

Dear Members and Industry Colleagues,

Thank you to everyone that attended our 2025 Annual Conference at Trump National Doral in beautiful Miami, Florida! We had 165 total attendees from 13 different countries at our Annual Conference this year, and overall, we believe the conference was a big success, as a lot of great work was done in committee meetings and during our general sessions.

Market Survey/Report:

For those who are eagerly awaiting the final copy of the biennial Market Survey and Report from Top-Down Analytics, your wait is now over! The Market Survey and Report is available in the “Member” section of the SEFA website (sefalabs.com). We ask that you please do not share this market survey with non-members, as this survey is meant to be an exclusive benefit of your SEFA membership, so we would like for this valuable information to stay within our group.

Annual Conference Survey:

Thank you to everyone that took the time to fill out the Annual Conference Survey! We have received over 50 responses to this survey, and we believe we have gathered some very valuable insights in the process. As a result, we will be making some changes to future Annual Conferences to make your attendance even more rewarding. In case you are curious as to how everyone rated the Annual Conference, I have attached the survey results to this email along with the survey respondents’ comments.

Among the highlights are:

- 68% of the respondents rated their overall satisfaction with the conference as a 9 or 10
- 93% of respondents rated “Facilities” as “excellent” or “good”
- 89% of respondents rated “Networking Opportunities” as “excellent” or “good”
- 86% of respondents rated “Location of Conference” as “excellent” or “good”

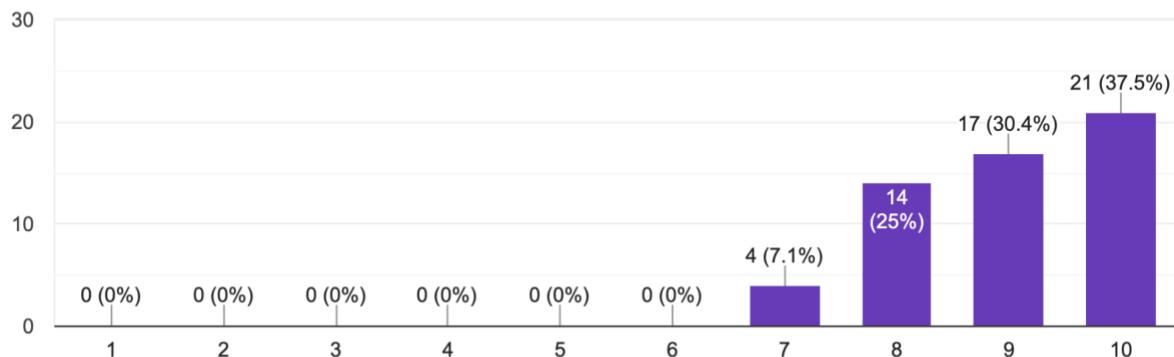
Annual Conference Content on SEFA Social Media:

We had a few videos professionally produced throughout the week to capture the essence of our Annual Conference, including the informative presentations from the two SEFA Lab of the Year® Finalists and the Lab of the Year Awards ceremony. These videos can be found on SEFA’s LinkedIn page and YouTube channel (@SEFALabs). Lastly, thank you to all of our Annual Conference sponsors for your financial support, as we could not have had such a successful meeting without you. These sponsors are: Keweenaw Scientific (title sponsor), Durcon, Eagle, Miele, Fulterer, Absolute Testing, Charles Schwab, and Fundermax (golf sponsor).

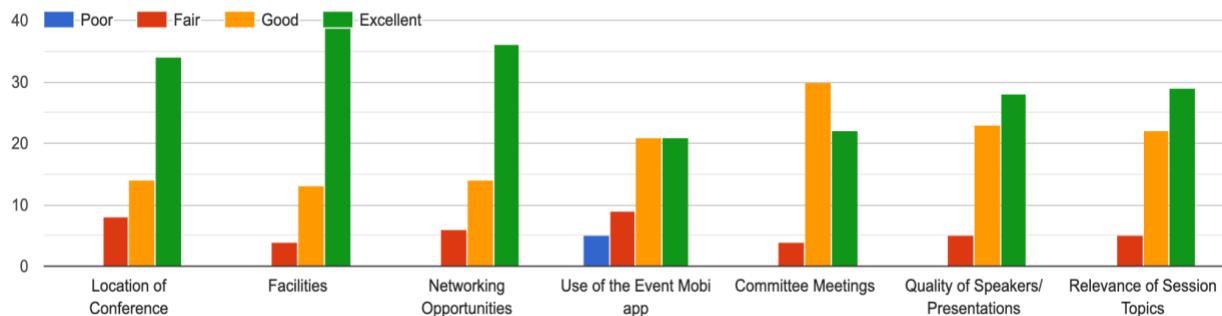
To everyone celebrating Thanksgiving this week, I hope you have a great holiday!

Overall, how satisfied were you with SEFA's 2025 Annual Conference?

56 responses



How would you rate the following aspects of the conference?



Additional Comments Provided by Conference Attendees

I rated the location and facilities as Good only because I'm not a big fan of Florida. That's just me. I love the idea of the Mobi app, but I didn't use it much, so didn't want to rate as excellent.

As we grow with the number of committees, we may need to look at extending the time frame to allow for better attendance at all committee meetings.

There were a couple of meetings I was unable to attend due to other meeting conflicts.

Thought you got a great selection of architects in attendance. Resort was great. Can we golf twice next year?

Great meeting as always - golf was a blast - as always. Committee meetings were kind of clunky - at least the ones I attended. Specifically, some co-chair nominations were odd, awkward, and didn't feel right.

