

PRELIMINARY PROGRAM

Wednesday, January 29

All Convention Registration will take place at the Fort Worth Convention Center. All Pre-Registered and Onsite Registering attendees should go to the Convention Center during the published registration hours to pick up their convention badges and materials.

10:30 **Opening Devotional**

12:30 **CEO Forum 2020**

The popular SCWA CEO Forum will kick off the 2020 Convention & Car Wash EXPO with Chick-fil-A's Arthur Greeno. Based on his success at Chick-fil-A, he will give insights on how business owners can excel against their competition through exceptional customer service and build a unique culture within their business. Arthur's insight will give you keys to be remarkable in your business and more importantly how you can make a difference through your business. Surround yourself with amazing people and amazing things start happening. Arthur didn't come from a business background, but if you've ever been to any of his restaurants, you will agree that his teams are extraordinary. He is teaching business owners how to create this unique culture in his own lighthearted, irreverent and down-to earth way.

2:00-6:30 **EXPO Floor Open including Quick Talks**

Thursday, January 30

8:00 **Rapid Round Tables & Car Wash Investing Basics**

9:00 **Idea Exchange Sessions**

10:30 **2020 SCWA Lifetime Achievement Award Presentation & Keynote Address**

Featured Speaker – Vice President Dick Cheney

- Former U.S. Vice President Dick Cheney has served more than four decades of public life at the highest levels of government during some of the most critical days in modern American history.
- Chief of Staff for President Gerald Ford.
- Elected in 1978 as Wyoming's sole member of the House of Representatives. Re-elected to office five times.
- In 1989, he was nominated by President George H.W. Bush to serve as Secretary of Defense and in his four years at the Pentagon, Cheney led American forces to victory in Operation Just Cause in Panama and Operation Desert Storm in the Persian Gulf.
- In 2000, Elected Vice President of the United States.
- Cheney has been recognized by many as the most powerful and consequential vice president in American history, and worked side by side with George W. Bush to keep our homeland safe and protect Americans from terrorist attacks for seven and a half years following 9/11.

1:00-5:00 **EXPO Floor Open including Quick Talks**

6:00 **SCWA is Headed to the Rodeo**

Celebrate SCWA Rodeo Event at the new Dickies Arena. Please Note: Available for Pre-Registered Attendees Only. No onsite registration will be available.

Friday, January 31

8:00-11:30 **Car Wash Academy Sessions**

Concurrent Sessions offering no nonsense business solutions; management strategies and innovative car wash business ideas. The academy will offer topics for all car wash models and experience levels.

12:00 **Closing Luncheon**