

## 2012

### Monday, February 20

2 - 5 p.m. .... Registration Open

### Tuesday, February 21

8 a.m. .... WPMA Scholarship Golf Tournament  
*with Continental Breakfast*

2 - 3 p.m. .... Workshop

3 - 7 p.m. .... Trade Show Open

6 - 7 p.m. .... Welcome Reception

Evening Open ..... Suppliers Hospitality

### Wednesday, February 22

7 - 8 a.m. .... Cardlock Meetings

8:30 - 10:30 a.m. .... Opening Session  
Keynote: **Ben Stein**

10:30 a.m. - 3:30 p.m. .... Trade Show Open  
*with Buffet Lunch*

12 - 2 p.m. .... Ladies' Luncheon  
**Erin Gruwell**

3:30 p.m. .... Brand Meetings

Evening Open ..... Suppliers Hospitality

### Thursday, February 23

7 a.m. .... Registration Open

7 - 9 a.m. .... Management Sessions

9 a.m. - 12 p.m. .... Trade Show Open  
*with Buffet Breakfast*

11 a.m. .... WPMA Scholarship Foundation  
*Silent Auction Closes*



### GREETINGS fellow

#### Petroleum and Convenience Store Marketers, Exhibitors, and Friends!

As the 2011-2012 President I am pleased to extend you an invitation to the 60th Annual Western Petroleum Marketers and Convenience Store Exposition, **February 21 - 23, 2012** at the Mirage Convention Center. This year's theme is **"Today's Success = Tomorrow's Expectations."** In today's turbulent and uncertain world, it is important that we try to stay up with the issues that face this industry. And there is no better place to get this information than at the WPMA Convention. I'm excited to have **Ben Stein** as our Keynote speaker. Ben is an economist, author, and actor, and has been a game show host and political analyst. The Ladies' Luncheon will also have a great speaker: **Erin Gruwell**, the founder of the Freedom Writers. We will also have an outstanding trade show and management sessions. With so much to see and do, please consider bringing additional members of your organization. I look forward to meeting and seeing you there.

Thank you,

A handwritten signature in black ink that reads 'Bob Ogan'.

Bob Ogan  
2011-2012 WPMA President



## 2012 Guest Speakers

Tuesday, February 21: Workshop - 2:00 p.m.



### "Estate and Business Succession Planning"

**Jeff Mount**, *Federated Insurance Vice President - Director of Operational Support*

How is the financial structure of the family business set up? Does it achieve the personal and business goals of all involved? Jeff will take business owners through a checklist to audit current plans and investigate whether other options exist. You won't want to miss this timely discussion!

Wednesday, February 22: Opening Session - 8:30 a.m.



### Keynote – Ben Stein

**Actor, Author, Economist, & Pop Culture Icon**

Ben Stein has held a wide variety of jobs: an economist at the Department of Commerce, a poverty lawyer in New Haven and Washington, DC, a trial lawyer in the field of trade regulation at the Federal Trade Commission and a professor at the University of California and Pepperdine University. He also worked as a speech writer and lawyer for Gerald Ford and Richard Nixon at the White House. (He did NOT write the line, "I am not a crook")! He is now a columnist and editorial writer for several newspapers and for E! Online, and a commentator for *CBS Sunday Morning* and for FOX News. Stein has authored and co-authored over 30 nonfiction, political and social books, and he is well known as an actor in movies, TV, and commercials. His part of the boring teacher in *Ferris Bueller's Day Off* was recently ranked as one of the 50 most famous scenes in American film. Come listen firsthand to what **Ben Stein** has to say "On Life" from his accumulated experiences as an economist, author, actor and pop culture icon!

Wednesday, February 22: Ladies' Luncheon - 12:00 p.m.



### Erin Gruwell

**Educator and Founder of the Freedom Writers Foundation**

Erin Gruwell has earned an award-winning reputation for her steadfast commitment to the future of education. Her impact as a change agent runs deep. So deep, in fact, that her story attracted Hollywood's attention. In January 2007, Paramount Pictures released *Freedom Writers*, starring two-time Oscar winner Hilary Swank as Erin. The film is based on *The Freedom Writers Diary*, the *New York Times* bestseller that chronicled Erin's extraordinary journey with 150 high school students who had been written off by the education system.

