





A breathtaking landscape of rolling hills and pristine views awaits you and your family in stunning Lake Geneva, Wisconsin. Join us at the Grand Geneva Resort & Spa for the DCA Mid Year Meeting, where industry insight meets unforgettable experiences.

As a valued DCA member, you're invited to participate in in-depth committee meetings, a vital part of shaping the future of the DCA and the industry. You will not want to miss the DCA Town Hall, where you'll receive key association updates; and the business session focused on the latest economic trends.

Beyond the meetings, take advantage of a variety of offsite activities unique to the Lake Geneva area — fun for the entire family and perfect for making lasting memories.

Registration Fees

Member Couples:	\$2,400
Guests 21 & older:	\$1,200
Age 16 – 20:	\$800
Age 6 – 15:	\$350
Age 5 & younger:	No charge

Registration placed after June 20, 2025, will increase to \$2,500 per member couple, increase \$100 per guests 21 & older and \$50 for children 6-20 years of age.

DCA Mid Year Meeting Registration is Online

Go to dcaweb.org/events/mid-year-meeting and follow the online instructions to complete your registration. If you have questions, please contact events@dcaweb.org.

Hotel Rates & Reservations

Room Category:

Standard King / Double Room:	\$249.00
Junior Suites	\$409.00

Additional Suite rates upon request

Resort Fee of \$15.00

- Unlimited internet access in guestrooms and resort public areas
- Access to WELL Spa + Fitness Center
- Access to indoor and outdoor pools, waterpark passes are separate
- Trolley or van transportation on campus grounds on scheduled routes and times
- Overnight valet parking

Room rates are exclusive of 11.5% tax.

Room rates apply for up to three days before and three days after conference dates, subject to availability.

How to Place Hotel Reservations

The reservation link covers our event nights only, arriving July 12th and departing July 17th. If you would like to extend your stay on either side of the event dates or request suite accommodation, please call the reservations department directly. Let them know you will be attending the Distribution Contractors Association meeting. Call the reservations department by phoning (262) 248-8811.

GROUP LINK: <https://book.passkey.com/go/2025DCA>

Reservation Cutoff date is Friday, June 20, 2025. Reservation requests after the cut-off date will be accepted at the group room rates on a space-available basis.

A one-night room/package & tax deposit is due upon reservation. This deposit will be charged to the credit card provided upon booking. The Grand Geneva Resort & Spa has a 72-hour cancellation policy. All cancellations must be made 72-hours prior to arrival to receive a full refund on the credit card provided. Some cancellation policies may vary based on the package booked.

Time & Weather

Temperature: Average daytime is in the 80s° Evening: mid 60s°
Always a chance of showers
Sunrise: 5:30 am Sunset: 8:30 pm
Time Zone: Central Daylight Time

Hotel & Airports

Grand Geneva Resort & Spa
7036 Grand Geneva Way
Lake Geneva, WI 53147

Milwaukee Mitchell International Airport (MKE) is the closest international airport to Lake Geneva, located 50 miles from the resort. Driving time to Lake Geneva takes approximately 1 hour.

Another convenient airport is Chicago O'Hare International Airport (ORD) located 70 miles from the resort. Driving time from O'Hare to the resort is approximately 1.5 hours.

Renting a car is recommended from both airport destinations for the most convenient travel experience. While Uber and Lyft services may be available, availability can vary depending on the time of day and demand.

Attire

The attire for the Mid Year Meeting is casual. Clothing and footwear should be appropriate for the temperature, chance of showers and activity. For any activities on the water, a light jacket is always recommended as well as for any outdoor evening events.

Preliminary Schedule of Events

SUNDAY, JULY 13

2:30 pm – 3:00 pm
3:00 pm – 5:00 pm
5:15 pm – 9:00 pm

Executive Committee *
Board of Directors Meeting *
Board of Directors' & Spouses' Dinner *

MONDAY, JULY 14

10:00 am – 11:00 am
11:00 am – 1:00 pm
1:00 pm – 1:15 pm
1:15 pm – 2:15 pm
2:30 pm – 5:30 pm
6:30 pm – 9:00 pm

Leadership Council & Board of Directors Meeting *
Registration
Town Hall
Business Session: Speaker Mark Bridgers
Group Challenge for All Attendees
Welcome Dinner

