



KEYNOTE: Unavoidable Risk

KEYNOTE INTRODUCTION FOR JASON MILEN

What if the biggest risk in your organization isn't the bold move you're afraid to make—but the safe one you keep repeating? Today's speaker has made a career of challenging that.

As the third-generation leader of a family car wash business, he took a bold bet on a membership model that transformed his company—proving that recurring revenue isn't just a strategy, it's a growth engine. Even when your product gets rained on the next day! 🌧️

Today, he'll share practical strategies and frameworks for taking calculated risks—empowering us to stop defending yesterday's playbook and start building organizations designed to thrive amidst change.

Let's give a warm welcome to **Jason My-Lynn**.



Rev. 5/26/2026
Keynote Introduction - Unavoidable Risk - Jason Milen.docx

Book Jason to speak at
your next event:



Jason@JasonMilen.com
(720) 635-4928