

MINNESOTA PETROLEUM MARKETERS ASSOCIATION

2010

87th ANNUAL CONVENTION & TRADE SHOW



APRIL 6 - 8, 2010

Crowne Plaza Saint Paul Riverfront Hotel
11 East Kellogg Boulevard
Saint Paul, MN 55101

Saint Paul RiverCentre
175 West Kellogg Boulevard
Saint Paul, MN 55102

651/484-7227 or Fax: 651/484-9189
Website: www.mpmaonline.com

2010 MPMA CONVENTION

TUESDAY – APRIL 6, 2010

1:30 & 3:15 PM - COMPANY SPONSORED WORKSHOPS—Saint Paul RiverCentre
(see insert for description)

1:30 PM ‘DOT—Roadside Inspections’
‘Pump it up with Biofuels’

3:15 PM ‘Stored Fuel Issues and Maintenance—Issues to Consider’
‘Let’s Enter the Car Wash!’

5:00 PM - WELCOME RECEPTION —Crowne Plaza Great River Ballroom
6:30 PM SILENT/LIVE AUCTION

Take time to renew old acquaintances and make new ones.

A Silent Auction will be held during the Welcome Reception. A few of the items include, Vikings, Wild, Twins and Gopher Tickets in their new stadiums, jewelry andmore.

7:00 PM - PRODUCT SUPPLIER NIGHT

WEDNESDAY – APRIL 7, 2010

Saint Paul RiverCentre

8:00 AM - Coffee Break— Special thanks to Chevron and Flint Hills Resources for sponsoring the Wednesday and Thursday morning breaks.

8:30 AM - BRAND MEETINGS

BP Products NA	Cenex Energy	ExxonMobil Fuels Marketing
Marathon Petroleum Co.	Shell Oil Products	Tesoro Refining & Marketing

9:00 AM - EXHIBIT HALL OPEN
4:00 PM

230 Exhibit booths displaying everything you may need to operate all aspects of your business. The exhibits will be eye-opening as well as educational.

Continued..WEDNESDAY - APRIL 7, 2010

10:30 AM - GENERAL BUSINESS SESSION

Wade Carlson, Association President, will give the State of the Association address.

Keynote Speaker Congressman Collin Peterson - Congressman Peterson is an advocate of petroleum marketers and has been working extensively on reform of the Futures Market. He has been serving Minnesotan's in Washington D.C. House of Representatives since 1990 and he is currently the Chairman of the House Agriculture Committee. He served in the Minnesota Senate from 1977 to 1986.

11:30 AM -

1:00 PM LUNCH- Sponsored by Marathon Petroleum Company, Miller Brewing Company, and MPMA. Everyone registered is welcome.

CROWNE PLAZA SAINT PAUL RIVERFRONT HOTEL

6:00 PM - MPM Dinner– Crowne Plaza Great River Ballroom

Dinner entertainment will be provided by Michael Halverson, who is a consummate professional, a Minnesota-grown classically– trained pianist who has been entertaining audiences large and small for more than a decade. Michael was born in Willmar and grew up in Howard Lake, MN. He graduated from St. Johns University and recently completed his MBA from St. Cloud State University. In college Michael formed a record label that still continues to support college musicians.

**7:00 PM- MPM VARIETY SHOW—Everyone Welcome (free)
Featuring James Wedgewood, Sean Emery, and C. Willi Myles**

James Wedgewood, comic ventriloquist—is “as much fun as you can have without moving your lips!” James has had national TV appearances and has worked with The Statler Brothers, Chubby Checker, Crook & Chase, Glenn Campbell and others. He loves to make people laugh.

Sean Emery, funny guy jugglin’ stuff—is electric. Constantly emerging as an artist for over 20 years, he deftly takes a familiar shtick and transforms it into something turbocharged and refreshingly wonderful. Sean has worked with the Ringling Brothers and Barnum & Bailey Circus, Jerry Lewis, The Temptations, has appeared at the White House, and frequently performs on major cruise lines.

C. Willi Myles, standup comedian—is a comedian that takes everyday life challenges and applies the humor to them. What happens when you take a guy from Alabama and you move him up to Minnesota and let him experience his first winter including ice fishin? One thing happens for sure is a lot of laughs and a unique look at living in the Midwest. Join us for comedy truly at its best. C. Willi Myles has performed with Bill Cosby, Ray Charles, Dennis Miller, Toby Keith and others and has been featured on the Fox Network, Comedy Central and Showtime at the Apollo.

**9:00 PM- DUELING PIANOS– featuring Crazy Keys
Crazy Keys will play in the Hospitality area until 11:00 pm.**

Thanks to the following sponsors who made this evening possible: Cenex, ExxonMobil Fuels Marketing, Marathon Petroleum Company, Murphy Oil, Shell Oil Products, Sinclair Oil, Tesoro Refining & Marketing, Wayne Transports, and Western Petroleum.

