

Silver State Summary by Peter Krueger

\$4,000 LOST

That's right - Nevada marketers and their employees left Four Thousand Dollars on the table last year because no one applied for the WPMA/NPM&CSA scholarship. Please don't let it happen again! A high school senior who has a parent employed by a member company may apply. **The application is due March 1, 2020, but you can download the application NOW at www.wpma.com/scholarship** and start filling it out. Please get the word out to your employees now by using your company's email system. WPMA can provide electronic and paper scholarship flyers for you to send to your employees not once or twice, but three or four times.

2020 BIG DOGS HOWL

The 2020 edition of the Big Dogs' Howl will be held on **May 7-8, 2020** in Las Vegas at the Red Rock Resort. Biz bowling will happen on Thursday evening followed by golf at Siena Golf Club on Friday morning.

For the last three years Nevada Marketers have hosted fellow marketers, suppliers and vendors at this unique marketing event. Bowling is the perfect venue to meet and greet new customers, and say thank you to current customers. Friday morning golf is the place to "make the close" on future business. If you want to be part of this cool event and grow your business, come to **Nevada's Big Dogs' Howl – May 7 & 8, 2020 in Las Vegas.**

ARE WE PREPARED? PROBABLY NOT!

Is your business or NPM&CSA prepared for a major fuel supply disruption, let alone earthquakes or other natural disasters? I cannot speak for our members, but I can tell you that your association is not! In the past 6 weeks northern Nevada has come close to running out of gasoline and diesel fuel once because of the contract dispute between the Union Pacific Railroad and Kinder Morgan. Over the busy Labor Day week, ethanol railcars were sitting in the Sparks railyard waiting to be spotted to Kinder Morgan offload facility. If it weren't for the Nevada Petroleum, Chevron and Marathon getting the attention of the Governor's office there would have been little or no gasoline for sale in northern Nevada over the Labor Day Holiday.

Last week the power was turned off in most of northern California for fire danger. The Kinder Morgan pipeline supplying northern Nevada from the Bay Area came very close to running out of diesel fuel. We need to educate our state and local officials how very fragile Nevada's fuel distribution system is from day to day. We must begin to change that by working with our state and local Emergency Management officials.

BEWARE

Local anti-digital sign folks are out to limit or prohibit digital gasoline price signs in your city or county. It almost happened in Reno last month. A small group of citizens convinced the Reno Planning Commission to limit the number of times you could change your price signs to once every 24 hours. With the help of Young Electric Sign Company (YESCO) we were able to overturn that decision at the Reno City Council. Nevada and other states may be challenged to keep track of pending ordinances at the local level. Local governments have significant impact on our members' day to day business operations - greater than the state legislature will ever have. We need the help of our members to learn what is going on at the local level so that your association can engage where needed.