TUESDAY, JULY 15

7:15 am – 9:30 am
9:45 am – 10:30 am
10:45 am – 11:30 am
11:45 am – 12:30 pm
12:15 pm – 5:00 pm
12:15 pm – 4:00 pm
12:30 pm – 5:15 pm
12:45 pm – 4:45 pm
1:00 pm – 3:30 pm
6:30 pm – 9:30 pm

Group Buffet Breakfast: Speaker Joel Zeff
Membership & Engagement Committee Meeting
Future Leaders Committee Meeting
Workforce Development Committee Meeting
Golf Outing - Highlands Course **
Ziplining **
Fishing **
Boat & Black Point Tour **
Yerkes Observatory **
Dinner

WEDNESDAY, JULY 16

7:30 am – 8:30 am
8:00 am – 8:45 am
9:00 am – 9:45 am
10:00 am – 10:45 am
11:00 am – 11:45 am
12:15 pm – 4:00 pm
12:30 pm – 5:15 pm
6:30 pm – 10:00 pm

Group Buffet Breakfast at Leisure
Trenchless & HDD Committee Meeting
Innovation & Technology Committee Meeting
Safety & Risk Management Committee Meeting
Government Relations Committee Meeting
Ziplining **
Fishing **
Closing Dinner

THURSDAY, JULY 17

Departure arrangements on own

* Closed meeting

** Optional Activity



Evening Events

You won't want to miss all the evening events held at the beautiful Grand Geneva Resort, complete with delicious food, refreshing beverages, and a cozy atmosphere that's perfect for catching up with old friends and making new ones. Activities are planned for the kids, which will surely be a hit!

Attire each evening – resort casual. A light wrap is recommended for Monday and Wednesday evening, both events will be hosted outdoors (weather permitting).



Mid Year Speakers



Business Session Speaker

Mark Bridgers
Monday, July 14

Mark Bridgers is a consultant to the design and construction industry and leads a Utility Vertical Market team. He works primarily with gas/electric utilities, power generators, pipeline companies, and energy companies to support the planning, design, and construction of capital assets. In addition, he frequently works with the service providers to these firms including overhead or pipeline contractors, industrial and mechanical contractors, engineering firms, and value-added material and equipment suppliers. As a recognized expert in capital construction and operational challenges, Mark has delivered expert testimony in regulatory proceedings, was honored with the American Gas Association (AGA) Silver Award of Merit and was peer-selected for membership in both the Society of Gas Operators (SOGO) and the Guild of Ancient Suppliers.



Opening Breakfast Speaker

Joel Zeff
Tuesday, July 15

Joel Zeff creates energy and is a dynamic speaker, work culture expert, improvisational humorist, and author. His interactive performances invite members of the audience to participate in hilarious improvisational exercises that illustrate Joel's central message: That organizations and individuals should celebrate their successes to increase collaboration, productivity, passion, and innovation.



Monday, July 14 – Group Challenge

Inspired by *The Amazing Race*, this high-energy scavenger hunt will have your team racing across the resort, solving clues and completing challenges along the way. Each team will receive clues that lead to different locations throughout the property.

Bring your competitive spirit, your creativity, and your teamwork game! This is your chance to bond with your peers and explore the resort. Let the race begin!

Optional Activities



Golf Outing at The Highlands Golf Course

Tuesday, July 15th

Tee Times: 12:15 pm – 1:05 pm

Wide open fairways. Lightning quick greens. Bring your best golf game. The Highlands is a Scottish-inspired, links-style course, complete with a beautiful landscape of scenic hills, trickling creeks and lush foliage. This Lake Geneva golf course was originally designed by Pete Dye and Jack Nicklaus; transformed in 1996 by Bob Cupp. The Highlands' short par 4s will challenge your club selections and strategy; depending on the tees

you play, anything from a driver down to a hybrid will be an option. The course provides an outstanding golf experience, weaving and rolling through the glacier-formed terrain of Southwestern Wisconsin yet transporting golfers to Scotland.

This is a golf outing, not a tournament. Tee times are consecutive between 12:15 and 1:30 pm. You will select your tee time during the DCA registration. Boxed lunch included.

