

"From happy hours to record-breaking fundraisers: **President Brian Johnson** shares the big-picture vision for SEIBA's busiest season yet—details on **page 2!**" Johnson's article highlights the upcoming, high-activity season.



President's Message—page 2

"While most businesses wait for graduation day to start their search, the **real talent is actually forming in a place you'd least expect.** There is a tiny window of time where experiences can completely change someone's life path—and **most leaders are missing it entirely.**

Turn to page 3 to see the surprising research behind **where your future workforce is."**



SEIBA is empowering the next generation of skilled professionals by investing over \$46,000 into 11 regional school trade programs this fall. Read the full update on the Education Committee's impactful initiatives and scholarship programs on **page 5.**

Grab your tickets for a night of **pigging out** and **giving back!** Join us April 10th for the SEIBA Hog Roast & Auction—details on **page 8.**



Last year, the field vanished in a heartbeat. This year, the first few pieces are already off the board. Do you have what it takes to be part of the BEST one yet? See how to **claim your spot before it's gone** on Page 7.



A Message from SEIBA Board President

As we move through another exciting year, I want to take a moment to thank each of you for your continued support and involvement in the Southeast Iowa Builders Association. Our strength as an organization comes from our members, and it has been great to see so many of you connecting, engaging, and helping SEIBA grow.

This past fall and winter, we hosted several outstanding—and well attended—happy hour events. These gatherings have been a fantastic opportunity for members to network, build relationships, and welcome new faces into our association. If you haven't had the chance to attend yet, I encourage you to keep an eye on your email and social media for upcoming events—you won't want to miss out.

As we look ahead, spring brings not only warmer weather, but also some of SEIBA's biggest and most enjoyable events of the year.

We kick things off with the **SEIBA Hog Roast and Auction on Friday, April 10th**. This event continues to break records each year as one of our most important fundraisers, allowing us to support the many impactful programs and opportunities we provide for youth in our region.

In May, we host what many consider the highlight of the year—**Build My Future on Thursday, May 7th**. If you've never attended, I strongly encourage you to stop by, even if just for an hour. Seeing the excitement and engagement from students as they explore career opportunities in the trades is truly powerful. Events like this are critical to building our future workforce, and once you experience it, you'll understand why it means so much to all of us.

We'll wrap up the summer with another favorite—the **SEIBA Annual Golf Outing on Monday, August 24th**. It's a great day of fun, connection, and continued support for SEIBA programs.

I also want to remind everyone that our **annual meeting will take place at the May 21st social at Turn Water in Ft Madison**. If you have any interest in becoming more involved as a board member, please reach out to a current board member ahead of the meeting. That said, you don't have to serve on the board to make an impact—our subcommittees are always looking for members willing to share ideas, energy, and fresh perspectives.

Thank you again for being a part of SEIBA. Your involvement is what drives our success, and I look forward to seeing many of you at our upcoming events.

—Brian Johnson

SEIBA Board President



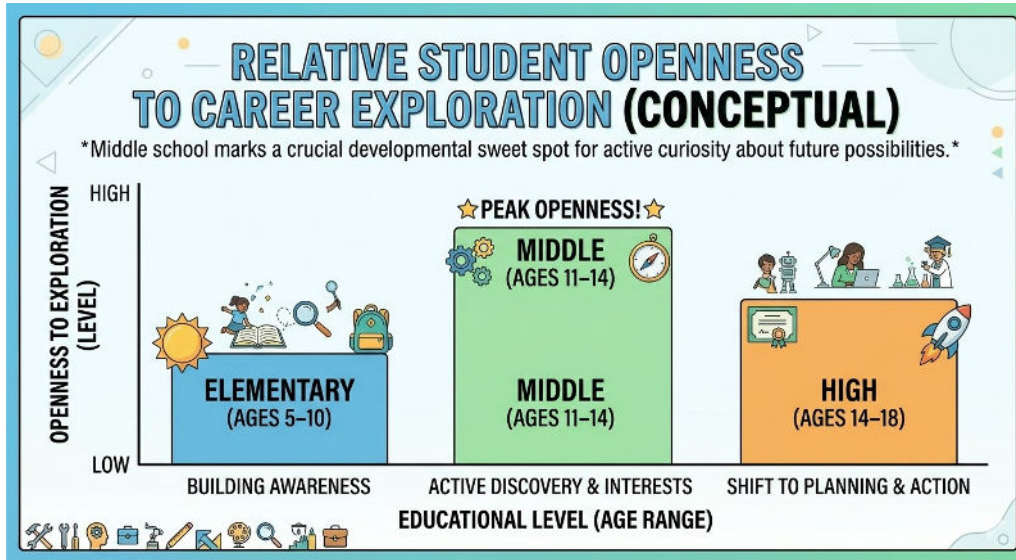
SEIBA *Golf Outing*
Monday, August 24th



The Strategic Logic of "Build My Future" Why 7th Grade is Your Workforce Goldmine

As a leader, you aren't just looking for workers; you're looking for the *right* talent. However, the pipeline begins much earlier than the HR office or a job fair. It begins in the 7th-grade classroom.