Inspired by Anne Frank, Erin and her students captured their collective journey in *The Freedom Writers Diary*. Through poignant student entries and Erin's

narrative text, the book records their eye-opening, spirit-raising odyssey against intolerance and misunderstanding. In early 2007, *Teach With Your Heart*, Erin's powerful memoir and call to arms was published. Erin and her students have appeared on numerous television shows, and their story has earned them dozens of awards, including the Spirit of Anne Frank Award. Come hear Erin speak on the value of diversity – and be INSPIRED!

Wednesday, February 22: Western Regional Meeting - 2:00 p.m.



### "The Future of Fuels – Marketers/Retailers Need to Plan Ahead"

**Dan Gilligan**, *PMAA President*

While Congress and the White House battle over new laws, it is the existing laws that will govern the future of fuels in the U.S. Covered in this session will be topics such as E-15, E-85, biodiesel, electric cars, hydrogen, natural gas, CNG and propane transportation fuels. Marketers/Retailers need to plan for a changing fuels marketplace – be in the loop!

Thursday, February 23:  
Management Session - 7:00 a.m.

### "Identity Theft, Credit Card Fraud and Business Security"

**Greg Meyer**, *San Diego Field Office, Special Agent*



Working for the U.S. Secret Service as a Special Agent for almost 25 years, Greg Meyer is currently the Special Agent in Charge of the San Diego Field Office. Greg will provide background information on the U.S. Secret Service and its protective and investigative missions. He will also reveal information on his real-life investigations surrounding identity theft, credit card fraud and business security issues. You'll glean information from the latest stories and gain solutions for your business security. Don't miss Greg's presentation!

Management Session - 8:00 a.m.

### "The Evolution – Domestic Exploration and Production Industry 1981-2012"

**David Donegan**, *Sinclair Oil & Gas Co., Vice President*



There has been a revolutionary change in domestic exploration and production primarily over the past 5 to 10 years, targeting continuous resource in shale formations. David will discuss how the context of the domestic E&P business has changed over the course of the years, including increased commodity volatility and some of the major events over the past 30 years that have affected the industry. Come and gain valuable insights into the petroleum industry!

## Join Us!

Every February, the Western Petroleum Marketers Association brings thousands of petroleum marketers and industry associates from across the nation together for the national WPMA Convention and Convenience Store Expo. The largest annual petroleum marketing convention in the West, the WPMA Convention provides informative workshops and management sessions featuring nationally renowned speakers. The well-attended trade show provides the latest trends, products and services to attendees.

### 3,500+ People = Great Networking Opportunities

If your company provides petroleum products, convenience store services, or any product or service associated with the petroleum industry, the WPMA annual convention allows you to reach the owners and managers of petroleum and convenience store businesses, and find the cutting-edge technology and management sessions that provide resources for education, training, networking and an exchange of ideas. Leading-edge industry product information and services are available through the convention trade show exhibits. The WPMA Convention and Convenience Store Expo is the most cost-effective way to reach your market and network with others in the petroleum and convenience store industry.

# 2012

# WPMA

WESTERN PETROLEUM MARKETERS ASSOCIATION

# NATIONAL CONVENTION & EXPO REGISTRATION

Mirage Convention Center, Las Vegas, NV

February 21-23

(Please print)

(ABBRV REG emlwb)

Company \_\_\_\_\_ Name \_\_\_\_\_

2<sup>nd</sup> Registrant [  mark if spouse ] \_\_\_\_\_ 3<sup>rd</sup> Registrant [  mark if spouse ] \_\_\_\_\_

4<sup>th</sup> Registrant [  mark if spouse ] \_\_\_\_\_ 5<sup>th</sup> Registrant [  mark if spouse ] \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail\* \_\_\_\_\_

\*  Remove e-mail from exhibitor mailing

ORGANIZATION AFFILIATION:  Petroleum Supplier  Trade Show Exhibitor  Petroleum Marketer/C-Store Operator  Other \_\_\_\_\_

REQUEST:  I will require special accommodations for a disability. Attached is a statement regarding my disability-related needs.

