

IDAHO Petroleum Marketers & Convenience Store Association Report



Suzanne Budge
IPM&CSA Executive Director



IPM&CSA Convention and Trade Show, August 2-4, 2023

“2023 Convention: Embracing Cooler Weather, Casual Elegance, and Record Turnout in Sun Valley.” Members, family,

friends, and business partners enjoyed a welcome respite of cool weather this year in Sun Valley for our annual event in early August. After the triple digits of July, the Wood River Valley’s mountain temperatures in the 60s and 70s were much appreciated during our events, including shooting, golfing and of course socializing. Fortunately, the thundershowers didn’t roll in until the golf awards & BBQ wrapped up at the Sun Valley Golf Club.

Idaho welcomed special guests and leaders from our industry: Jeremy

Bautista - WPMA President, WPMA Hall of Famers Dennis Campo and Brett Adams, and an excellent line up of presenters representing key players (Chevron, NACS, Federated and the Idaho Lottery). Timely topics (renewable diesel, business succession planning, the future of C-Stores, and lottery tips and tricks) headlined the Thursday member meeting.

We enjoyed a record year in 2023 for attendance and revenues. But as always, it’s our friends and the camaraderie that brings us back year after year. This success is due in no small part to IPM&CSA marketers and our national and regional business partners. Thanks as always to Team WPMA and the excellent staff at Sun Valley Resort for a terrific event. We look forward to seeing you in 2024 – same time next year in Coeur d’Alene!

IPM&CSA Member Meeting & Program

Handing Over the Reins:

IPM&CSA Leadership Transition. Many Kudos to Matt Berry for doing Double Duty, and Welcome to Derek Brewer as New President.

Many thanks to Matt Berry, Berry Oil, for doing double duty through some very difficult years as President of IPM&CSA. Who knew when Matt agreed to the job, that our organization would face a global pandemic, more than the usual wild fluctuations in fuel supply, demand and pricing, coupled with supply chain disruptions. Add to that challenging environment, legal and legislative battles of epic proportion. Matt led IPM&CSA through it all with humor, commitment, and deep knowledge of how this business works. He has earned a well-deserved break in the action as he moves to the position of past president, and we welcome Derek Brewer, Valley Wide Cooperative as the 2023-24 IPM&CSA President. We are also very

pleased to have two new board members join us: Tim Wothuis, Christensen Inc and Scott Martens, CO Energy.



Idaho 2023-25 Board (left to right): Tyler Harker, Brad Holland, Derek Brewer, Ben Roberts, and Matt Berry

Board / Officer Elections and Transition. Members accepted the nominating committee report and voted on a new slate of officers and board members for the upcoming two-year cycle. Please welcome your new IPM&CSA Executive Team:

President – **Derek Brewer**, *Valley Wide Cooperative*

1st Vice President – **Brad Holland**, *CampoPoole Distributing/Carson*

2nd Vice President – **Ben Roberts**, *Maverik*

EMA Director – **Tyler Harker**, *Senergy Petroleum*

Past President – **Matt Berry**, *Berry Oil*

Legislative Update *Legislative track record*

2023 Presentations & Industry Issues

“Navigating Tomorrow’s Opportunities: Insights on Renewable Diesel, Succession Planning,

Frictionless Convenience, and Lottery Profitability”



• **The ABC’s of Renewable Diesel (RD)**

Troy Shoen – *Director, Sales and Marketing Chevron Renewable Energy Group*

Troy gave a primer on what you need to know about the evolving landscape of Renewable Diesel from supply and demand to product attributes, costs and availability.

• **Fueling a Lasting Legacy: Unless you have a Crystal Ball ... You Need a Real Strategy**

Eric Whiting – *Partner York Howell Attorneys at Law*

Eric asked: Are you prepared? Estate and Business succession planning



is much more than the preparation of documents. You need a comprehensive plan for ownership and management succession.

• **The Future of Convenience is Still Frictionless**

Michael Davis – Vice President, Member Services NACS
Advancing Convenience & Fuel Retailing



Michael discussed how convenience has always been about time and reducing transactional friction. This is central to increasing convenience and staying ahead of the competition. Attendees learned the difference between bad friction and good friction and how to differentiate yourself.

