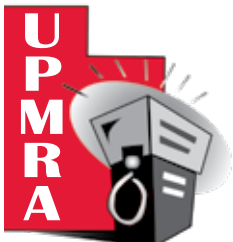




John Hill  
UPMRA  
Executive Director



## UPMRA UPDATE

**The 2024 UPMRA Convention  
and Trade Show, Oct 1-3  
in Sunny St. George, UT!**



**On Wednesday, October 2nd**, following the morning General Business Session, Republican Candidate for U.S. Senate, **John Curtis**, **keynoted the 2024 UPMRA Convention at the Hilton Garden Inn in St. George, Utah.** Don't miss next issue highlights for the the keynote lunch, where we also honored Blain Boelter (Holiday Trucking) UPMRA and WPMA's out-going EMA Director, with a Distinguished Service Award.



## More Convention Excitement and Education ...

The fun kicked into gear on **Tuesday, October 1st** with lunch and a challenging **Jeep Safari** from Indian Spring Trail to Hell Hole Pass (difficulty rating: 3; last year's Safari rating was a 2). Participants took a drive through a dense Joshua tree forest in a rugged desert setting. Prize were awarded for "I Spy" game participants.



**After the Safari**, UPMRA members joined in a **Fall UPMRA board meeting (4-5:30p.m.)** at the Hilton Garden Inn. Everyone was welcome.

We then networked at **Tuesday's welcome reception, starting at 5:30 p.m.** on the hotel patio. Those who came enjoyed an opportunity to reconnect with friends and fellow industry leaders, before the **party moved to BigShots at 7:00 p.m.** for an Italian dinner and target golf!



On **Wednesday morning, October 2nd**, we had a great line up of speakers for the morning **General Business Session**, followed by our keynote lunch with **Republican Candidate for U.S. Senate, John Curtis**, and **Live Auction**.



After lunch, **during the Trade Show**, we played a **super fun Horse Racing Game!** Wednesday evening was open for supplier and associate hospitality.



## The Amazing Coral Canyon Golf Course!



UPMRA fellow members and associates golfed the beautiful Coral Canyon Golf Course on Thursday, October 3rd.

Coral Canyon, a 7,200-yard, 72 par layout golf course had breathtaking views of Bryce Canyon's pink spires, and Zion National Park, set amidst the beauty and splendor of southwestern Utah, "Color Country" in St. George, Utah.

Eaton Sales & Service's again held a \$10,000 Hole-in-One; we had a winner last year. Look for details in the next issue to see if we made it two years in a row!

Tournament prizes were awarded at lunch. For those attendees who needed to hit the road quickly, we had grab 'n go lunch bags as well!

## Utah's Governor Cox Declares September "We Card Awareness Month!"

**Utah's Governor Spencer Cox** issued a declaration, proclaiming September "**We Card Awareness Month!**"

*"Preventing underage access to age-restricted products is a top priority for UPMRA and Utah retailers. Legal compliance with the laws is an important year-round business focus, and supporting September's We Card Awareness Month helps drive home that priority,"* said John Hill, Executive Director of the Utah Petroleum Marketers & Retailers Association (UPMRA).

**We Card's priority for retailers this September is to re-invigorate training of frontline store employees to boost compliance with federal, state and local laws.** *We Card* and UPMRA strongly encourage retailers to take five important steps:

1. Train all newly-hired employees and re-train veteran employees
2. Update in-store signage and training materials
3. Gauge employee performance through mystery shopping checks
4. Compare your store practices against *We Card's Guide to Best Practices*
5. Join in on *We Card's* campaign to raise awareness of the underage access problem of "social sourcing."

*We Card* resources for retailers are available at [www.wecard.org](http://www.wecard.org).

