



2018 NORA ANNUAL CONFERENCE & TRADE SHOW AGENDA

NOVEMBER 7-10, 2018 | Rancho Mirage, California

WEDNESDAY, NOVEMBER 7

10:00 AM - 2:00 PM
2:00 PM - 7:00 PM

3:00 PM - 4:00 PM
4:00 PM - 4:30 PM
4:30 PM - 8:30 PM

Exhibitor Check-In/Set Up (Las Palmas Ballroom)
Attendee Check-In/Registration (Las Palmas Lobby)
Register for Closing Party Seating
Board Member Meeting (Desert Suite 2)
New Member/Board Member Reception (Desert Suite 3)
Grand Opening Reception in Trade Show (Las Palmas Ballroom)
All exhibitors, attendees, registered spouse/companions welcome

THURSDAY, NOVEMBER 8

7:00 AM - 11:45 AM

7:00 AM - 8:00 AM
8:00 AM - 8:45 AM
8:45 AM - 9:45 AM
9:45 AM - 10:20 AM
10:20 AM - 11:10 AM
10:45 AM - 11:45 AM
11:10AM - 12:00 PM
12:30 PM - 7:00 PM
12:15 PM - 4:00 PM

Conference Check-In/ Registration (Las Palmas Lobby)
Register for Closing Party Seating
Continental Breakfast in Trade Show (Las Palmas Ballroom)
NORA Opening Session (Fiesta Ballroom Salons 4-5)
Do Your Job: Keynote Speaker John Riggins (Fiesta Ballroom Salons 4-5)
Refreshment "Paleo & Coffee" Break in Trade Show (Las Palmas Ballroom)
Help Wanted: Proven Solutions Addressing Driver Shortage
Leah Shaver (Fiesta Ballroom Salons 4-5)
Spouse/Companion Brunch, Open to Registered Spouses/Companions
(bluEmber Restaurant/Ember Room)
Generator/Quick Lube Market: Today & Tomorrow
Ragan Holt (Fiesta Ballroom Salons 4-5)
NORA Golf Tournament (Rancho Las Palmas, North/South Course)
Brought to you by Dexsil—Pre-Registration Required
Optional: Spouse Tour - Food Tour of Palm Springs—*Pre-registration required*

FRIDAY, NOVEMBER 9

7:30 AM - 8:30 AM
8:30 AM - 9:10 AM
9:10 AM - 10:05 AM

10:05 AM - 11:00 AM
11:15 AM
11:00 AM - 11:45 PM
11:00 AM - 11:45 PM
11:45 AM - 12:20 PM
1:00 PM - 4:30 PM
6:00 PM - 10:00 PM

Continental Breakfast in Trade Show (Las Palmas Ballroom)
IMO 2020 Market Effects for Used Oil—Tom Murray (Fiesta Ballroom Salons 4-5)
Blue Wave or Red Ripple? The Election's Impact on the Economy
Elliot Eisenberg (Fiesta Ballroom Salons 4-5)
Refreshment "7th Inning Stretch" Break in Trade Show (Las Palmas Ballroom)
Trade Show Tear Down (Las Palmas Ballroom)
Asphalt Market: RFO Outlook - Jay Hansen (Fiesta Ballroom Salons 2-3)
Technology Panel (Fiesta Ballroom Salons 6-7)
Government Affairs: Executive Summary (Fiesta Ballroom Salons 2-3)
Optional: San Andreas Fault Jeep Tour—Pre-Registration Required
NORA Closing Party: All exhibitors, attendees, speakers, and registered spouses/companions are invited to attend this great event! (Starlight Terrace)
Brought to you by Valicor | Wristbands Required

SATURDAY, NOVEMBER 10

All day

Activities on your own (shopping, tours, departures, etc.)

Times in bold represent show hours. Agenda subject to change.