

## MORNING SESSIONS

7:30 a.m.

### Breakfast & Registration

8:30 - 9:45 a.m.

### Keynote: Leading Through Change

[Nathan Whitaker](#) | [New York Times Bestselling Author](#)

We are excited to welcome Nathan Whitaker as our keynote speaker, where he will share powerful insights on embracing change and leading with strength under pressure. His message is a reminder that true leadership is not revealed in comfort - it is forged in moments of challenge and change.

9:45 - 10:15 a.m.

### Break

★ Sponsorship: [Scranton](#) | [Jill Cavano](#)

10:15 - 11:00 a.m.

### Breakout Session

[Moderator: Tom Hutchison](#), [HOH Water Technology](#)

Engage with fellow owners in an interactive discussion to reflect on the keynote address, share key takeaways, and explore practical ways to apply the insights within your organization.

11:00 - 11:45 a.m.

### AI in Action | Business Leadership Panel

[Moderator: Dan Campbell](#), [Commercial Chemtech](#)

Discover where AI can strengthen your daily operations and hear real stories of how businesses are using it to work smarter, faster, and more strategically.

★ Sponsorship: [ASMA, Inc.](#) | [Janice Shawl](#)

## AFTERNOON SESSIONS

11:45 a.m. - 1:00 p.m.

### Lunch

★ Sponsorship: [MFG](#) | [Mike Standish](#)

1:00 - 1:40 p.m.

### The Silver Tsunami - Managing the New Retirement Reality

[Adam Green](#), [Baker Donelson](#)

People are living longer, working longer, and redefining retirement on their own terms. As traditional retirement patterns change, business owners face new challenges in succession planning, workforce strategy, and knowledge transfer.

1:40 - 2:30 p.m.

### AWT Benchmarking

[Scott Hackworth](#) | [President, Industry Insights](#)

A high-level overview of the benchmarking results, highlighting key findings, industry trends, and opportunities for improvement and growth.

2:30 - 3:00 p.m.

### Break

## AFTERNOON SESSIONS - CONTINUED

3:00 - 4:00 p.m.

### Simple Numbers

Brandon Gray | Partner, Simple Numbers

AWT Benchmarking is not just about measuring numbers - it is about gaining clarity, insight, and a competitive edge to lead with confidence, strengthen your business, and elevate our entire industry. Learn what the numbers mean and how to apply them strategically.

★ Sponsorship Scaling UP! H2O | Trace Blackmore

4:00 - 4:30 p.m.

### Daily Insights

Tom Brandvold, Premier Water & Energy Technology

## EVENING

4:30 - 5:30 p.m.

### Business Owners Meeting Reception

## EMBRACING CHANGE TO BUILD A STRONGER TOMORROW

Thank you for joining fellow business owners for a day of ideas, connection, and practical insight. Continue the conversation during the reception and carry your strongest takeaway forward.

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**CONNECT • REFLECT • LEAD FORWARD**