

Idaho State Report for WPMA Magazine

8-7-13

2013 IPM&CSA Convention and Trade Show, July 31 - August 2, 2013:

Sun Valley Convention Brings Marketers and Industry Supporters Together for Fun in the Sun, on the Range and on the Course!

Marketers enjoyed Sun Valley's perfect summer weather and excellent Idaho scenery for our three-day event this year. Thanks very much to marketers, suppliers, vendors and their families and friends who joined us for the 2013 Convention and Trade Show. It is always a pleasure to associate with our neighbors from surrounding states, and we were pleased to once again host folks from Montana, Washington, Utah and Hawaii in addition to our Idaho members.

Our convention included a packed schedule beginning with a board meeting and opening reception on the Limelight Terrace with live music by Dewey, Pickett and Howe. A day of shooting at the Sun Valley Gun Club, member meetings, trade show, dinner and our signature live auction made for a very full Thursday. Friday morning closed out the party with golf at the Sun Valley Golf Course with its beautiful clubhouse. The convention wrapped up with lunch and golf awards. Thanks to the Sun Valley staff for their superior service throughout our event.

Membership Meeting Featured

We had a full agenda for the member meeting, conducted by president Tony Stone of Jackson Oil. New officers were elected with Bob Coleman as incoming President, Eric Busch as first VP and Bonnie Grande as second VP. New board members include Dan West, Kellerstrass Oil and Steve Johnson, DBS/JO-JO'S. Members, vendors and suppliers got an update on oil and gas markets, learned how to improve customer relations, and how to protect their bottom line by managing their risk culture and health insurance. Here's an overview:

FEATURED PROGRAMS

Member Business Meeting

IPM&CSA Welcome – President *Tony Stone*

Election of 2013-2014 Officers and Board Members – New President *Bob Coleman elected*
Legislative Report & PAC Golf Schedule – *Suzanne Budge, Executive Director*

Presentations & Industry Issues – Building your Brand and Protecting Your Business

- **Energy Industry Update:** Dave Donegan, Vice President/Sinclair Oil and Gas Company
- **Whose Problem is Public Relations? Everyone's:** Dave Workman, Public Information Specialist / Idaho Lottery
- **Legislation, Regulation & Litigation: What's at Stake for Marketers?** Sherri Stone, Vice President/PMAA

- **ObamaCare Survival Guide:** Dave Leo, President/WMI Mutual & WMI TPA Insurance
- **UST Update and Compliance:** Kristi Lowder – UST Program Manager/Idaho DEQ
- **Insurance 101: Assessing the Risk Culture in Your Business:** Mike Russell, Regional Marketing Manager/Federated Insurance

WPMA PRESIDENT, TRADE SHOW RAFFLE & LIVE AUCTION

The Trade Show Reception filled the room and, appropriately, Team Lottery (with Dave Workman on the mike) ran the raffle event where a number of great prizes were given away to the lucky winners. Raffle rules required all participants to visit all the tradeshow booths in order to participate. Raffle prizes included Bluetooth portable waterproof speakers, Nikon COOLPIX camera, National Geographic Home Weather Station, Wheeled Carryon Suitcase, KitchenAid Chef's Chopper, Cuisinart Hand Blender and other great items. *Thanks to Coleman Oil for sponsoring this year's raffle prizes.*

Thursday evening brought IPM&CSA's dinner and a live auction to cap a wild evening. Featured guests included WPMA President Robert Fung and his wife Susan. Tony Stone and Bob Coleman shared the stage to run the evening's action, including shooting awards, bead game, and our signature auction. Ken Chambers, our returning cowboy auctioneer always makes the evening a great show and helped us raise more than \$40,000 – a record show all around! Thanks to all who contributed fishing, basketball, football and golf trips, in addition to diesel fuel, jewelry, handbags and other interesting items. *Special thanks to Eric Busch and Ron Berry for their help with coordinating auction items.*

Congratulations to the following winners!

SHOOTING

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

1st Place – Mike Jensen – Bingham Coop

2nd Place – Steve King – LEPCO (who generously contributed his award to Wyatt Storer – again!)

3rd Place – Wyatt Storer -- LEPCO

Special thanks to Steve King (LEPCO) and Dennis Campo for their help with the shooting event.

GOLF

Awards for the IPM&CSA Golf Tournament at CdA Golf Course:

First Place

Ron Berry – Berry Oil

Mel Stevenson – ExxonMobil

Matt Berry – Berry Oil

Terry Spackman – Alpha Transport

Second Place

Ron Ludlow – Holly Frontier
Rick Reese – Kellerstrass Oil Co.
Austin Weakland -- Holly Frontier
Chane Kellerstrass -- Kellerstrass Oil Co.

Third Place

Brett Currin – Sinclair Oil Corp.
Dirk Cooper -- Hi-Noon Petroleum
Jack Barger – Sinclair Oil Corp.
Ryan Barabe – Innospec Fuel Specialties

Women's Long Drive – Peggy Cooper, Federated Insurance

Men's Long Drive – Matt Berry, Berry Oil

Closest to the Pin Awards (4):

- #4 Jason Littlefield – The Buckner Company
- #6 Pat Chemodurow -- Intralot
- #10 Brian Johnson – Chevron Lubricants
- #17 Brian Hales – Alta Computer Services

LEPCO Closest to the Pin Award -- Brian Hales \$100 gift certificate

Special thanks to Bonnie Grande (CityServiceValcon) for coordinating the golf event at the CdA Golf Course. And thanks to beverage cart, goodie bag, hole and tee sponsors for their support.

Upcoming Events:

PAC Golf Outings:

Thursday, August 25, Teton Springs Golf Course; Victor, Idaho
Thursday, September 18, Banbury Golf Course; Eagle, Idaho

SEE YOU NEXT YEAR:

August 6-8, 2014 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 bring friends and family and stay awhile! (Jamie can you put in the correct website for CdA here and double check my dates and names/companies?) thanks