



Agenda at a Glance

	Time	Topic	Presenter
November 3	12:00–12:30 PM	PAMA Membership Lunch	N/A
	12:30–1:00 PM	NOLN State of the Industry Updates	Kyle Shaw (NOLN)
	1:00–1:30 PM	PAMA Membership Meeting	PAMA Board Members
	2:00–3:00 PM	Managing Your Cyber Risk	Jason Kerr (Federated Insurance)
	3:00–3:30 PM	PAMA Management Course Highlights	Matt Webb (Premier Oil Change)
	3:30–4:30 PM	Winning Lifelong Customers: Stop Chasing Strangers	Ed Howie (Lifelong Customers)
November 4	Time	Topic	Speaker
	10:00–11:00 AM	Election Updates: Government Advocacy and PAMA	Towner French (Potomac Strategies)
	12:00–1:00 PM	Winning Lifelong Customers: Stop Chasing Strangers	Ed Howie (Lifelong Customers)
	1:00–1:30 PM	OSHA Updates	Kevin Dwyer (GMG EnviroSafe)
	2:30–3:00 PM	Bay Talk Presented by Leverage	Calum McClelland
	3:00–4:00 PM	AI in Quick Lube Customer Service: What 100k Calls Reveal	Barath Sundar (Mxpert)
November 5	Time	Topic	Speaker
	10:30–11:30 AM	Winning Lifelong Customers: Stop Chasing Strangers	Ed Howie (Lifelong Customers)
	12:30–1:00 PM	PAMA and Advocacy	Towner French (Potomac Strategies) Justin Cialella (Victory Lane)

Times, topics and speakers are subject to change.