

NACS Leader Hank Armour Keynotes Sun Valley Gathering: IPM&CSA Convention and Trade Show, August 5-7, 2015

Thanks to marketers and their families, suppliers, vendors and friends who joined us for the 2015 Convention and Trade Show at the beautiful and historic Sun Valley Resort. The just-remodeled Sun Valley Lodge was a hit with attendees, with its lovely new spa, completely updated lobby and rooms, and pool facilities. In addition to IPM&CSA Idaho members, we were happy to also see colleagues from around the region, including Montana, Washington, Wyoming and Utah.

We were pleased to host leaders from PMAA and WPMA, our national and regional associations, respectively. Mike Bailey, incoming PMAA president and marketer from Riverton, Wyoming, attended, as did WPMA President Brad Bell, marketer from the Tri Cities of Washington. Other WPMA officers included Rick Reese of Utah and Ron Berry from Idaho.

Members had a packed schedule, beginning with a board meeting and opening reception with live music by Dewey, Pickett and Howe. A little thunderstorm didn't scare us away from the festivities. A day of shooting at the Sun Valley Gun Club, member meetings, trade show, dinner and our signature live auction filled Thursday's agenda. Friday morning closed out our annual meeting with golf at the Sun Valley Resort Golf Course, and the convention wrapped up with golf awards and BBQ. Thanks to the Sun Valley staff for their superior service throughout our event.

MEMBERSHIP MEETING: IPM&CSA 2015-16 New Officers and Board Members The first order of business in the membership meeting was the introduction of new officers and board members for IPM&CSA. Departing president Bob Coleman (Coleman Oil Co) handed over the gavel to Bonnie Grande (CityServiceValcon, Kallispell, MT) as incoming president. Mike Jensen (Bingham Co-Op, Blackfoot) and Eric Busch (Busch Distributors Inc, Moscow) were approved as first and second vice presidents. New board members include Matt Berry (Berry Oil Inc, Idaho Falls), Derek Brewer (Valley Wide Cooperative Inc., Jerome), Scott Lynch (Lynch Oil Inc, Burley), and Steve Tubbs (Baird Oil Company, Boise).

FEATURED PROGRAMS: NACS President and CEO Hank Armour Discussed National Industry Trends in Convenience and Fuel Retailing - We had a full agenda for the member meeting, including the keynote by Hank Armour, CEO of NACS. Hank reviewed industry trends for both the C Store and fuel markets nationwide and in the western region. We were pleased to have both WPMA and PMAA represented at our events. Thanks to our speakers for presenting interesting and useful information! Here's an overview:

Presentations & Industry Issues

Hank Armour – NACS President and CEO / *“The State of the Industry – Convenience & Fuel Retailing in the U.S.”*

Dave Workman - Idaho Lottery Public Information Specialist / *“Millennials, Brand Loyalty, and Building Your Future”*

Matt Heim - Federated Insurance District Marketing Director – *“Fleet Management / Distracted Driving What's Important to You?”*

Kristi Lowder – DEQ UST Program Manager / *“New EPA UST Regulations – An Overview”*

TRADE SHOW RAFFLE, WPMA PRESIDENT, SILENT & LIVE AUCTION:

The Trade Show Reception filled the room and “Team Lottery” managed the raffle event on the trade show floor. Great prizes were given away to the lucky winners. Raffle rules required participants to visit every trade show booth. Raffle prizes included Samsung Galaxy Tab 4, Waterproof Bluetooth Portable Speaker, Cuisinart Smart Stick Blender, LED headlamps, Cabela's multi-tools and travel gear, and other great items. *Thanks to Tesoro for sponsoring this year's raffle prizes.*

Thursday evening showcased IPM&CSA's dinner and closing of the first ever silent auction, with a live auction to cap a wild evening. Featured guests included WPMA President Brad Bell, incoming PMAA President Mike Bailey and his wife June. IPM&CSA President Bonnie Grande gave a special award to departing president Bob Coleman in honor of his service to the association. The evening's action included shooting awards, bead game, silent auction, and our signature live auction. Ken Chambers, our always entertaining cowboy auctioneer never disappoints, and helped us end the show with a bang. Thanks to all who contributed and purchased vacation homes, skiing and fishing trips, basketball, football and golf trips, in addition to diesel fuel, jewelry, handbags and other interesting items. *Special thanks to Brett Adams, Mike Jensen and Bob Coleman for their help with coordinating auction items.*

CONGRATULATIONS WINNERS! SHOOTING

Sun Valley Gun Club Awards:

First Place: Trap – Steve Tubbs, Baird Oil Company

First Place: Sporting Clays – Shaun Mills, Leonard Petroleum Equipment

Special thanks to Steve King (LEPCO), for sponsoring and coordinating the shooting event.

GOLF

Golf Tournament at Sun Valley Golf Course Awards:

First Place: Jessica Berry – Berry Oil

Matt Heim – Federated Insurance

Amie Berry – Berry Oil

Matt Berry – Berry Oil

Second Place: Gene Inglesby – WPMA

Brian Hales – Alta Computer Services

Eric Calder – Alta Computer Services

Robert Michaelis – Alta Computer Services

Women's Long Drive: Amie Berry – Berry Oil

Men's Long Drive: Josh Berry – Berry Oil

Closest to the Pin:

Nick Lynch (Hole #4) Lynch Oil

Derek Brewer (Hole #6) Valley Wide Co-Op

Lonnie Funkhouser (Hole #10) Intralot

Robert Mustain (Hole #17) Tesoro

Special thanks to Brett Adams (Adams Petroleum) for coordinating the golf event. And thanks to all our hole, tee and goodie bag sponsors for their support.

THANK YOU 2015 CONVENTION SPONSORS!

Premier Sponsor: Federated Insurance, **Platinum Sponsors:** Big West Oil, Chevron Corporation, Exxonmobil, HollyFrontier, Idaho Lottery, Polar Service Centers, and Sinclair, **Gold Sponsors:** Altria, Conoco and Tesoro, **Silver Sponsor:** Phillips 66 Lubricants and **Bronze Sponsors:** Gem State Distributors, Kenworth Sales and Western Peterbilt Inc

SEE YOU NEXT YEAR:

August 3-5, 2016 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 get your room reserved early at the CdA Resort! Bring friends and family and stay awhile!
<http://www.cdaresort.com>

UPCOMING EVENTS:

PAC Golf Outings: September TBA – Eastern Idaho, [Ron Berry (208) 456-2271]

Thursday, October 7 – Treasure Valley PAC Golf, **Boise Ranch Golf Course** [Terry Spackman (208) 914-0727]