Increasing Sales by Understanding Human Behavior – John J. Kimmel
What if you could accurately predict how someone was going to respond before you even asked a question? The DISC model of human behavior is not only extremely accurate, it is easy to learn. Putting DISC to work will increase sales and customer loyalty, improve the quality of new hires, decrease turnover and eliminate much of the drama around your office.

There are big changes coming to Michigan Auto Insurance Laws. In May of 2019, Michigan lawmakers passed bipartisan legislation to reform the state’s no-fault auto insurance laws which have been mostly unchanged since 1973. These changes will have a dramatic impact on every Michigan resident. Experts from the General Agency Company will help attendees to easily understand these changes and what it means for you. Don’t miss what is sure to be an informative session.

Navigating Through Michigan Taxes – Michigan Department of Treasury
Learn how to get the most out of the Michigan Motor-fuel and Tobacco System (MiMATS). MiMATS is new software system launched last summer which provides businesses the ability to e-file, make payments, apply for refunds, view correspondence, view account balances among other things. Michigan Treasury will be there to get all your questions answered with MiMATS and any other issues.

What the Heck is Going on in Washington D.C.? – Petroleum Marketers Association of America
The Petroleum Marketers Association of America (PMAA) President Rob Underwood will present an inside look at what is happening in Washington D.C. Get all the latest information on Federal Legislation and Regulatory issues affecting the petroleum marketing industry. Rob has been a great advocate for the industry and understands all the challenges petroleum marketers face today and in the future. PMAA serves 47 state and regional trade associations, as well as the 8,000 independent petroleum marketing companies before Congress and the federal agencies.

Is the Retailing Future in Electric Vehicle Charging Stations?
The convenience industry sells over 80% of motor fuels in the United States at 122,000 plus locations, which puts the industry in a unique position to fulfill the energy needs of drivers, regardless of the energy source. Come learn from an expert panel on how you could be part of the solution in offering consumers electric charging while getting large incentives to do it.

All pre-registered attendees are automatically entered into a drawing for a chance of winning $100

Badges are required at all events
Educational Seminars for Thursday, April 2, 2020

Robbery Awareness and Active Shooter Survival – The Incident Management Team
Come learn from a nationally recognized consulting and training organization, specializing in pre-incident prevention, crisis management, and post-incident recovery. The mission of the Incident Management Team, led by Dr. Kenneth Wolf, is to collaborate with companies to improve their organizational systems and working environment through the prevention, control, and resolution of workplace violence and conflict. This extended interactive session will focus on preparedness before a robbery, the verbal and non-verbal pre-attack behavior signs and the do’s and don’ts during a robbery along with many other areas.

The session will also touch on active shooter considerations on how to assess risk, manage incidents and develop safety practices for employees and customers. Videos of actual incidents will also be analyzed for discussion purposes. This will be a session full of a lot of important information for all attendees and vendors.

C-Store Digital Customer Journey – Presented by enVista
The c-store customer’s journey has changed, and customer expectations have never been higher than they are today. What are customers expecting when they shop at your c-stores? During this session experts will discuss insights from many customer engagement surveys and the results of working with retailers globally. Show attendees can use this information to guide their strategy to satisfy and retain today’s high expectation customers.

Hazardous Materials Cargo Tank Inspection Updates – Michigan State Police
Motor Carriers are subject to regular US Department of Transportation (DOT) audits to ensure they comply with regulations. This session is designed to help cargo tank motor vehicles transporting hazardous materials with compliance with Hazardous Material Regulations either on the roadside or at a carrier’s or shipper’s place of business. The Michigan State Police (MSP) Commercial Vehicle Enforcement Division will present a thorough review of all requirements associated with transporting hazardous materials. Get all your questions answered from those doing the enforcement.

MPA/MACS Casino Party

April 1, 2020
Amway
Imperial Ballroom
8:00 pm - 11:00 pm