



HYATT
REGENCY®
Chesapeake Bay



CONCRETE BY THE BAY

REGISTRATION DEADLINE JUNE 22



866-788-2722

REGISTER TODAY!



ASCONLINE.ORG



Reconnect with family, friends, and colleagues at the Hyatt's stunning 342-acre waterfront resort and spa along the Chesapeake Bay. This AAA Four Diamond destination features the 18-hole River Marsh Golf Club, a 150-slip marina, the full-service Sago Spa, and endless opportunities to relax and enjoy the outdoors. Experience the charm of Cambridge, where rich history meets a vibrant modern atmosphere.

One event.
One industry.
One place to be this July.





CELF

Experience the perfect blend of leadership, learning, networking, and relaxation at Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina.

At CELF you will gain exclusive access to:

- Cutting-edge innovations shaping the concrete industry
- Emerging trends and best practices from respected thought leaders
- Powerful networking with executive peers and industry trailblazers

REGISTER TODAY!

Whether you're exchanging insights on the golf course, taking in the bay between sessions, or collaborating in expertly curated workshops, this is more than a forum—it's an experience.





SPEAKERS



DR. RICK GOODMAN

Leadership In a Down Economy

Dr. Rick Goodman built his career at the intersection of healthcare, human performance, and organizational leadership. As a physician-turned-leadership expert, he brings a practitioner's mindset to every stage and client engagement.

That approach has made him one of the most sought-after keynote speakers in corporate America and the global association market. His clients include AT&T, Boeing, Heineken, the U.S. Department of Defense, Fortune 500 healthcare systems, and government agencies across four continents. He has spoken to audiences as intimate as 50 executives and as large as 10,000 conference attendees.

He holds the Certified Speaking Professional credential, the highest earned designation in the speaking profession, awarded by the National Speakers Association. He has also been named to the Global Gurus Top 30 Leadership list five consecutive years, including 2026.



JASON TURNER

Economies and Markets in an Age of Conflict

Jason Turner is the Chief Investment Strategist of Great Lakes Advisors. He is a member of the firm's investment committee, authors market and economic commentary, regularly presents in the media and to professional conferences, and works with client portfolio managers to support institutional and private clients. As the Head of Multi-Asset Strategy, he is responsible for portfolio strategy, asset allocation, and for overseeing the firm's manager due diligence and selection efforts. He is also a member of the firm's Operating Committee and Management Committee.

Prior to joining Great Lakes in 2009, Jason served in various roles for Skyline Asset Management and Aon Hewitt Investment Consulting.



SCOTT M. GREENHAUS

The Hazards That Kill: *Using the Energy Wheel and HECA to Prevent Serious Injuries and Fatalities*

Scott M. Greenhaus is a longtime leader in the construction and concrete repair industry, recognized for his contributions to engineering, safety, and industry standards. He holds a Bachelor of Engineering in Civil Engineering (1982) and an MBA (1986) from the University of Maryland.

Greenhaus began his career in 1982 as an intern at Structural Group, a Maryland-based construction company, while still a student at the University of Maryland. Over the next 42+ years, he held multiple executive positions, including Executive Vice President and Chief Risk Officer at Structural Technologies, where he oversaw safety, quality, sales, engineering systems, and production. He also served as President of the Post-Tensioning Institute (PTI) from 2006 to 2008.

Scott is a Fellow of the International Concrete Repair Institute and a Fellow of the Post-Tensioning Institute and has received honors such as the Legend of Post-Tensioning Award and the Russel R. Price



ACTIVITIES

THURSDAY



Cardboard Boat Regatta

Get ready for one of the most hilarious, unforgettable, and crowd-favorite experiences of CELF 2026! The Cardboard Regatta combines creativity, teamwork, friendly competition, and just the right amount of chaos into a family activity everyone will be talking about long after the weekend ends.

Teams will work together to design and construct their very own “seaworthy” cardboard boat using only basic materials, imagination, and a little engineering courage. From sleek racing machines to wildly creative floating masterpieces, no two boats are ever alike.

Once construction is complete, each team will select a fearless Captain to climb aboard and attempt to paddle their handcrafted vessel across the water while teammates cheer, laugh, and hope their creation stays afloat.

Will your boat glide to victory or become the next legendary splash landing? That’s all part of the fun.