Since we advisory board members are active on committees (or should be), it would be best if the advisory board meetings are scheduled without overlap with any of the other committee sessions. I've signed up for the Flooring and Work Tops, but the 2nd advisory

board meeting was at the time of the Work Tops session so I couldn't attend. I realize this could present challenges in scheduling but that is my feedback.

Bacon & sausage for B-fast. and maybe look to see when other shows are so they don't conflict, like Ed Spaces. It was at the same time this year.

Great idea to solicit feedback Ross. Looking forward to hearing what the consensus is.

When doing tours, only 10 people per group max. sounded like the tour wasn't great to listen too

Use a different analytics team other than Top Down. I don't feel the data collection pool was large enough and missed some key market indicators. The feedback from the Architects/Lab Planners provided a clearer outlook/assessment of what is being seen/felt in the market place.

I was not at any committee meetings so please disregard that response. This meeting has gotten better and better over the years. I especially appreciate the opportunity to play golf ahead of the meetings and the hotels have tended to get better as well! Kudos to Don Nelson for the full breakfast! I very much appreciate the opportunity to come as a past Chairman and visit with old friends. Thank you!

I would rate the overall organization of the conference as "Excellent" as well.

Great conference! Thank you for the invite!

I don't know the vast majority of the SEFA members and don't really know how to get to know them. A better networking event would be ideal, something that would be less uncomfortable or more structured perhaps.

Great job guys and gals!

SEFA does a wonderful job putting together this conference. Very well organized and made me feel welcomed for this being my first time attending. Looking forward to next year!

Doral was affordable and easy to get to/from. I would vote for it being on the list of meeting every year or two.

Maybe a different color on the ID badges to symbolize whether that person is an Architect, Lab Planner, Manf, etc. That would make it a bit easier for someone new like myself to connect the dots with regards to what their company does.

A more affordable location would help

All staff at the Venue were excellent and took good care of us, the golf course was beautiful.

Just personal opinion, I understand some committee meetings need to take place on Friday. Perhaps there could be a rotation, so as to avoid a future (consistent) late-Friday evening home arrival. Many thanks, the event was absolutely phenomenal and location superb! Appreciated the easy, convenient layout of the property, as well.

Use of the Event Mobi was great, could even do more with this in the future including reminders and way finding for various events, and including event content if ready. Also location of Miami was great for me personally, but the airport was pretty awful, poor layout, not many flights from my origin city and the whole travel situation with the Govt shutdown made it a lot worse and more congested than it should have been. Doral Facility was classy if not super modern, staff were very nice and capable, and quality of food was excellent. Audio /visual and set up was great in all 3 meeting rooms. AC was blowing too much in the Majestic ballroom (upstairs). Seating was well done and comfortable. Networking could be improved by possibly more intros for those who are first time attendees- seemed like there were quite a few that I met, mostly very friendly but just learning about SEFA. Excellent to have both Lab of the Year winner and honorable mention present very well prepared presentations with a knowledgeable team.

Keep it at Trump!

Excellent resort. Well organized - as always. Thanks.

Great job to the staff for such great organization!

On the name badges, the company name should be a slightly larger font so it is easier to read.

Top notch conference, always such a well-organized event. We truly enjoy being part of SEFA. Happy Holidays to the entire SEFA team.

It would be nice to figure out how to get new people there. Even new people from existing companies within SEFA.

I thought that there was much more activity this time around with some real actionable items on the list for many of the groups to tackle. It was one of the more meaningful sessions for me. Money well spent from my perspective. Thanks

I could not get the Event Mobi to work on my phone

The installation subcommittee meeting presentation was never uploaded to the event portal getting all the presentations pre-loaded would be great as it is sometimes hard to see some of the presenter's slides during the session on the screen; It would be great if there was a way to get everyone to put their LinkedIn information into the event portal for easier connecting. Definitely need the last names and the company names bigger on the name tags for us older folks to be able to see them :-)

I think the agenda could be streamlined a bit, and more time could be allocated for networking. A kind of speed dating would be nice, or something similar.

Also, I'd like to point out that a room without natural light is very tiring in the long run. Perhaps this could be taken into account when choosing the location...

Otherwise, thank you very much – it was, as always, a great pleasure.

Great event, good catching up with everyone.

I'd like to offer some feedback on how we can increase the value of SEFA events for members and make Lab of the Year an even stronger networking platform.

First, I think we should consider adding more award categories. Broadening the range of

recognition would make the program accessible to more firms and, in turn, help grow participation and engagement at the event.

Second, we can be more intentional about how results are communicated, especially on LinkedIn. The “teaser” posts announcing the shortlist are great ... they build excitement and drive traffic, even from people who might not have planned to attend. Where we may be losing momentum is in signaling to firms, ahead of time, whether they will be walking away with an award. Many organizations are hesitant to commit to travel if there’s a strong chance they will leave empty-handed.

Again, if our goal is to build SEFA into high-value networking platform, it cannot do that if it is small, and making the awards program as inclusive as possible is one major step in doing that.

Keep up the good work

I really only have two issues. I felt that either the sound system was weak or the speakers weren't handling the microphones properly. There was a lot said that I missed. Also, I was in the back 1/3 of the room and it was difficult to read the screen.

The venue was fantastic, and everything was managed very well. The hotel staff were amazing.

Since it was my first SEFA conference, I thought everything was excellent. The food at the ballroom, the happy hour and the awards dinner was very good. I'll be back next year again at Turnberry.