

Time	Event	Speaker	Description
<b>FRIDAY, June 6, 2025</b>			
3pm - 5pm	Exhibitor Set-up		
6pm - 7:30pm	Welcome Reception		
<b>SATURDAY, June 7, 2025</b>			
7am - 8am	Exhibitor Set-Up		
7:30 - 8am	Prayer Meeting w/Mike French		
8am - 9am	Breakfast with Exhibitors		
9am - 9:15am	Welcome from Nathan		
9:15am - 10am	<b>Turning a Negative Sales Experience into a Lifelong Customer</b>	JC Cahill	This session will teach salesmen the skills and abilities to work through any problem and improve customer relations.
10am - 10:50am	<b>Boosting Your Bottom Line: The Power of Policies, Procedures &amp; Production</b>	Theresa Colbert (moderator); Nathan Novak (Novak's); Alex Mayak (Stoystown); Marty Hollingshead (Northlake)	In this session, industry experts will share how strong policies, streamlined procedures, and efficient production can drive real results for your bottom line.
10:55am - 11:45am	<b>Benefits of Professional Licensing</b>		
11:50am - 1:30pm	Lunch with Exhibitors		
1:30pm - 2:15pm	<b>How To Be Your Customer's 1st Choice</b>	Eric Wilbert	In this session, Eric will cover the following key points: Understanding your customer's needs; Building a reputation for quality and trust; Leveraging digital presence and online sales; Fast & efficient customer service; Leveraging customer reviews and word of mouth; Sustainability and eco-friendly practices
2:15pm - 3pm	<b>Sell One More Part Per Car</b>		
3pm - 4pm	Break with Exhibitors		
4pm - 5pm	<b>Finding &amp; Recruiting People from Outside our Industry</b>	JC Cahill	Potential employees are everywhere! Know what characteristics to look for and where to find them.
5pm - 6:30pm	Closing Reception		

All Events will be held in the same room.

Vendors may tear down quietly beginning at 4pm.