• **Idaho Lottery: Getting the Most Out of Your Lottery Sales**

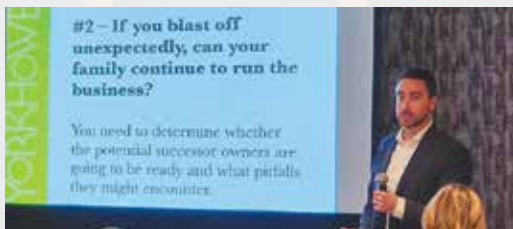
Tips and Ideas on Increasing Lottery Sales & Profitability

Larry Polowski – Deputy Director of Sales, Idaho Lottery



Internal Controls for Lottery Tickets: Case Studies

Detective Michelle Emmons – CFE, Enforcement Division Idaho Lottery



WPMA President, Trade Show Raffle, Dinner and Live Auction Celebrating in Style - A Night of Fun, Games, and Awards featuring WPMA President, Trade Show & Dinner Delights, and Cowboy Auctioneer Magic

Friends and families mingled and reconnected at our trade show reception and dinner extravaganza Thursday evening! As always Team Lottery managed the raffle where lucky winners enjoyed an eclectic spread of prizes. Raffle rules required participants to visit all the trade show booths to be included in the drawing, and all those fun prizes ensured that everyone played!



Thanks to our reception and raffle sponsors!



IPM&CSA's dinner and a live auction capped off a wild evening in style.

Newly-minted president Derek Brewer presided over the evening's events including shooting awards, the bead game, and our signature auction. Featured guests included WPMA President Jeremy Bautista, who gave a preview of the 2024 Las Vegas Convention. Kenny Chambers delivered his usual cowboy auctioneer magic to entertain and ensure that a good time was had by all! Thanks to all who contributed and supported our live and silent auctions, raising \$48,000. We couldn't do it without you! *Special thanks all our helpers who supported all the evening's events.*

Congratulations to the 2023 Shooting & Golf Winners!

SHOOTING: Awards for the IPM&CSA Shooting Event at the Sun Valley Gun Club:



Sporting Clays First Place:
Steve King – Leonard Petroleum Equipment of Boise

Sporting Clays Second Place:
Nate Stumpf – HTP Energy



Trap/Women: Lisa Pritzl – Maul Foster Alongi

GOLF: Awards for the IPM&CSA Golf Tournament at Sun Valley Golf Course

First Place Team:
Bob Michaelis
 – Alta Computer Services
Brian Hales
 – Alta Computer Services
Eric Calder
 – Alta Computer Services
Ross Lusk – USA DEF



Second Place Team:
Ron Berry – Berry Oil
Michelle Berry – Berry Oil
Matt Berry – Berry Oil
Josh Berry – Berry Oil

Third Place Team:
Mike Piatchek
 – Rocky Mountain Rep Agency



Mike Worthington – OPW
Will Leonard – Leonard Petroleum Equipment of Twin Falls
Matt Gibbs – Roth North America



Closest to the Pin #4 – Bob Michaelis, *Alta Computer Services*

Closest to the Pin #6 – Eric Calder, *Alta Computer Services*

Closest to the Pin #10 – Paige Jewell,
Crane Payment Innovations

Closest to the Pin #17 – Jeff Davidson,
Midcontinental Chemical Company

Longest Drive, Men #9 – Matt Berry, *Berry Oil*

Longest Drive, Ladies #1 – Amanda Keith, *Leonard Petroleum
Equipment of Idaho Falls*



Golf Raffle Winner of a
Portable 3-Speaker
Sound System
– Ashley Howell,
Reynolds America

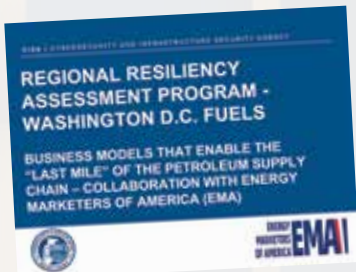
Golden Cart
– **King of the Hill**
for the Day

