

# 2024 Michigan Show Educational Schedule

## DeVos Place Convention Center

### Wednesday, March 20

#### **9 am – Charging Ahead on the Future of Electric Vehicle Charging Infrastructure**

There are a variety of reasons to consider investing in installing Electric Vehicle (EV) charging stations over the coming years, including billions of dollars in funding to help offset the investment. This session will discuss EV charging strategies, technology advances, business models, revenue streams, regulatory landscape and compliance, customer engagement, future trends and industry outlook. Don't miss what is sure to be an informative session.

#### **9 am – Best Practices for Motor Fuel Quality**

Managing fuel pumps and motor fuel quality is no easy task. Officials from the Michigan Department of Agriculture and Rural Development's, Consumer Protection Division, Motor Fuels Quality Program will touch on the top list of violations and how to help keep your pumps flowing with quality fuel products. They will help answer your questions on fuel quality, motor fuel licensing, risk assessment, summer gas, volatility, ethanol blends, skimmers and much more. Bring your questions and get them answered.



**10 am – Fueling the Future:** Insights and Forecasting with Patrick De Haan  
Patrick De Haan, head of petroleum analysis at GasBuddy joins us in Grand Rapids as a Speaker. He is considered one of the most accurate fuel forecasters in the U.S. and has been analyzing fuel prices and trends for over 20 years. MPA/MACS will be hosting DeHaan and asking him all the questions about the petroleum industry, where its been and what the future may hold.

### Thursday, March 21

#### **9 am – What Made Your Grandfather's Business Grow Are Not What Will Make Yours Grow**

Odds are that the business you are running today was started 50 to 100 years ago, but many things in our business environment have changed. The way we get new customers and keep the ones we have has changed. The way we hire, fire, and develop people has changed. Even the way we give credit and collect money has changed, and this is just the beginning. In this session, you will learn the critical strategies necessary to take your company profitably into the future.

#### **9 am – Navigating the Changing Tobacco Regulatory Landscape**

Join us for an insightful presentation on regulatory changes within the tobacco and nicotine categories. Highlights of this session include in-depth analyses of regulatory developments and shifting policies. Understand how these changes may influence your business and how FDA policies will shape the future landscape of the tobacco and nicotine industries.