THURSDAY - APRIL 8, 2010

7:45 AM - PRAYER BREAKFAST - *Crowne Plaza Saint Paul Riverfront*

Steve Johnson will be our keynote speaker for the Prayer Breakfast. Steve Johnson has been the head coach at Bethel University football program for more than 20 years. He has recorded the most wins of any Bethel football coach and has been selected MIAC Coach of the Year five times and Western Region Coach of the Year twice. The cornerstone of his program and the school is faith based and is evidenced by his teams attitudes and behaviors. Coach Johnson strives for leadership and team work in his players and will share some of those insights with us. Join us for this motivational breakfast.

Kim Doherty will be our guest singer.

Special thanks to BP Products NA for sponsoring the Prayer Breakfast

Saint Paul RiverCentre

**9:00 AM - EXHIBIT HALL OPEN
to
2:00 PM**

WORKSHOPS - see insert for descriptions

9:30 AM 'PCI Compliance—Think you are too small? Think again!'

**9:30 AM and
11:00 AM 'Creating Value for Your Company'
'Is Your Employee Handbook Up to Date?'**



12:00 PM - FEDERATED INSURANCE SPONSORED LUNCHEON
Open to everyone – no ticket required

SEE YOU AT THE SHOW!

COMPANY SPONSORED EDUCATIONAL WORKSHOPS



TUESDAY WORKSHOPS



1:30 PM

‘DOT—Roadside Inspections’

Michael Ritchie—Minnesota Department of Transportation

Michael Ritchie will discuss the new Federal Program as it relates to roadside inspections and the most frequent violations during a roadside inspection. If you transport fuel—a don't miss workshop.

‘Pump it up with Biofuels’

American Lung Association in Minnesota

A growing number of retailers are now offering their customers new fuel choices like E85, intermediate ethanol blends and biodiesel blends of B10 to B20. Should you be one of them? Join us as we discuss funding assistance that can help you become part of this network of retailers offering these cleaner burning fuels to a rapidly increasing flex fuel and diesel vehicle market. Learn more about tax credits and promotional assistance. See the latest in E85 and blender dispensers and equipment.

3:15 PM

‘Stored Fuel Issues and Maintenance—Issues to Consider’

CamVacUSA

Fuel degradation and contamination are a continuing challenge for anyone who uses and stores diesel. This workshop will include recorded video of the conditions inside typical tanks, discuss how degraded fuel can diminish performance and damage equipment, and provide steps and solutions to fixing and maintaining your fuel for optimum performance. Also discussed will be biodiesel, ultra-low sulfur fuels and the associated degradation issues.

‘Let’s Enter the Car Wash!’

Autowash Systems Inc.

A discussion on Entry Systems getting into the wash with the most efficiency and getting customers back to do it again.

Over for Thursday Workshops.....

ASSOCIATION SPONSORED EDUCATIONAL WORKSHOPS



THURSDAY WORKSHOPS



9:30 AM

‘PCI Compliance—Think you are too small? Think again!’

Gray Taylor

This workshop will give you an overview of data security, PCI compliance, and where the requirements stand today. Most importantly, Mr. Taylor will go over what you have to do and what you don't have to do. He will give the basic guidelines of what level of PCI compliance you need to comply with along with what you need to do to get there.

Gray grew up in the c-store industry working in a family business. Gray has began consulting with the National Association of Convenience Stores (NACS) on card payment issues. In 2004, Gray joined NACS as Vice President of Research.

9:30 AM & 11:00 AM

‘Creating Value for Your Company’

Michael Johnson, CPA

Today's petroleum marketing companies face the challenges of creating value not only for owners but also for creditors and other users of financial statements. Much of the focus in analyzing performance has shifted from net income to balance sheet value. In order to face those challenges, companies must discover how to evaluate performance of their existing business, make wise capital expenditure decisions, create value through efficiency, design incentives that motivate value-based decisions, and subsequently create additional tangible value for their companies. The focus of the presentation will be on creating new balance sheet equity value and enhancing existing value. We will focus on the importance of setting performance (profit) standards and translating those profits into tangible equity. We will include goal setting, developing a scorecard approach to achieving long-term goals, and industry specific suggestions for enhancing financial scoring by creditors.

‘Is Your Employee Handbook Up-to-Date?’

Kirsten Libby, Libby Law Office, P.A.

This workshop showcases the MPMA updated Sample Employee Handbook including policies and procedures. The discussion will center around how to introduce the handbook into your business, how the handbook can protect employers and inform employees of the company's policies and procedures in a uniform and consistent manner. Both the Sample Employee Handbook, along with the updated C-Store Manual will be available to take with you.



Over for Tuesday Workshops.....