

2023 Michigan Show Educational Schedule

DeVos Place Convention Center

Wednesday, March 22

9 AM - Understanding Attitudes About Energy and Electrification

The energy landscape is changing rapidly, as the push to “electrify everything” continues. Many around the country are pushing back against the most aggressive plans. This session will share findings from the most comprehensive consumer research project about attitudes and behaviors regarding electrification of the heating and transportation sectors. To survive and ultimately to thrive, our industry will need to convince consumers, legislators, and industry stakeholders that we deserve to play a role in the country’s energy future.

9 AM - How to Pass a UST Triennial Inspection

What to expect when being inspected. The Michigan Bureau of Fire Services staff will lead this session focusing on the processes and responsibilities for underground storage tank facility owner/operator’s regarding statutory triennial inspection and site plan review. This includes the inspection process, re-inspection, general operating requirements and document retention. This will be a great opportunity to get all your questions answered by the experts in the field.



10 AM - Former Governor Snyder Cyber Security

Former Governor Rick Snyder will be speaking about the need for cyber security. Snyder has started a new company SensCy Inc. and they have partnered with the General Agency. The primary focus will be on the need for cyber security for medium to small businesses. Governor Snyder will also touch on his time as Governor and leave some time for questions from attendees.

Thursday, March 23

9 AM - EV Charging Station Opportunities

There are a variety of reasons to consider investing in EV charging over the coming years, including billions of dollars in funding to help offset the investment. This session will cover EV charging basics, review the business case for offering EV charging, and explain how utility, state, and federal programs offer station owners a discount of more than 80% off the initial investment cost.

9 AM - Beating Your Competition at Hiring the Best People

In this session, you will learn how to attract, hire, and retain the best people in your market. Imagine no more misfit employees or settling for an underqualified applicant. This will cover topics like messaging that applicants respond to, and understanding the most powerful things that get applicants to not just want to work for you but also makes them want to stay. You will also learn what to look for in an employee and what to stay away from, which will give you both peace of mind and a competitive advantage.