Research shows that by the time a student reaches the 11th grade, their "career identity" is often already set. To move the needle for our industry, we have to reach them during the **"Great Window of Openness."** Here is the research that drives our **Build My Future** event.



1. The "Age of Compromise": Why 12-Year-Olds Matter

According to **Linda Gottfredson's Theory of Circumscription and Compromise**, children begin narrowing their career choices as early as age 9. By age 13 (7th grade), students undergo a process where they "circumscribe" or eliminate careers they perceive as "unattainable" or "socially ill-fitting."

The Risk: Without intervention, students often eliminate technical trades because of outdated stigmas or lack of exposure.



The Build My Future Solution: By putting a tool in their hand at age 12, we disrupt that elimination process. We show them that technical careers are high-tech, high-paying, and high-prestige before they've "checked them off" their list

2. The Power of Tactile Learning in Adolescent Brains

Middle schoolers are in a unique neurological stage. Their prefrontal cortex—the part of the brain responsible for complex planning—is still developing, but their **motor cortex and sensory processing** are at a peak. Research from the *National Middle School Association* indicates that



~Continued "Mining Potential"

Mining Potential: (Continued)

Active vs. Passive: 7th graders retain **75% more information** when they physically perform a task compared to just hearing a lecture.

The "Spark" Effect: A single positive hands-on experience (like operating a simulator or wiring a circuit) can create a "self-efficacy" boost. If a student says, I can do this at Build My Future, they are **3x more likely** to enroll in a high school CTE (Career and Technical Education) pathway.



Method of Engagement	Retention Rate	Impact on Career Interest
Reading a Brochure	10%	Low
Watching a Video	20%	Moderate
Hands-On (Build My Future)	80% - 90%	High/Transformative

3. Securing the High School Pipeline

The goal of Build My Future isn't just a fun day out; it's a feeder program for our high school CTE tracks. Data from the Association for Career and Technical Education (ACTE) shows that students who engage in career exploration in middle school:

- **Graduate high school** at a 10% higher rate.
 - Are **twice as likely** to enter apprenticeship programs or technical colleges.
- Have a clearer understanding of why math and science matter, reducing high school "apathy."*

JOIN US!

Come join fellow SEIBA members and those supporting the trade for a day of golf, networking, and fun!

TIME: 11:00 AM SHARP
(Shotgun Start)

BURLINGTON GOLF CLUB

4-PERSON BEST SHOT

Get your team together for our annual outing.

Team entry fee includes:

- ♥ GOLF & CART FEE
- ♥ LUNCH
- ★ PRIZES
- ★ DINNER

SPONSORSHIP OPPORTUNITIES

Available sponsorship options include:

- 👑 **PREMIER SPONSOR**
- 🛖 **CART SPONSOR**
- 🍽️ **LUNCH SPONSOR**
- 🏌️ **HOLE SPONSOR**
- 🍹 **BEVERAGE SPONSOR**
- 🚩 **BANNER SPONSOR**

Southeast Iowa Builder Association (SEIBA)

- CART SPONSOR
- LUNCH SPONSOR
- HOLE SPONSOR
- BEVERAGE SPONSOR
- BANNER SPONSOR

REGISTER NOW

SEIBA Education Committee Update: Investing in the Future of the Trades



The Southeast Iowa Builders Association (SEIBA) Education Committee continues to make a meaningful impact across our region by supporting school-based trade programs, connecting students with career pathways, and investing in the next generation of skilled professionals. Through our three primary initiatives—School Program Grants, Scholarships, and the *Build My Future* event—we are seeing growing momentum and engagement year after year.

Expanding Impact Through School Program Grants

This fall, SEIBA proudly awarded School Program Grants to 11 area schools, totaling more than \$46,000. As the cost of tools, materials, supplies, and equipment continues to rise, these grants play a critical role in ensuring that students have access to modern, hands-on learning experiences in the trades.

The 2025–2026 grant recipients include:

Burlington Community School District, Central Lee Community District, Danville Community School District, Keokuk Community School District, Mediapolis Community Schools, Mt. Pleasant Community School District, New London Community School District, Wapello Community Schools, West Burlington Independent School District, West Central Community Unified School District (IL), and Winfield-Mt. Union Community Schools.

