

# 2025 Michigan Show Educational Schedule

## DeVos Place Convention Center

### Wednesday, March 5

#### 1 pm - State of Energy for 2025 and Beyond



Join us for an engaging keynote session with Rob Underwood, President of the Energy Marketers of America (EMA). With decades of experience in the energy sector, Rob brings expertise and a dynamic perspective on the trends shaping our industry. Rob will delve into critical issues facing energy marketers today, from policy updates to market challenges and opportunities. Discover how evolving energy trends and regulations impact your business especially with the new Trump Administration and gain actionable strategies to stay ahead of the curve. Take advantage of the opportunity to connect directly with a leading voice in the energy industry during the interactive Q&A session.

### Thursday, March 6

#### 9 am - Apps Matter: Practical Mobile App Strategies from Leading Retailers

Join us for an insightful session where we dive into real world mobile app campaigns from leading retailers to maximize your branded mobile app. This session will cover: 1) Evolution of C-Store Apps: Explore the journey of C-Store apps from their inception to the sophisticated integrations available today, 2) Best Practices for Success: Learn the proven best practices that drive results and ensure the success of C-Store apps in today's competitive market, 3) User-Friendly Design: Discover strategies to make your app intuitive and user-friendly, ensuring it meets user needs and keeps them engaged and 4) Relevant Integrations: Uncover the latest integrations that retailers are leveraging to make their apps indispensable to their entire customer base.

#### 9 am - Transforming Environmental Compliance: Digital Innovations for Petroleum Retailers

Environmental compliance for petroleum retailers is increasingly complex, requiring innovative solutions for efficient data management. Many companies have implemented a digital platform to centralize project oversight, provide real-time access to key data, and improve operational efficiency. This session will explore how the platform enhances compliance, streamlines field sampling, and supports decision-making with advanced features like remote auditing, automated data visualization, centralized dashboards and supporting decision-making in environmental project management.

#### 10 am - Understanding Michigan's Earned Sick Time & Minimum Wage Laws: What You Need to Know

Michigan's Earned Sick Time Act and Minimum Wage laws are dramatically changing. The session will cover the essentials of Michigan's Earned Sick Time Act, including key provisions, compliance steps, and how it impacts employers and employees. Representatives from the Michigan Wage and Hour Division will also cover the Minimum Wage requirements as well as a general overview of all Michigan Wage and Hour laws. Attendees will not want to miss this opportunity to ensure your organization is ready for these changes.

#### 10 am - Ten Powerful Strategies to Improve Your Bottom Line That Most Are Not Doing

There are all kinds of ways that companies try to acquire customers, manage their people and increase their profits. While many of these companies do amazing things, experts almost always find that these 10 strategies are either not being done at all or at least not being done successfully. Whether you are wholesale or retail, propane or fuels or lubes, all 10 of these strategies likely apply to you, and doing even one of them might make the difference in a good year versus a great year.