Jason Milen

Keynote Speaker



Helping Organizations Achieve

Predictable Revenue.
Scalable Growth.
Legendary Results.

Jason Milen is a keynote speaker, workshop facilitator, and business leader who has spent his career proving that playing it safe is usually the riskier move.

As third-generation owner and CEO of Jax Kar Wash, he led the calculated risks that rebuilt his family's business around a membership model, with results his own accountant made him double-check. Yes, they held up.

Today, through Milen Growth Partners, he helps leaders take calculated, non-terrifying risks on customer experience, membership, loyalty, or the idea they've been sitting on for two years.

On stage, he brings real stories, a sharp sense of humor, and 18 years of Aikido, which he insists is just business strategy with better posture.

Event organizers and clients know him as exceptionally easy to work with — no Aikido required.

9 → 34	216 → 6,000+	$21M+
locations	members per location	in annual recurring revenue

Planning an event? Let's talk!
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INNOVATION KEYNOTE

The Cost of Standing Still

How calculated risk drives profitable growth

The decision that feels safest may actually be the biggest risk you're taking.

Most leaders can tell you to the dollar what a new idea might cost if it fails. Almost none can tell you what doing nothing is costing them right now. The decision that feels safest may actually be the biggest risk they're taking.

In this keynote, Jason shares how his family built, lost, and rebuilt a multi-location business — and how the risk they avoided cost them millions, while the risks they embraced transformed their company.

Paired with the stories of Kodak, Fujifilm, and JCPenney, this talk makes the case that the answer isn't avoiding risk or taking it blindly. It's taking it with a system.

Audiences leave with the B.E.T. Framework — a practical system for taking calculated risks without gambling blindly — and the confidence to try one new thing tomorrow.
Key Takeaways:

- **The Cost of Standing Still:** Measure what inaction is costing you, not just what change might cost.
- **Where to Start:** Locate the small problem causing outsized pain — the smartest place for your first bet.
- **Get Buy-In Faster:** Use a pre-mortem to answer your board's and team's objections before they raise them.
- **Blueprint, Experiment, Transform:** Prove it on paper, pilot it small with a kill number, then scale only what works.

For associations, franchises, and leaders ready to grow without betting the business.

In person or virtual · Pairs with a hands-on workshop · Starter kit for every attendee



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WORKSHOP

From Like to Loyalty

Design the Loyalty Model That Turns Buyers into Lifelong Members

Most organizations don't have a growth problem. They have a retention problem. They pour energy into winning new customers and members while the ones they already have quietly drift away, leaving revenue unpredictable and teams stuck reacting instead of building.

This interactive workshop turns that around. Instead of just hearing ideas, your team rolls up its sleeves and designs the offers, experiences, and touchpoints that move people from liking you, to loving you, to staying loyal for years. Jason draws on the membership model that grew his family's business from 216 to more than 6,000 members per location, then guides your team through applying it to your own organization with his ***Like → Love → Loyalty*** ladder.

Participants will:

- Spot where customers and members drift away — and why
- Price and package an offer that drives retention, not just sales
- Build the touchpoints that move people from like, to love, to loyalty
- Leave with a clear plan your team can put to work right away

Ideal as a standalone team session or a hands-on follow-up to Jason's keynote. Available in 60 or 90 minutes, ½ day, 1 day, or 1½ days.



WORKSHOP

The Membership Engine

Build or Grow a Membership Program That Delivers Predictable, Recurring Revenue

Membership is the closest thing to predictable revenue an organization can build. Done right, it fills the slow days, smooths out cash flow, and gives people a reason to keep coming back. Done wrong, it shrinks margins and frustrates the very members it was meant to reward.

In this hands-on workshop, Jason walks your team through the process he used to grow his family's membership program from 216 to more than 6,000 members per location: pricing the offer, testing it in small steps, launching it, and training the team to sell it. Whether you're starting from scratch or upgrading the program you already have, your team will build the final rung of his ***Like → Love → Loyalty*** ladder: a membership people are glad to pay for, month after month.

Participants will:

- Set a price that's irresistible to members and profitable for you
- Test changes in small steps before rolling them out everywhere
- Build the systems, training, and incentives that drive sign-ups
- Leave with a plan to launch a new program or grow the one you have

Ideal for organizations launching their first membership program or growing an existing one. Available in 60 or 90 minutes, ½ day, 1 day, or 1½ days.



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Keynote Speaker



WORKSHOPS

Don't stop with the keynote! Pair it with a hands-on workshop tailored to your group.

From Like to Loyalty ● *The Membership Engine*

Available in 60 or 90 minutes, ½ day, 1 day, or 1½ days.

Details at JasonMilen.com/workshops

TESTIMONIALS

"This was a session that had my attention the entire hour. Superb, and very actionable. Effective material to consider for strategic planning, as it relates to membership loyalty."

- Dr. Thomas W.
Lutheran Education Association

"Sometimes the most important messages are delivered in too many steps and a lot of mumbo jumbo. This one had a very clear, concise, actionable and easy-to-remember message."

- Lisa

"Fantastic, engaging speaker who uses real emotions to create action."

- Kendall K.
Environmental Information Association

REACH OUT!

Planning an event? Let's talk! Book a call at bookme.jasonmilen.com

You have my word that working together will be easy – fast, clear communication, flexibility and reliability.

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