Perfect for kids, adults, spouses, and spectators alike, the Cardboard Regatta delivers nonstop entertainment, waterfront excitement, and plenty of memorable moments on the Chesapeake Bay. It’s equal parts team-building challenge, engineering experiment, and family comedy show—and yes, getting soaked is always a possibility.

Kids’ Scavenger Hunt Adventure

Get ready for an action-packed adventure filled with mystery, teamwork, and nonstop fun! Kids will race across the resort following clues, solving puzzles, completing silly challenges, and uncovering hidden treasures scattered throughout the property.

From secret landmarks and surprise discoveries to hilarious team missions and unexpected twists, every stop brings a new adventure. Along the way, kids will work together, make new friends, and compete for ultimate bragging rights as they navigate the Chesapeake Bay resort like true explorers.

Whether they’re cracking riddles, hunting for hidden items, or racing to the next checkpoint, this high-energy scavenger hunt is designed to keep kids laughing, moving, and fully engaged from start to finish.

FRIDAY





ACTIVITIES

FRIDAY



Boards & Bottles (Spouses and Guests)

Uncork your creativity and prepare for one of the most entertaining—and delicious—experiences of CELF 2026. Boards & Bottles combines gourmet food, fine wine, friendly competition, and a little artistic flair into a high-energy culinary showdown you won't want to miss.

Teams will go head-to-head crafting jaw-dropping charcuterie boards using an incredible spread of artisan cheeses, premium meats, fresh fruits, gourmet spreads, chocolates, nuts, and unique accompaniments—all while enjoying a curated tasting of exceptional wines.

This isn't just about food. It's about creativity, presentation, teamwork, and having a great time together. Whether you build a sophisticated culinary masterpiece, a wildly over-the-top creation, or something hilariously unconventional, every board becomes part of the fun.

Once complete, teams will present their edible works of art for judging based on creativity, presentation, originality, and taste—with plenty of laughs and bragging rights along the way. Equal parts wine tasting, social mixer, culinary competition, and team-building experience, Boards & Bottles delivers a relaxed, interactive atmosphere perfect for networking, unwinding, and creating unforgettable memories on the Chesapeake Bay.

Golf

Tee Off at the Championship River Marsh Golf Club. Prepare yourself for one of the most unforgettable golf experiences on the Eastern Shore. Carved through towering hardwood forests, sweeping native wetlands, rolling fairways, and natural sand expanses, River Marsh Golf Club is more than a round of golf—it's a true test of strategy, precision, and nerve.

Designed to challenge golfers of every skill level while showcasing the breathtaking beauty of the Chesapeake Bay region, this award-winning championship course delivers dramatic risk-versus-reward play from the opening tee shot to the final putt.

And then there's the legendary finishing hole.

The signature 18th is widely regarded as one of the most spectacular and intimidating closing holes in the Mid-Atlantic. Framed entirely by the Choptank River from tee to green, this unforgettable waterfront finale demands accuracy, confidence, and composure under pressure. One perfect shot can create a lasting memory. One mistake can change the leaderboard instantly. Whether you're competing for bragging rights, networking with industry leaders, or simply taking in the stunning scenery, River Marsh Golf Club promises a must-play experience unlike anything else at CELF 2026. This isn't just golf. This is championship golf on the Chesapeake.

SATURDAY





ACTIVITIES

SATURDAY



Feed the Fishes

Only at Chesapeake Bay could a golf experience like this exist. Step onto the shoreline, take aim across the sparkling waters of the bay, and launch biodegradable golf balls filled with fish food into one of the most beautiful ecosystems on the East Coast. Equal parts waterfront fun, relaxing social activity, and eco-friendly experience, Feed the Fishes is unlike anything you've ever played before.

As your shots splash into the bay, the specially designed golf balls dissolve naturally, creating a feeding frenzy for local fish and marine life below the surface. It's golf with a Chesapeake Bay twist—where every swing helps support the local ecosystem while creating unforgettable memories along the waterfront. Whether you're a seasoned golfer, a first-time swinger, or just there for the laughs and incredible scenery, this laid-back activity is all about enjoying the outdoors, soaking in the bay breeze, and connecting with fellow attendees in a relaxed coastal setting.

