

# 2025 MSTA Annual Conference

Soaring Eagle Resort, Mt. Pleasant MI

February 11-13, 2025

*Shaping the Future of Your Septic Business through Technology and Business Strategies*

## **Tuesday, Feb. 11 – 5 CSE's**

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

- 12:00-1:00 The Importance of Certification and Education, Kim Seipp - NAWT
- 1:00-2:00 Solid column Lifting VS Air Conveyance, Mike Chouinard - National Vacuum Equipment
- 2:00-3:00 The Cost of Doing Business, Benjamin Holmgren - Kestaa Consulting
- 3:00-3:15 Break
- 3:15-4:15 Your 2025 Digital Marketing Roadmap: Pumping up your Online Presence,  
Luke Eggebraaten - Phaser Marketing
- 4:15-5:15 Understanding Septic Systems: A Guide to Pumping and Maintenance, James Stiksma – Canadian Septic
- 5:30-7:00 Meet and Greet Reception

## **Wednesday, Feb 12 – 7 CSE's**

- 7:30-9:00 Breakfast
- 9:00-11:00 MSTA Board Meeting
- 11:00-12:00 A Hands-on Approach to Organizing your Business, James Stiksma - Canadian Septic
- 12:00-1:00 Lunch, Networking and Dirtbags Podcast
- 1:00-3:00 Roundtables
- 3:00 – 3:15 Break
- 3:15 – 4:15 Employment Law Issues in the Hiring Process, Corinne Rockoff – Maddin Hauser Roth & Heller
- 5:00-6:00 Reception
- 6:00-9:00 Banquet

## **Thursday, Feb 13 – 3 CSE's**

- 7:30-9:00 Breakfast
- 9:00-10:00 Powertrains for Today and the Future, Andrew Perdok - Cummins, Inc.
- 10:00-11:00 A Deep Dive into Michigan's Septic Replacement Loan Program, Anne Mitchell - EGLE
- 11:00-12:00 Land Application Septage Management, Rodrigo Meirelles - Williams & Bay Pumping

Total of 15 credits