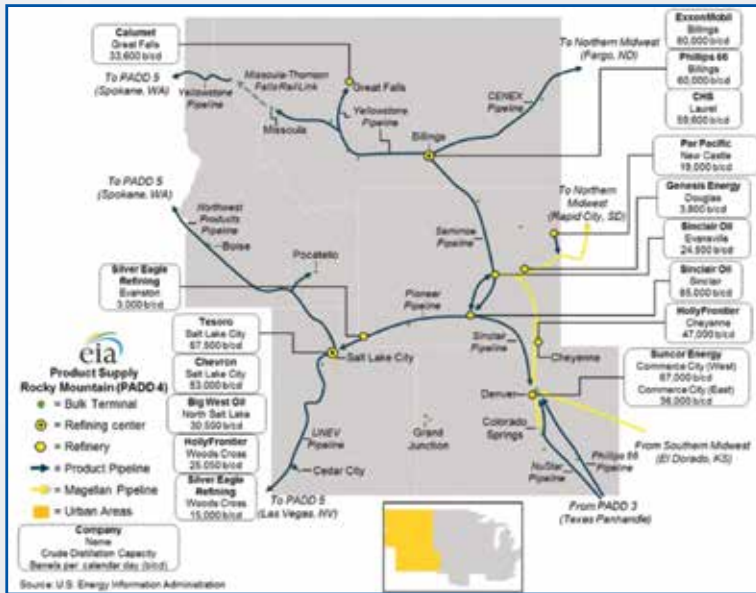
Thanks to Justin Houck – *iRely*,
who purchased the Golden Cart at the Live Auction.



**ISSUES THAT
MATTER MOST
to our Industry?**
– IPM&CSA is
There for You:

**EMERGENCY RESPONSE –
IPM&CSA has a Seat at the
Table:** What happens to fuel
supply in Idaho when a mas-
sive earthquake and resulting
tsunami takes out Pacific NW
Coastal facilities and infra-
structure? That’s the question
being asked, and put to the
test (or more accurately, a
“tabletop exercise”) involv-
ing emergency response
agencies from the state and





• **DEQ/PSTF/NEVI** – IPM&CSA is always engaged with state agencies as they develop new programs and spend money on issues that matter to our industry. From environmental regulations and underground storage tanks to electrical vehicles, we are vigilant and ready to jump into the fray whenever needed.

PARTNERS ARE KEY TO SUCCESS

We couldn't do what we do without the support, cooperation, and close coordination of our many partners. Here are but a few that we can thank for helping defend the industry on federal, state and local levels:



EMA – Energy Marketers of America
 (formerly PMAA)



NACS – National Association of Convenience Stores



SIGMA – America's Leading Fuel Marketers



NATSO – National Association of Truck Stop Operators

federal levels in Washington, Oregon and Idaho? Let's hope they talk to the private sector-- those of us in the industry who actually operate this complex system. That is exactly what happened in Boise on September 19 and 21, 2023. IPM&CSA and EMA representatives are engaged in this and future exercises for emergency response to disasters of all kinds. While Idaho doesn't often have some of the severe weather other parts of the country endure (think hurricanes & tornadoes), we do have the possibility of real disruptions to the



fuel supply and severe damage to infrastructure (think pipeline breaks, earthquakes, and wildfires). IPM&CSA and EMA are happy to work with emergency agencies at all levels, and our private partners to become better informed, more knowledgeable, and hopefully better prepared when disaster strikes.

LEGISLATION, RULES & REGULATIONS

IPM&CSA is on top of it when Idaho is asked to weigh in with our elected officials and with state and federal agencies. Here are a few of the things that we are working on:

- **Credit Card Fees** – Idaho's U.S. Senators are key votes on new bills in Congress to fight unfair credit card fees. Your advocacy as an Idaho business is critical to success.
- **Tobacco and Vaping** – We work closely with our national partners to weigh in on federal rules related to these products whenever (yet another) burdensome regulation arises.

We Card Proclamation – Governor Little Proclaims September 2023 “We Card Awareness Month”

And speaking of partners, IPM&CSA worked with the We Card organization to get a Proclamation by the Governor of Idaho to declare September 2023 as We Card Awareness Month, in support of the “We Card Retailer Pledge” to help Idaho retailers identify, prevent, and deny tobacco and vapor products and other age-restricted product sales to underage youth.



UPCOMING EVENTS:

IPM&CSA Board Meeting November 14, 2023

– Legislative Preview
 featuring reports from state agencies and partners.

SEE YOU NEXT YEAR: August 7-9, 2024 at the Coeur d'Alene Resort in Coeur d'Alene, Idaho

Hold the dates for a great time by the lake with family and friends in the stunning Coeur d'Alene Resort in Coeur d'Alene. Remember to get your room early as our room block disappears fast at this popular summer resort on the shore of beautiful Lake Coeur d'Alene.