Chesapeake Bay Steamer Cruise Aboard The Raven

Step aboard The Raven and experience the Chesapeake Bay the way it was meant to be seen—by water, with incredible views, great company, and an unforgettable atmosphere. Blending classic Eastern Shore charm with modern luxury, The Raven is one of the most elegant vessels cruising Chesapeake Bay. From the moment you board, you'll be surrounded by panoramic waterfront views, warm cherrywood finishes, glowing evening skies, and the laid-back coastal energy that makes this region so special.



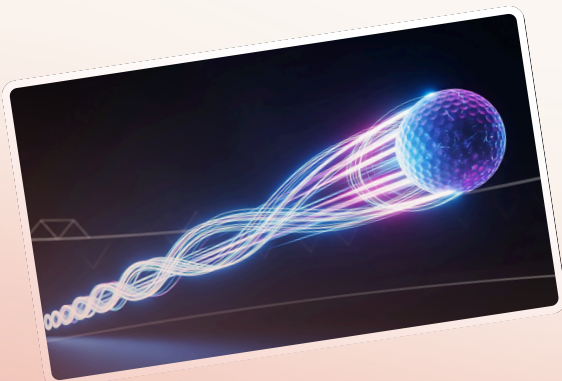
As the yacht glides across the bay, guests can relax on the climate-controlled main deck, gather around the beautiful cherry-tone bar, or head upstairs to the covered open-air top deck, where sea breezes, music, cocktails, and sunset views create the ultimate Chesapeake Bay experience. And this isn't just a boat ride. It's a floating waterfront celebration.

Whether you're sipping a drink on the upper deck, enjoying the waterfront scenery, dancing with friends, or simply taking in the peaceful beauty of the bay, The Raven delivers one of the most memorable experiences of CELF 2026. This is more than a cruise. It's an evening on Chesapeake Bay you'll never forget.

Glow Golf

When the sun sets over the Chesapeake Bay, the real fun begins. Get ready for one of the most wildly entertaining, high-energy, and unforgettable experiences of CELF 2026 as the course transforms into a glowing nighttime playground packed with lights, music, competition, and nonstop excitement.

Glow Golf is not your typical golf outing—it's a fully immersive after-dark experience where LED golf balls soar through the night sky, illuminated targets light up the waterfront, glowing flags guide the action, and every shot feels like part sport, part party, and part spectacle.





MORE TO EXPLORE

Sago Spa & Salon

Sago Spa, situated on the Chesapeake Bay, is in a scenic location where the Atlantic Ocean meets the fresh waters of its surrounding rivers. The rise and flow of the tides have long impacted the livelihood of Maryland's Eastern Shore, and Sago has managed to capture the bounty of this great land and deliver life, vitality, and nourishment to all spa guests. Our treatments are rooted in natural, sea-based products, and they are known for their revitalizing and rejuvenating effects. Sago Spa also features a steam and sauna, a full retail area, and an expanded modern salon complete with hair, make-up, and nail stations.

Golf Simulator

Book a tee time or reserve "The Cove" for your group and play 18 holes at Bandon Dunes, Kapalua or Pinehurst No. 2 right here on the Eastern Shore of Maryland! Whether you want to hit the links, the driving range or have a fun contest to the pin, our new golf simulator from TruGolf can accommodate your crew. Loaded with tons of great courses and located just inside our River Marsh Golf Clubhouse, this option is convenient and fun year-round. Did we mention that our Eagles Nest Grille is located just around the corner? Let us add some craft beer, wings, and flatbreads to your time at "The Cove" and your guests are sure to walk away happy!

More Ways To Play By The Bay—Outdoor Recreation

Get out and get moving. Our resort includes facilities and equipment for tennis, basketball, beach volleyball, disc golf, miniature golf and horseshoes—plus, trails for walking and jogging.

Take A Drive to The Historic and Charming St. Michaels

Explore St. Michaels, a picturesque harbor on Maryland's Eastern Shore. Its harbor and some homes date back to the mid-1600s, and the area is home to the Chesapeake Bay Maritime Museum, where you can immerse yourself in maritime history. The harbor is perfect for outdoor activities, including sailing on historic Skipjacks, kayaking, and bicycling. St. Michaels is also known for exceptional restaurants, from quaint romantic bistros to waterfront restaurants, serving fresh seafood, including the best-tasting crab cakes. Shoppers will find art galleries throughout the town, as well as an eclectic range of boutiques and shops offering specialty foods, jewelry, clothing, and home decor.

