

# 2025 MSTA ANNUAL CONFERENCE



## Tuesday, Feb. 11 – 5 CSE's

*No Lunch provided – Vendor Booths open at 11:00am*

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|-------------------|--|
| <b>12:00-1:00</b> | THE IMPORTANCE OF CERTIFICATION AND EDUCATION, <i>Kim Seipp - NAWT</i>   |
| <b>1:00-2:00</b>  | SOLID COLUMN LIFTING VS AIR CONVEYANCE, <i>Mike Chouinard - National Vacuum Equipment</i>                        |
| <b>2:00-3:00</b>  | THE COST OF DOING BUSINESS, BENJAMIN HOLMGREN, <i>Kestaa Consulting</i>  |
| <b>3:00-3:15</b>  | Break  |
| <b>3:15-4:15</b>  | YOUR 2025 DIGITAL MARKETING ROADMAP: PUMPING UP YOUR ONLINE PRESENCE, <i>Luke Eggebraaten - Phaser Marketing</i> |
| <b>4:15-5:15</b>  | UNDERSTANDING SEPTIC SYSTEMS: A GUIDE TO PUMPING AND MAINTENANCE, <i>James Stiksma - Canadian Septic</i>         |
| <b>5:30-7:00</b>  | MEET AND GREET RECEPTION   |

## Wednesday, Feb 12 – 7 CSE's

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| <b>7:30-9:00</b>   | <i>Breakfast</i>  |
| <b>9:00-11:00</b>  | MSTA BOARD MEETING,   |
| <b>11:00-12:00</b> | A HANDS-ON APPROACH TO ORGANIZING YOUR BUSINESS, <i>James Stiksma - Canadian Septic</i>               |
| <b>12:00-1:00</b>  | LUNCH, NETWORKING AND DIRTBAGS PODCAST  |
| <b>1:00-3:00</b>   | ROUNDTABLES   |
| <b>3:00-3:15</b>   | <i>Break</i>  |
| <b>3:15-4:15</b>   | EMPLOYMENT LAW ISSUES IN THE HIRING PROCESS, <i>Corinne Rockoff – Maddin Hauser Roth &amp; Heller</i> |
| <b>5:00-6:00</b>   | RECEPTION   |
| <b>6:00-9:00</b>   | BANQUET   |

## CONFERENCE SPONSORS

Advance Pump and Equipment  
Ashland Pump  
Best Enterprises  
Southeastern Equipment

## Thursday, Feb 13 – 3 CSE's

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|--------------------|--|
| <b>7:30-9:00</b>   | <i>Breakfast</i>   |
| <b>9:00-10:00</b>  | POWERTRAINS FOR TODAY AND THE FUTURE, <i>Andrew Perdok - Cummins, Inc.</i>                 |
| <b>10:00-11:00</b> | DEEP DIVE INTO MICHIGAN'S SEPTIC REPLACEMENT LOAN PROGRAM, <i>Anne Mitchell - EGLE</i>     |
| <b>11:00-12:00</b> | LAND APPLICATION SEPTAGE MANAGEMENT, <i>Rodrigo Meirelles - Williams &amp; Bay Pumping</i> |

*No lunch provided*

**Total of 15 credits**