



Brad Longcake
MPMCSA Executive Director

MPMCSA

Greetings from Montana!

Montana is coming out of the winter that was not winter. January found us outdoors in sweatshirts pivoting from our normal snow loving hobbies. I find myself grateful that this is an off year for the Montana legislature as we navigate tumultuous times on a national and worldwide scale. I want to take a minute to thank each of you for the steady leadership you continue to demonstrate in an increasingly complex operating environment. Convenience stores and fuel retailers remain essential to the communities we serve, providing reliable access to fuel, food, and everyday necessities. Your ability to adapt while maintaining high standards of service is what keeps our industry strong.

Nationally, the economic landscape remains uncertain. Fuel markets continue to experience price volatility due to global geopolitical dynamics, refinery capacity constraints, and seasonal demand shifts. The remainder of 2026 and into 2027 are sure to prove an interesting time for our industry and our consumers and I am proud to have a rock-solid association as an anchor point.

In our off years from the legislature, our policy environment remains active. We are closely monitoring developments related to county level environmental regulations, workforce mandates, and food assistance programs that directly impact our members. One key area of focus this quarter has been our engagement with the Department of Public Health and Human Services (DPHHS). The association is working collaboratively with DPHHS to revisit and clarify the definitions of “candy” and “sugary drinks” as they relate to the public assistance program eligibility. These definitions have significant operational and financial implications for convenience retailers, particularly regarding product classification, point-of-sale programming, and consumer access.

Our goal is to ensure that regulatory definitions are clear, practical, and aligned with current retail realities. We will continue advocating for reasonable implementation

standards and will keep members informed as discussions progress.

Our annual “*Day on the Hill*” is also approaching. I will be traveling to Washington, D.C. alongside representatives from MPMCSA to meet with Energy Marketers of America for our annual policy update and national strategy discussions. This visit provides an important opportunity to coordinate advocacy efforts, strengthen industry partnerships, and ensure Montana’s convenience stores and fuel marketers are well represented at the federal level. While in D.C., we will also meet with each member of Montana’s Congressional Delegation to discuss the key issues impacting our businesses — including fuel policy, credit card swipe fees, regulatory burdens, and workforce challenges. These conversations are critical to making sure lawmakers understand the real-world impact of federal decisions on our industry.

We are looking forward to gathering with you at our Annual Trade Show and Convention at **Fairmont Hot Springs Resort** June 2nd and 3rd. Registration is now open. Fairmont is currently undergoing a significant remodel and improvement project and is excited to welcome us back this year as part of that new chapter. We appreciate their partnership and look forward to experiencing the updates firsthand.

This year’s convention features an outstanding lineup of speakers addressing the most pressing issues facing convenience stores and fuel retailers, along with valuable opportunities to connect with vendors and fellow operators. Both the *trap shoot* and *golf tournament* are back, with the later golf start time continuing to offer attendees the opportunity to participate in both. We are currently seeking donations for both the live and silent auctions, which are critical to supporting our association’s scholarship fund. We encourage you to register early, participate in the events, and help us make this year’s gathering a strong and successful one.

As we look ahead to the 2026 election cycle, several key primary races will be decided in



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June that could significantly shape the policy landscape impacting our industry. We are closely monitoring these contests, as legislative leadership and committee assignments often influence regulatory and tax priorities affecting convenience stores and fuel retailers.

In November, voters will determine the outcome of two U.S. House seats and one U.S. Senate seat, making this a consequential year at the federal level as well. The association will continue tracking developments, engaging candidates on industry priorities, and ensuring our members' voices are represented throughout the election season.

The months ahead will likely require continued prudence. Fuel markets may remain volatile, consumer spending may stay cautious, and regulatory discussions will continue. However, our industry and our association have proven time and again that adaptability and community connection are enduring strengths.

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Don't Miss Out on **SHOOTING** at Anaconda Trap Club for a chance to win one of these excellent prizes

Sponsored by



Montana Petroleum Marketers & Convenience Store Association

SCHEDULE OF EVENTS

JUNE 2 - 3, 2026

Fairmont Hot Springs Resort • 1500 Fairmont Rd., Fairmont MT

TUESDAY, June 2nd

- 8:00 a.m. **SHOOTING** at Anaconda Trap Club
- 11:00 a.m. **GOLF TOURNAMENT** at Fairmont Hot Springs Resort Golf Course with lunch at course
- 2:00 – 6:00 p.m. **REGISTRATION OPEN**
- 2:00 – 6:00 p.m. Exhibitor Booth set up
- 5:00 – 7:00 p.m. **WELCOME RECEPTION**

WEDNESDAY, June 3rd

- 7:30 a.m. – 4:00 p.m. **REGISTRATION OPEN**
- 7:30 – 8:30 a.m. **Breakfast**
- 8:30 a.m. **MPMCSA GENERAL BUSINESS SESSION**
- 12:00 – 4:00 p.m. **TRADE SHOW** with lunch on Trade Show Floor
- 5 p.m. **RECEPTION & SILENT AUCTION**
- 6:00 p.m. **DINNER & LIVE AUCTION**

CONVENTION ADJOURNS

SUBJECT TO CHANGE

