ever to date and we are looking forward to making this event even bigger. In the coming weeks committee members will be reaching out to you and your businesses looking for items to auction off.

If you have items you would like to donate, contact Jake Denning 319-371-8343 or Sulene Nelson 319-572-2722.

**We look forward to seeing you at the auction!**

SAVE THE DATE

# ANNUAL SEIBA HOG ROAST

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Friday

APRIL 28

6:00  
PM

PZAZZ!

EVENT CENTER  
Burlington, IA

..... Dinner, Drinks, & Auction .....

Questions and Donations

Can be directed to:  
Jake Denning 319-371-8343  
Sulene Nelson 319-572-2722

# SEIBA

## Annual Golf Outing

**Burlington Golf Club**  
**Monday, September 11<sup>th</sup>**  
**10AM Shotgun Start**

The SEIBA Golf Committee is well underway on putting the plans in place to roll out the 2023 Annual Golf Outing. This year's outing will take place on Monday, September 11th, at the Burlington Golf Club. All participants of the 2022 Annual Golf Outing were sent a survey via email to offer insight or recommendations as the Committee puts together the 2023 event. The survey link is available below for any SEIBA members, or those who did not participate in last year's outing but would like to join in on the fun this year. As was done for the 2022 Annual Golf Outing, all registration information will be available electronically, via the SEIBA Golf Outing website, with details to come soon. This year's event will include the Shootout and other contests that were introduced last year, with many of the great prizes such as "Win a Vacation" and "Win a Brand-New Truck".



[CLICK HERE](#)  
[SEIBA Golf Outing Survey](#)





# Build My Future 2023

## Sponsorship Opportunities



Show Your Support for the Building/Skilled Trades by Partnering in *Build My Future 2023*: an event to give the youth in our area a hands-on experience of the Building/Trades Industry. Have your business be the center of attention on full display at the event. You will receive event promotions and marketing for Educators, Students, General Public, and other special guests to see.

Partnership Benefits	\$100 (Supporter)	\$500 (Apprentice)	\$1,000 (Journeyman)	\$2,500 (Master)
Logo on activity station sign (per sign)	x			
Logo on activity Station Sign (\$50 per sign)		Optional	Optional	Optional
Name on T-Shirt		x (Lower level)		
Logo on T-Shirt			x (Mid-shirt Level)	x (large logos at top of shirt)
Logo on Promotional Video for 2024				x
Logo on the Website			x	x
Promotional Video Interviews				x(individual coverage)
Part of Social Media Promotions			x	x
Logo on Event Welcome Banner (Entry/Bus Drop Off)				x
Logo on one of the "Area" Banners			x	x
First Call for Marketing Interviews (TV & Radio)				x

For More Event Information & Opportunities Contact [seiba.build.my.future@gmail.com](mailto:seiba.build.my.future@gmail.com)

## Sponsorship Benefits Defined

Benefit	Description
Logo on activity station sign (per sign)	Each activity station will have a sign with the activity name. This benefit would allow the company to put their name and logo on one of the activity signs.
Logo on activity Station Sign (\$50 per sign)	This is the same as above, except this is an “add on” for the higher tier supporters.
Name on T-Shirt	Each of the projected 800 students will be provided a Build My Future T-Shirt. On the back of the shirt will be the sponsors based on the level of support selected. The apprentice level support only includes the companies name below the logos associated with the Journeyman and Master level supporters
Logo on T-Shirt	Each of the projected 800 students will be provided a Build My Future T-Shirt. On the back of the shirt will be the sponsors based on the level of support selected. The Journeyman and the Master level support includes single color company logo on the shirt. Master level supports will have the company at the top of the shirt and be larger than the Journeyman level supporters
Logo on Promotional Video for 2024	We will be creating a promotional video to promote next year's event. We will place companies logo on title and “master” supporter scenes in Video.
Logo on the Website	We will be creating a website to promote and provide resources for this event.
Promotional Video Interviews	A representative/s from your company would be interviewed during/after the event to add to the 2024 promotional video.
Part of Social Media Promotions	Your company will be highlighted in our social media posts about the event. This may include individually posting your interview for the promotional video.
Logo on Event Welcome Banner (Entry/Bus Drop Off)	We will have a large “Welcome” banner where the students are dropped off that this level of supporter will have their company logo on.
Logo on one of the “Area” Banners	Each of the four areas; tool showcase, equipment showcase, interior construction, exterior construction, will have a banner to identify that area. This level will receive their logo on one of the “Area” banners.
First Call for Marketing Interviews (Newspaper, TV & Radio)	We will be sending out a pre-event press release. We provide a list of representatives from this level of supporters for them to interview about the event.

*This is our first year for this event and may need to make changes as things come together. Please feel free to provide us with feedback during and after this process.*