\$220 per person; club rentals \$90

Transfer time: walking



Boat & Black Point Estate Tour

Tuesday, July 15th

Departure: 12:45 pm – 4:45 pm

Built in 1898, the Yacht Polaris is the oldest boat on the lake and a true piece of Lake Geneva history. Step back into the style and elegance of the lake's turn-of-the-century golden age, surrounded by original mahogany and brass trim, along with a brass-top bar.

Arrive in style while enjoying the stunning Geneva Lake views on your cruise to this magnificent summer home, Black Point Estate. Built for Chicago Beer Baron, Conrad Seipp in 1888 as a retreat, it is considered one of the finest examples of period architecture and furniture in the Midwest and one of the oldest homes in Lake Geneva.

\$190 per person

Transfer time: 15 minutes

Note: The walk up to Black Point is somewhat steep with numerous staircases inside the house. Boxed lunch included.



Yerkes Observatory

Tuesday, July 15th

Departure: 1:00 pm – 3:30 pm

In 1892, a brilliant, young professor of astrophysics at the then-new University of Chicago learned of two 40-inch telescope lens blanks collecting dust in a warehouse. They were just what George Ellery Hale was looking for to build the observatory of his dreams. He convinced the university's president, William Rainey Harper, to acquire the lenses and secure what was essentially a blank check from Chicago tycoon Charles Tyson Yerkes to build a different kind of observatory. Yerkes Observatory, housing not only a telescope but also laboratories, workshops, and libraries, first opened its dome to the night sky in 1897, and soon attracted the brightest lights of astronomical science. The study of astrophysics may have been a reason why Yerkes Observatory hosted one very famous visitor, Albert Einstein, during his first trip to America in 1921.

Today, Yerkes remains unsurpassed as the world's largest refracting telescope allowing you look through what is still one of the most powerful telescopes available to the general public.

\$150 per person

Transfer time: 20 minutes

Note: Yerkes Observatory has stairs and is not wheelchair accessible. Boxed lunch included.





Lake Geneva Ziplines

Tuesday, July 15th, and Wednesday, July 16th
Departure: 12:15 pm – 4:00 pm

Lake Geneva's biggest rush, fly through our 100-acre property on 9 unique ziplines, 5 sky bridges, 4 spiral staircases all through the treetops. The final zip is a dual line allowing two people to race each other down a zipline 1,221 feet long while taking in skyline views of Lake Como!

Participation requirements: 7 years old, weight 70-250 lbs, and at least 4 foot tall.

\$225 per person
Transfer time: 20 minutes

Note: All gear provided. Please wear weather-appropriate clothing and closed-toed shoes (no sandals/ flipflops). Recommend bringing layers as temperatures can be cooler at higher elevations. Boxed lunch included.

Fishing Lake Geneva

Tuesday, July 15th, and Wednesday, July 16th

Departure: 12:30 pm – 5:15 pm

Lake Geneva is one of the most beautiful lakes in Wisconsin. It is the second deepest lake in the State at 142 feet. Its crystal clear water is fed by many fresh water springs. Lake Geneva is a well balanced fishery including Walleye, Smallmouth and Largemouth Bass, Northern Pike, Lake Trout, Brown and Rainbow Trout, White Bass, Perch, Crappie, Bluegill and Cisco.

Lake Geneva has produced many trophy Walleye over 10 pounds, Northern Pike, up to 30 pounds and Trout exceeding 15 pounds. The Smallmouth Bass population is outstanding and Largemouth Bass has been steadily increasing.

As an added bonus, while on Geneva Lake, one can enjoy the serenity and beauty of the many mansions lining the shores.

All gear provided; fishing license done separately in advance. Boxed lunch included. Hat and sunscreen recommended.

\$295 per person

Minimum age: 12 years old and younger accompanied by an adult.