In previous years, SEIBA typically funded 7–8 programs. Expanding to 11 schools this year reflects both the increasing demand for skilled trades education and the growing interest among students pursuing these career pathways.



Supporting Students Through Scholarships

SEIBA’s commitment to student success continues through our scholarship program. We have received several strong applications this year, and the Education Committee is currently in the process of reviewing candidates and conducting interviews. Scholarship recipients will be announced later this spring, helping students take the next step in their education and training within the trades.

~Continued “Investing”

Investing (continued)



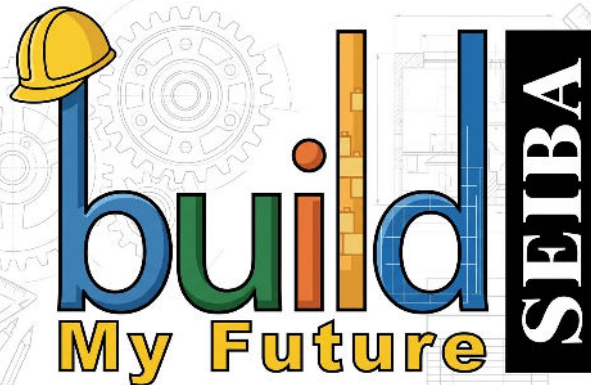
Build My Future: Inspiring the Next Generation

One of SEIBA's most impactful initiatives, the Build My Future event, is entering its fourth year—and the excitement continues to grow. This year, we expect to engage **over 1,000 students** from across the region, introducing them to a wide range of technical career opportunities through hands-on experiences and industry interaction.

Each year, committee members, exhibitors, and volunteers witness firsthand the powerful influence this event has on students. By exposing them to career possibilities early, we are helping to build a stronger, more sustainable workforce pipeline for our industry.



It's not too late to get involved. Whether you can volunteer your time, share your expertise, or participate as an exhibitor, your support makes a difference. We encourage members to learn more by reading the accompanying article in this newsletter highlighting the event's impact.



Thank You to Our Members

The SEIBA Education Committee extends its sincere appreciation to all SEIBA members for their continued support. Your investment in these programs is helping shape the future of the trades in Southeast Iowa—one student at a time.

— SOUTHEAST IOWA BUILDERS ASSOCIATION —

There's a
SPOT
waiting
for you!



<https://tinyurl.com/BMF-26-EXHIBITOR>

BUILD MY FUTURE

INSPIRING THE NEXT GENERATION

Register now to be an exhibitor at
Build My Future!

Join over 1,100 students for a day of hands-on
career exploration and interactive activities.

Thursday

May 7th 2026

DES MOINES COUNTY FAIR GROUNDS
SCC CAMPUS, WEST BURLINGTON, IA

WWW.SEIBA.ORG | SEIBA.BUILD.MY.FUTURE@GMAIL.COM

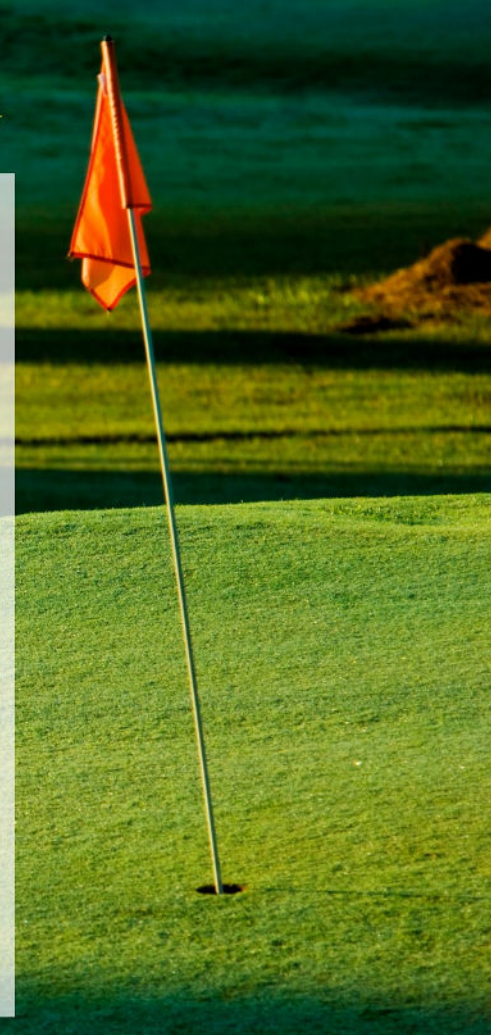


THE SEIBA TRADITION: JOIN US FOR OUR ANNUAL GOLF OUTING

This year the annual golf outing will take place on Monday, August 24th with a rain date of Monday, September 14th. Sign-up now to ensure your team gets to play! There is only room for 36 teams and last year we filled all the spots.

