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SOLD OUT! NMPMA CONVENTION & TRADE SHOW!

New Mexico had its annual convention and trade show August 27 and 28 at the Marriott North Pyramid Hotel in Albuquerque. This was a very successful convention. All the vendor booths were sold out and we had to turn down vendors that wanted to come to the show. The convention started on the 27th with a golf tournament and I am happy to say there were more golfers than we have had in the last five years. Although the greens were in just terrible condition, everyone still had a great time. The winners were:

FIRST PLACE

Craig Cashon
Marty Schimcek
Max Stacy
Chase Ruffin

SECOND PLACE

Leland Gould
Scott Scanlon
Kit Johnsen
John Sapien

After the Trade Show reception, we had dinner outside, with Senate pro temp Mary Kay Papen as our guest speaker giving a very enlightening presentation on the state of New Mexico. Lary Poulton, the incoming President of WPMA, gave a very good presentation on WPMA Scholarships and why members need to take advantage of them. After the golf tournament, there were three presentations given at the Marriott that were well-attended and were very informative. Presentations were given by Joe Gomez and David Turning of New Mexico Weights and Measures regarding the 5% Biodiesel mandate; Dana Bahar of the New Mexico Petroleum Storage Tank Bureau talked about 2012 Regulations in review and looking forward to the coming year's goals, and David Leo with WMI gave a very good presentation on the Affordable Care Act (aka Obama Care).

The next day, our luncheon guest speaker was PMAA President Dan Gilligan who gave an update on national issues affecting our industry. All in all this was the most successful convention NMPMA has had in the last five years.

The Association is going to a hearing on Rules and Regulations changes being proposed by the Alcohol and Gaming Department. There are several new Rules being proposed, one being a retailer cannot sell singles out of a tub with ice, but can sell singles out of a refrigerator. I don't know what the difference is – they are both cold. We will be asking them to revisit the Rule on being responsible for a customer for 1-1/2 hours after he purchases liquor from your store. The rule now is if the customer is cited for DWI within 1-1/2 hours of leaving your store, you are cited for selling to an intoxicated person.

The state has issued another waiver for six months on the Biodiesel mandate; this is the third time the waiver has been issued.

The 30-day Legislative Session is coming up January 17, 2014. This is supposed to be a budget session, and only Bills that have a fiscal impact are to be considered. The Legislature will also be addressing the gaming compacts with the Native Americans that expire in 2015, and right now there is no agreement between the State and the Native Americans. 2014 is an election year for all 70 members of the House of Representatives. The House is now controlled by the Democrats 37-33, and the Republicans are going to try and take control of the House for the first time in over 35 years. Also, the Governor will be up for re-election. There are five Democrats that look like they will run in the Primary to challenge Governor Susana Martinez who has a 62% approval rating: State Attorney General Gary King (the son of three-time Governor of New Mexico Bruce King); State Senator Linda Lopez (the Chairman of the Senate Rules Committee); Senator Howie Morales, who is a member of the Senate Finance Committee; Lawrence Rael, who at one time was the City of Albuquerque's Chief Administrator; and Alan Webber, a retired billionaire who is making his first run for a political office. One thing for sure, Webber does not have to go out and raise any money for his campaign; he can write himself a check. All I can say is good luck.

In just a few short months, New Mexico has gone from the driest state to a state that has had its heaviest rainfall since 1929, which has caused very damaging floods across New Mexico, with several towns being completely isolated with bridges and roads completely washed out. I have lived in New Mexico all my life and have never seen rain like what has fallen in these past few months. The cost from all the damage caused by the flooding will exceed \$100 million.

Upcoming Events

The 2014 NMPMA Convention and Trade Show will be held **August 19 and 20, 2014**, with a location to be determined. Please mark your calendars.

The New Mexico Petroleum Marketers would like to wish everyone a *Merry Christmas and a Happy and safe New Year!*



By Betsi Bixby,
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WPMA 1993
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Six Common Phrases that could KILL YOUR BUSINESS

As I write this article, I am sitting on an airplane headed to the east coast to meet with a group of amazing Petro CEOs. Over the years, this group of men have become more than clients to me; I consider them treasured friends.

