

SCWA 2025 CONVENTION SPEAKERS

CONVENTION & EXPO

Brian Kilmeade - Thursday General Session Keynote

SCWA welcomes Brian Kilmeade as our 2025 Convention & EXPO Keynote Speaker.

Brian will provide convention attendees with unique perspectives and insights to guide our businesses in 2025 and beyond. Brian's understanding of American history along with his knowledge of current events provides the foundation for his business outlooks.

Not many broadcasters can say they are on the air for 6 hours a day, 5 days a week, but that is exactly what Brian Kilmeade has been doing since 2006. Whether discussing newsmakers or celebrities, or covering local or national news, Kilmeade provides a unique perspective that audiences appreciate for its candor.

After joining Fox News in 1997, Kilmeade was soon named co-host of Fox & Friends, where he still thrives alongside the extraordinarily talented Steve Doocy and Ainsley Earhardt. Together they have powered their way to the top spot in morning cable TV. After Fox & Friends airs from 6 – 9AM ET, Kilmeade has the privilege of hosting his nationally syndicated radio show, The Brian Kilmeade Show, on Fox News Talk from 9-12PM ET.

Every weekday morning, Kilmeade provides viewers with the latest on the day's breaking news, business, sports, politics, and entertainment. During his tenure at Fox News, he has developed the ability to interview and provide insight into newsmakers, politicians, celebrities, and athletes alike. His radio show features many Fox personalities and big-name guests—and somehow still manages to cover the daily news with seriousness and a smile.

Kilmeade also hosts the 7-season Fox Nation series What Made America Great, in which he explores pivotal places that have shaped the events of American history. He has also authored 7 books on American history, 6 of which were New York Times bestsellers.

He currently resides in his hometown of Massapequa, NY, with his wife and 3 children. When he is not working, you can often catch him on the soccer field watching or coaching. He graduated from LIU- CW Post with a BA in Communications in 1986 where he also played soccer.



Michael Dominguez - Wednesday CEO Forum

Michael Dominguez brings an outstanding reputation for helping companies and small business achieve amazing customer service and branding. As the President & CEO for Associated Luxury Hotels International (ALHI), he leads a team of nearly 80 professionals located among 26 offices across North America and Europe. ALHI serves a membership group of hotels that are Independent Hotels & Independent Brands that are an exclusive luxury collection. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels, Hyatt Hotels, Starwood Hotels and many more.

Michael is actively involved in leadership roles in the Meetings and Events Industry and is a Past Chairman of the International Board of Directors for MPI. He definitely knows about the service industries.

Michael speaks on important topics for the service oriented industries – like the car wash industry. His insights include creating the perfect unique brand for your business; how to make your customers come back and then back again; the current state of service centered industries, and how to prepare your business to succeed in the year and beyond. Michael was been recognized in national magazines as one of the top industry speakers and has been an invited speaker at South by Southwest.

Michael will help us move forward together in the car wash industry as we begin a new year and focus on all the opportunities before us.