

Autumn Magazine 2019

Idaho Insider by Suzi Budge

2019 Sun Valley Event Packed with Activities & Information August 5-7

Thanks to our 2019 Convention sponsors and participants for making our annual event a big success! We were graced with good weather, wonderful mountain scenery and a host of activities to keep everyone occupied and entertained. As always, we got in some socializing and networking through-out, book-marked at the start by shooting at the Sun Valley Gun Club and closing out the big event with a spectacular day of golf, awards and BBQ.

MEMBER MEETING: Conducted jointly by outgoing president **Eric Busch** of *Busch Distributors Inc* and incoming Matt Berry of *Berry Oil*. Marketers, vendors and suppliers heard an insider's view of our most current issues. Thanks to our speakers for presenting interesting and useful information! Here's an overview of the member meeting:

Welcome, Board and Officer Elections: Outgoing President Eric Busch passed the gavel to incoming President Matt Berry when marketers elected a new board and slate of officers for 2019-2020.

Legislative Report & Activities: by Executive Director Suzanne Budge. Track Record handout, Weights and Measures, UST Compliance, local option tax. PAC Golf at Teton Springs, Victor, Idaho - September 13. Matt invited all to participate.

PRESENTATIONS & INDUSTRY ISSUES: Building Your Brand and Protecting Your Business

- **State of the Industry - Marathon: Mountain West Regional Overview**– Justin Merrell, *Regional Manager, Marathon Petroleum Cutting Through the Noise: Perspectives from inside the Beltway*
– Guy Beeman, *Corporate Manager Federal Government Affairs*
- **Human Trafficking - A Lifeline (How you can stop human trafficking):**
– Nita Belles, *Founder and Executive Director, C-Stores Against Trafficking (CSAT)*
- **EnergyExits – What You Don't Know DOES Hurt You! "Not So Obvious" Traits in Your Business that Impact Competitiveness, Financial Performance, and Market Value** – Doug Milner, *Founder and Managing Partner, EnergyExits*
- **Lottery - Know Your Customers, Improve Your Bottom Line (Using Real World Data to Drive Success in Your Store):** – Larry Polowski, *Deputy Director of Sales, Idaho Lottery*
- **Spirit Brand - PMAA Independent Brand: Developed by Marketers, for Marketers** – Gerry Ramm, *PMOCO President*
- **Federated - Drive S.A.F.E.R** – Jim Brown, *Account Executive*

THE MAIN EVENT: The Trade Show Reception filled the room and Team Lottery ran the raffle where a number of great prizes were given away to the lucky winners. Raffle rules required all participants to visit all the trade show booths in order to participate. Raffle prizes included lots of fun items for partying, traveling, camping, and cooking with your friends and families. *Thanks to our reception sponsors CDASSE, NACS and Wabash.*

Thursday evening brought IPM&CSA's dinner and a live auction to cap a wild evening. Featured guests included WPMA President Dennis Campo and PMAA Chairwoman of the board Sharon Peterson. Matt Berry shared the stage with IPM&CSA board members to run the evening's activities, including shooting awards, bead game, and our signature live auction. Ken Chambers, our returning cowboy auctioneer always makes the evening a great show and

helped us raise more than \$28,000. Nita Belles, one of our guest speakers, won the bead game and donated the proceeds back to C-Stores Against Trafficking (CSAT). A good time was had by all! Thanks to all who contributed fishing, skiing, golf, basketball, football, lottery, and more trips or tickets for the live and silent auctions.

Special thanks to Brett Adams, Eric Busch, Mike Jensen, and Bob Coleman for their help with coordinating auction items and evening events.

SERVICE TO OUR INDUSTRY!: Petroleum marketers, as a group, have always included individuals who contribute their time and resources to the betterment of our industry. We see this throughout the country at all levels of our organization – state, regional and national. Idaho is no exception, and we were very pleased to honor those who are leaving the Idaho board – Bonnie Grande and Mike Jensen. Thank you for your service and commitment to IPM&CSA and the industry in Idaho.

CONGRATULATIONS TO THE FOLLOWING WINNERS!

SHOOTING EVENT at the Sun Valley Gun Club: **1st Place:** Steve King , **2nd Place:** Jon Fisk

Special thanks to Campo & Poole Distributing and Leonard Equipment of Boise for sponsoring the shooting event. Thanks to Brett Adams for coordinating.

GOLF TOURNAMENT at the Sun Valley Golf Course: **First Place Team:** Brett Currin, Ryan Barabe, Nick Lynch and Dirk Cooper

Second Place Team: Bob Michaelis, Eric Calder, Brian Hales, Curtis Brough, and Jim Mills

Women's Long Drive: Channon Johnson

Men's Long Drive: Mike Tierney

Closest to the Pin Awards: #4: Shaun Mills, #6: Eric Calder, #10: Nick Lynch, and #17: Carson Callister

2019 GOLDEN CARTS – Queens of the GOLF HILL for the Day

Ladies Team: Kathy Laderman, Janet Franklin, Michelle Berry and Jessica Berry
(*Courtesy of Bob Coleman, winner of the Golden Carts at the Live Auction.*)

Special thanks to Brett Adams (Adams Petroleum) for coordinating the golf event at the Sun Valley Golf Course. Thanks to all our hole, tee and Goodie Bag sponsors for their support also.

UPCOMING PAC EVENTS:

TETON SPRINGS - Friday, September 13th, in Victor, Idaho

RIDGECREST - Tuesday, April 21st, in Nampa, Idaho

SEE YOU NEXT YEAR:

August 5-7, 2020 at the Coeur d'Alene Resort Coeur d'Alene, Idaho

Hold the date for a family vacation in beautiful **Coeur d'Alene** Idaho. You will want to bring friends and family and stay awhile! <http://www.cdaresort.com>