Fun In the Sun- Waterslide & Outdoor Pools

Lounge by Crescent pool, our outdoor infinity pool, with breathtaking views of the Choptank River or slide down the waterslide at our nearby outdoor activity pool. Don't forget to kick back and relax at our new adult-only hot tub overlooking the beach and Choptank River. Lounge poolside year-round in our Wintergarden atrium that houses both our indoor pool and indoor hot tub. Take an evening dip and enjoy our nightly dive-in movies.

Explore Downtown Cambridge

Settled in 1684, this charming waterfront town has served as a seat for industry and culture through the centuries. Take a walking tour of its historic streets and enjoy today's boutiques, eateries, galleries, and more.

Explore The Local History of Harriet Tubman

One of more than 40 stops on the self-guided Harriet Tubman Underground Railroad Byway, the visitor center offers 10,000 square feet of multimedia exhibits about Tubman's early life and slavery in the area.

Make A Splash- Water Sports by Blackwater Adventures

Stop by the beach hut to rent kayaks, paddle boards, jet skis, powerboats or catamarans. Services are available seasonally, from Memorial Day through Labor Day.



Just for Kids - **Camp Hyatt** - [Link to Camp Hyatt Info!](#)





CONCRETE EXECUTIVE LEADERSHIP FORUM

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JULY 16-19, 2026
CAMBRIDGE, MD



SCHEDULE OF EVENTS

DATE	TIME	EVENT	LOCATION
THURSDAY JULY 16 <i>Arrive. Connect. Kick Off.</i> 	12:00 – 4:00 PM	Registration & Check-in	Lobby
	2:00 – 4:00 PM	Cardboard Regatta	Waterfront
	6:00 – 7:00 PM	Welcome Reception & Group Photo	Harbor Terrace
	7:00 – 9:00 PM	Opening Dinner	Ballroom
FRIDAY JULY 17 <i>Leadership. Strategy. Insight.</i> 	8:00 – 9:00 AM	Breakfast	Ballroom
	9:00 – 9:15 AM	Welcome – <i>T.R. Kunes</i>	Ballroom
	9:15 – 10:45 AM	Leadership in a Down Economy – <i>Dr. Rick Goodman</i>	Ballroom
	10:00 – 11:00 AM	Scavenger Hunt (Kids' Activity)	Foyer
	10:45 – 11:00 AM	Break	Foyer
	11:00 AM – 12:00 PM	Safety Leadership – <i>Scott Greenhaus</i>	Ballroom
	12:00 – 1:00 PM	Lunch	Ballroom
	1:00 – 2:30 PM	Building Through Uncertainty: Economic Challenges & Strategic Opportunities <i>Logan Thomas, Economist, PNC Bank Worldwide</i>	Ballroom
	1:00 – 3:00 PM	Spouse/Guest Activity – <i>Boards & Bottles</i>	Harbor Terrace
	2:30 – 2:45 PM	Break	Foyer
	2:45 – 4:00 PM	Roundtables	Breakout Rooms
	5:30 – 6:30 PM	Cocktail Reception	Harbor Terrace
	5:30 – 7:30 PM	Kids' Dinner & Movie Night	Bay Room
	EVENING	Dinner on Your Own	—
SATURDAY JULY 18 <i>Experience. Compete. Celebrate.</i> 	8:00 – 9:00 AM	Breakfast	Ballroom
	9:00 – 10:00 AM	Roundtables	Breakout Rooms
	12:00 – 1:00 PM	Boxed Lunch	Ballroom
	12:00 – 5:00 PM	Golf Tournament – <i>The Marsh Golf Course</i>	Offsite
	1:00 – 3:00 PM	Feed the Fishes	Waterfront
	3:00 – 5:00 PM	Steamer Cruise	Waterfront
	7:00 – 9:00 PM	Reception, Closing Dinner & Golf Awards	Ballroom
	9:00 PM	<i>Glow Golf</i>	Offsite
SUNDAY JULY 19 <i>Wrap Up. Depart.</i>	All Day	<i>Wrap Up. Depart.</i>	—



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Thank you for joining us in Cambridge, MD!





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