Don't want to golf? We have a wide variety of sponsorship opportunities for everyone. This year we have added some new sponsorship opportunities: Premier Sponsor, Cheat Bag Sponsor, and Scorecard Sponsor. Speaking of selling out fast, the Scorecard Sponsor has already been sold. We still have our standby sponsorships: Cart Sponsor, Lunch Sponsor, Hole Sponsor, Beverage Sponsor and Banner Sponsor (formerly Flag Sponsor). Want to be a sponsor? Email Karen to let her know right away to nab your spot!

Last year was our second-best outing ever. We would like to make this year's the BEST. Bring a team out to play this year; everyone wants a day away from the office or job site. We look forward to seeing you and your team on the course in August!



WELCOME NEW SEIBA MEMBERS

**TOTAL CONNECTION
ELECTRIC** ⚡

**MEL FOSTER
INSURANCE** 🛡️

**TAFT PLUMBING
HEATING & COOLING** 🔧

**MCCANN
MECHANICAL** ⚙️

SEIBA Happy Hours 2026

Welcome to SEIBA's cornerstone social events! Our popular happy hours are the perfect chance to build connections and catch up with colleagues. If you've been looking for the ideal opportunity to join in, look no further—the remaining 2026 schedule is right here!



MARK YOUR CALENDARS!



**May 21st at Turnwater
Grill - Ft. Madison**



**September 17th at
The Drake - Burlington**



**October 22nd at
Bottoms Up - Wever**



**December 10th
Christmas Party at
Martinis - Burlington**

ANNUAL HOG ROAST & AUCTION

Building Connections, Supporting Students

SEIBA's Annual Hog Roast & Auction is just around the corner! This year's event will be held on April 10th at the Catfish Bend Event Center. Tickets have been mailed, and we hope you've received yours. We encourage all members to attend or consider sharing tickets with employees or customers as a token of appreciation.

To help involve the next generation of tradespeople, SEIBA has provided eight complimentary tickets to area high schools. We are always looking for ways to connect future builders with our organization, and this is a great opportunity to do so. Be sure to introduce yourself to the students and teachers in attendance—ask about their school year and future plans. For many of these students, this may be their first time attending an event like the Hog Roast, so a warm welcome goes a long way.

Our committee members have been hard at work gathering auction items, and we're still happy to accept additional donations. We look forward to seeing you there for an enjoyable evening in support of our local students and schools!



Build My Future 2026 Volunteers

Volunteers are always needed to assist students during the event.
No expertise needed, just a willingness to help.

<https://tinyurl.com/BMF-26-VOLUNTEER>

A collage of four photographs showing students and volunteers working together on a construction project. The photos show students in safety gear, a student in an orange shirt working on a structure, a student in a blue shirt working on a structure, and a student in a blue shirt working on a structure.





BUILD MY FUTURE 2026 SPONSORSHIP Opportunities

Invest in *Tomorrow's Workforce!*

Join us in giving local youth a

HANDS-ON EXPERIENCE in
Trade & Technical Careers



As a Sponsor, You Will:

- ✓ Be Prominently **Featured** at the Event
- ✓ Gain **Marketing & Media Exposure**
- ✓ Connect with **Students & Educators**
- ✓ Support **Workforce Development**

Sponsorship Levels

\$100 – Supporter

- Name listed on event T-shirt
- Name listed on event website

\$500 – Apprentice

- Name listed on event T-shirt
- Logo displayed on event website

\$1,000 – Journeyman

- Single-color logo on event T-shirt
- Logo displayed on event website
- Featured in social media promotions

\$2,500 – Master

- Large logo at top of event T-shirt
- Featured in promotional video
- Logo displayed on event website
- Highlighted in social media promotions
- Logo on event welcome banner
- First call for marketing and media interviews

SEIBA

Burlington
Golf Club

ANNUAL GOLF OUTING

2026

Tee Up for Tomorrow:
Raising funds today for
the leaders of tomorrow.