Register Now  
and  
**SAVE \$125!**  
on a principal  
registration

### FULL REGISTRATION (includes all events except golf)

Before 01/13/12

After 01/13/12

Principal Registrant	\$445.00	\$570.00
Spouse Registrant	\$390.00	\$465.00
Additional Registrant(s)	\$390.00	\$465.00

### DAILY REGISTRATION (does not include golf)

#### Tuesday, February 21

Workshop

Trade Show

Welcome Reception

Day Pass — Includes All Tuesday Events (except Golf) ..... \$160.00

2:00 to 3:00 p.m. Speaker: **Jeff Mount** – Federated Insurance

3:00 to 7:00 p.m.

6:00 to 7:00 p.m. - On Trade Show Floor

#### Wednesday, February 22

Continental Breakfast &

Opening Session

Trade Show (includes Buffet Lunch)

Ladies' Luncheon

Day Pass — Includes All Wednesday Events and Lunch ..... \$255.00

7:00 to 8:30 a.m.

8:30 to 10:30 a.m. **Keynote: Ben Stein** – Actor, Author, Economist, and Pop Culture Icon . . . \$ 85.00

10:30 a.m. to 3:30 p.m. .... \$180.00

12:00 p.m. Speaker: **Erin Gruwell** – Educator & Founder of the Freedom Writers . . . . . \$ 70.00

#### Thursday, February 23

Coffee & Juice Break

Management Sessions

Day Pass — Includes All Thursday Events ..... \$205.00

6:30 to 8:00 a.m.

7:00 to 9:00 a.m. Speakers: **Greg Meyer** – Secret Service  
**David Donegan** – Sinclair Oil & Gas Company

Trade Show (includes Buffet Breakfast) 9:00 a.m. to 12:00 p.m. .... \$100.00

**THREE-DAY Trade Show Pass** (includes all events on Trade Show Floor) ..... \$235.00

### WPMA SCHOLARSHIP FOUNDATION FUNDRAISERS (Does not include convention registration)

**CASH Contribution** (Please check box to list donation from  Company or  Individual) ..... \$100.00

**RAFFLE** — Hawaiian or Caribbean Cruise (Valued at \$7,500) Sponsored by NPM&CSA ..... \$100.00 X \_\_\_\_\_ ticket(s) = \_\_\_\_\_

Raffle Ticket Holder: Name(s) \_\_\_\_\_ Contact # \_\_\_\_\_

**GOLF** at TPC Las Vegas Golf Club (limited to 144 golfers) 8:00 a.m. four-person scramble **Tuesday, February 21**

**Foursome Request:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Golf	\$225.00	_____
Golf <u>without</u> Convention Registration	\$285.00	_____

Per Golfer



Benefits WPMA Scholarship Foundation

**GRAND TOTAL \$** \_\_\_\_\_

CHECK ENCLOSED or CHARGE MY:  MasterCard  Visa  American Express  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**Mirage Room Reservations:** 1-800-499-6311 or 702-791-7444 • Room rate: \$145. Make your reservations before **November 15, 2011** for the early rate. • Make Convention & Expo checks payable to WPMA, mail with forms to: Western Petroleum Marketers Association, P.O. Box 571500, Murray, Utah 84157-1500 or • Fax with charge info to 801-262-9413 • Call with questions to 801-263-WPMA (9762) or Toll-free 1-888-252-5550 • Save time – register on-line at [www.wpma.com](http://www.wpma.com). **LAST DAY TO PREREGISTER IS JANUARY 27, 2012**

**Cancellation Policy:** Notice of Cancellations for refund must be received in the WPMA office in writing by **January 28, 2012**. After that date, no refunds will be issued. A cancellation fee of 25% will be charged on all refunds. Refunds will be sent out after the conclusion of the convention.



National Convention  
& Convenience Store Expo  
PO Box 571500, Murray, UT 84157-1500

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National Convention  
& Convenience Store Expo

**2012**  
**February 21-23**

Mirage Convention Center, Las Vegas, Nevada

**REGISTER TODAY!**

- by mail, fax, on-line or e-mail!

For more information call (801) 263-WPMA (9762)

or go to [www.wpma.com/national-convention](http://www.wpma.com/national-convention)