I've witnessed each diligently persevere through temporary valleys. Most through family and employee crises, some life-shattering, debilitating illnesses, and death. All this while on their path to exuberant peaks of personal and business bests, watching each repeatedly achieve volume and profit records as the years rolled on.

Maybe it was the book I was reading about the power of words or maybe it was a phone call late yesterday afternoon with a second generation marketer struggling with the right approach to an aging employee, but it suddenly hit me. There are phrases in businesses that, if left unchecked, can at best wreak havoc and at worst bring a business down, literally kill it.

Think about the last time you heard or said:

- I'll try to __ (fill in the blank) __.** This phrase comes with a built in excuse. It allows me to say I tried, so the fact it didn't happen is OK. It shows lack of commitment and passion. And half-finished tasks are not only lethal to a business, they are lethal to personal integrity. Do you ever say "I'll try?" Start catching yourself first. Then, call out others when you hear the phrase. Only by getting rid of this phrase will you create a culture of complete accountability.
- That won't work.** Translation - this requires making a change I'm not willing to make. I am too comfortable with my way to make a change. And, it has the added nasty inferred tone of superiority with the unspoken "you are an idiot for suggesting it." Are you too fast to say it won't work? Is anyone on your team the first to jump in and kill "far-fetched" ideas? As I sit on this airplane, I wonder how many people said this to the Wright brothers when they stated man will fly in a flying machine! Enough said!
- That's not my job.** Every time Meridian attends a large trade show, it seems there is something we need from the trade show staff. Almost like clockwork, at least one hotel staff person will be sure to mention our request is not their job. If you are like me, that phrase sends me into less than desirable thoughts and frustration. Are your people saying this to your customers? Worse yet, do you as a leader sometimes avoid a task because it's beneath you? I'm not suggesting you start taking out the garbage again. I am suggesting you take an ego inventory and have your team do the same.
- If I want this done right, I must do it myself.** The person who says and believes this usually has a personal problem that needs to be solved. That problem can be pride, often driven by a lack of self-esteem; or the need to control, driven by perfectionism and/or fear; or simply a complete lack of coaching and teaching skills. It can also indicate weak hiring. (If none of the staff are capable, the only common denominator is the leader who hired those incompetents!). I challenge you to make a list of what "only you can do" and then vow to mentor another person on your team to cover that task.

5. We can't do that. Unless what's requested is legally or morally wrong, these words show complete lack of respect for the person requesting action. And those words are even worse when followed by "because it's our policy."

When you feel the urge to immediately swat a request down, buy yourself some thinking time by simply summarizing and repeating the request. "Let me see if I understand. You want us to ___ and tell me again why that is?" If the person is being unreasonable, they will usually catch themselves as they hear it played back and have to give supporting rational reasons for the request.

If not, this type of reply gives you room to think and you can say, "let me consider that and I'll get back to you." Then do it! Or, "what if we did <option one>, <option two> instead?" Now you've shown your willingness rather than a flat refusal.

... And now to my personal favorite business killer phrase:

6. Because we've always done it that way. By the time you get to the fourth or fifth generation in a petroleum business, it's highly likely you've developed some sacred cows. If someone asks the curiosity question of "why" and you can come up with no perfectly good answer, a better response is to answer the question with a question. Do you know a better way we should know about?

Forgive this female perspective, but I'm reminded of the story of the little girl learning to cook ham. Her Mom showed her that you always cut off both ends before you bake it in the oven. Curious, the little girl asked why and her Momma said, because that is how we do it. Ask your Grandmother when you see her. And so at Sunday supper, the little girl piped up with, Grandma why do we cut the ends off the ham? And she said, so it will fit in my 8x8 glass roasting pan. Oh said the girl as her Mom removed the nice little ham in its nice big 10x13 standard roasting pan!

Right now in the petroleum business, some marketers are treating their dispatch and trucking operations like the ham roast and it's costing serious dollars. Be alert for what you take for granted as "right."

And this leads me to a final thought before it's electronics off for landing. I believe every business has

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