Monday, Aug. 24th
11AM Shotgun Start



4-Person Best Shot
Includes: Golf, Cart,
Beverages Lunch, Dinner
& Prizes

Schedule

Check In - 9:30 - 10:30AM

Shotgun Start - 11:00AM

Lunch Grill 11:00AM- 2:00PM

Dinner & Prizes - 5:30PM

Fees Team \$600 / Golfer \$150



Team Entry
\$600



Sponsorship Opportunities

Premier Sponsor (1) – \$2,500 (Includes a team of 4)

- Be the headline sponsor of the tournament! Your company will receive top recognition in all event advertising and promotions, plus a team entry for a day of golf and networking.

Cart Sponsor (1) – \$1,000

- Company name will be featured on every golf cart, giving you visibility with every golfer throughout the day.

Lunch Sponsor (1) – \$1,000

- Receive special recognition at the lunch station where all golfers gather to refuel and connect.

Cheat Bag Sponsor (1) – \$500

- Company logo will be on every golfer's cheat bag and add a fun item, promo, or giveaway. A great way to get creative and make a lasting impression.

Scorecard Sponsor (1) – \$500

- Your logo will be printed **SOLD!** every scorecard, keeping your business front and center for the entire day.

Hole Sponsor – \$300

- Sponsor a hole and interact directly with golfers. Bring a game, giveaway, or activity and make it a fun stop.

Beverage Sponsor – \$250

- Receive recognition at the beverage stations on the course, keeping golfers refreshed and your business visible.

Banner Sponsor – \$100 (Formerly Flag Sponsor)

- A SEIBA tradition supporting the tournament showing your commitment to the future workforce and trades.


All sponsorships include signage and promotional recognition!
Spots Fill Fast! Sign Up Today & Don't Miss Out!

GOOD PEOPLE. GREAT CONVERSATIONS. *Stronger Together.*



SEIBA's happy hours have been a big hit as a relaxed way for members to connect, catch up, and build relationships—
AND THEY'RE ALSO A GREAT OPPORTUNITY TO INVITE PROSPECTIVE MEMBERS TO COME SEE WHAT SEIBA IS ALL ABOUT.



📅 MARK YOUR CALENDAR *for these upcoming happy hours!*



**THURSDAY
MAY 21ST**

TURNWATER


📍 FT. MADISON

**THURSDAY
SEPTEMBER 17TH**

THE DRAKE

📍 BURLINGTON




**THURSDAY
OCTOBER 22ND**

BOTTOMS UP

📍 WEVER




**SPECIAL
EVENT!**

**THURSDAY
DECEMBER 10TH**

*Christmas Party
AT MARTINIS*

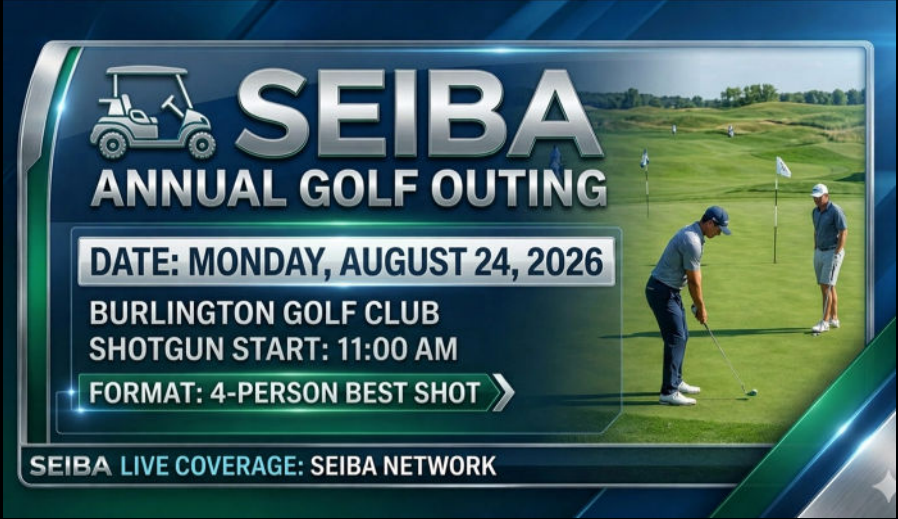
📍 BURLINGTON



Great drinks. Good company. Lasting connections.

**WE CAN'T WAIT TO
SEE YOU THERE!**

**LEARN MORE ABOUT
OUR EVENTS** 



**SEIBA
ANNUAL GOLF OUTING**

DATE: MONDAY, AUGUST 24, 2026

BURLINGTON GOLF CLUB
SHOTGUN START: 11:00 AM

FORMAT: 4-PERSON BEST SHOT ➔

SEIBA LIVE COVERAGE: SEIBA NETWORK



**Build My Future
Exhibitor Sign-Up**



**Build My Future
Volunteer Sign-Up**

Thursday

May 7th 2026

WWW.SEIBA.ORG