Transfer time: 15-20 minutes



DIY Activities On Property



Grand Geneva Adventure Center

<https://www.grandgeneva.com/adventure-center>

Open daily from 9am – 5pm

The Adventure Center transforms into the ultimate summer outdoor experience featuring:

- Hiking – 3.5 miles of trails around the resort
- Bikes / EBikes / Scooters - Rent a scooter or ebike and take it for a ride on our rustic Wisconsin roads or join a guided tour around Geneva Lake.
- Mountain bikes – 8.5 miles of trails ranging from easy to expert
- Sand volleyball
- Disc golf

Horseback and Pony Ride

<https://www.grandgeneva.com/things-to-do/horseback-riding>

Dan Patch Stables prides itself in creating a fun, safe equine experience for all ages. The 45-minute guided trail rides offer a scenic view of hundreds of acres of the beautiful Grand Geneva property (ages 7 and up), \$40 per person. For the kids ages 6 and below they have pony rides. Reservations are required, please call (262) 215-5303.

Timber Ridge Lodge Indoor / Outdoor Water Park

<https://www.grandgeneva.com/things-to-do/pools#just-a-trolley-ride-away>

Just a trolley ride away! Kids and parents alike will have a blast at Moose Mountain Falls Waterpark's 50,000 square feet of fun including 2 gigantic water slides from a 35-foot tower, lazy river, game arcade, mini bowling, mini golf, and restaurant/food court. Guests of Grand Geneva may purchase half-day passes for \$30 per person, plus tax. Passes are sold on a first-come, first-served basis, based on availability.

Pickleball

<https://www.grandgeneva.com/fitness/courts#pickleball>

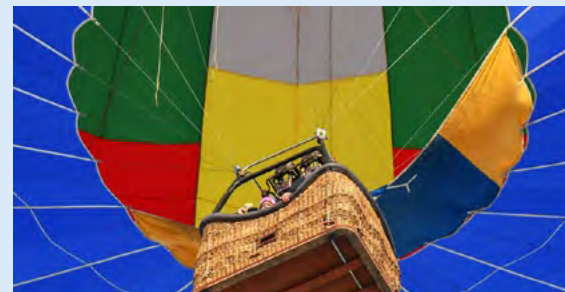
Pickleball play at Grand Geneva focuses on learning the game and improving on those skills you need help with. The resort has paddles and pickleballs available and all skill levels are welcome. *Reservations required - Please call the Fitness Center front desk at (262) 249-4750.*

White River Adventure Hike

<https://www.grandgeneva.com/activities/white-river-adventure-hike>

Unplug and get in touch with nature on this guided hike. Look and learn about the serenity of the White River Forest! All ages are welcome. Call (262) 248-8811 ext. 3782 to reserve.

DIY Activities Off Property



Kayaking and Paddle Board

<https://clearwateroutdoor.com/pages/kayak-rentals-paddleboard-rentals>

Clear Water Outdoor, (located in town at the pier at 327 Wrigley Drive, Lake Geneva) will help you get out on the lake with rentals. Please call (262) 203-1510 and use discount code: KCT3WEZ6 for our group.

Geneva Lake Shore Path Walking Tour

<https://www.visitlakegeneva.com/things-to-do/shore-path>

The Shore Path around Geneva Lake offers you an up-close view of historic estates and stunning homes with beautifully landscaped yards and gardens. The total path is a 26-mile journey around Geneva Lake, so it is recommended to walk it in sections, using a few public access points. The easiest place to walk is starting at the Lake Geneva Public Library in Downtown Lake Geneva, see website map for access points.

Safari Lake Geneva, Drive Through Zoo

<https://safarilakegeneva.com>

A short five miles from downtown Lake Geneva is a drive-through unique wildlife preserve that is home to animals from around the world roaming vast acreage and interacting with each other much as they would in their ancestral homelands.

The Candle Mercantile

<https://thecandlemercantile.com>

Our in-store experience is one of a kind, located in the heart of Lake Geneva. Come design a signature scent from our hand-selected collection of oils. Create a candle or craft a room spray, diffuser, or a set of wax melts. Walk-ins are welcome but reservations are highly recommended, 262-203-5557.

Lake Geneva Balloon Company

<https://lakegenevaballoon.com>

Hot air balloon ride over stunning Lake Geneva, book your flight now!

Sunday Evening Fireworks at the Grand Geneva

<https://www.grandgeneva.com/sunday-fireworks>

Start your week with a bang! Sundays in the summertime, guests will be treated to an evening fireworks show. Take in the sights while you enjoy Sunday specials throughout the resort. See hotel website for Sunday festivities games and late-night s'mores.

Fireworks go off around 9:15pm

