



April 26–28, 2012 • INDIANAPOLIS, IN

RAISING THE BAR



- ★ New ideas for increasing business
- ★ Exciting new Convention activities and opportunities
- ★ Valuable supply updates
- ★ Celebrate propane's 100th anniversary

Registration Information



RAISING THE BAR



April 26–28, 2012 • INDIANAPOLIS, IN

The 2012 Convention has been planned with propane marketers like you in mind. The Convention will provide you with valuable propane focused education and significant resources in the propane industry to help your propane business prosper.

'RAISE' YOUR COMPETITIVE ADVANTAGE

- ★ Discover new ways to gain an advantage over your competitors
- ★ Help your company cut costs, improve operational efficiencies and increase employee productivity
- ★ Grow your business with ideas and information gained at the 2012 convention



Special guests, motivating programming and entertaining events makes this the best convention in the Midwest!



NEW THIS YEAR!

Family Lounge

Don't leave the kids at home! While you do business, they can be safely tucked away in the family lounge to watch their favorite cartoons, color and have yummy snacks to pass the time. The family lounge is located conveniently on the trade show floor.

Registration Lounge

Have you ever just wanted to sit down and catch up with a colleague or network with someone new but couldn't find a place to sit down? Problem Solved! Try out the new "Registration Lounge" to relax and catch up. You will find it conveniently located next to the conference registration desk.

Chic Boutique

Let's not forget the ladies! Check out the chic boutique located on the trade show floor with vendors especially designed with a woman in mind. These vendors cater specifically to the trendy woman with an eye for jewelry, purses, apparel, chocolate and more. Visit www.propaneshow.com for a full list of vendors as they become available.

AGENDA

Thursday, April 26, 2012

8:00 a.m. – 2:00 p.m.

**Scholarship Golf Outing
at Eagle Creek Golf Club**

12:30 p.m. – 2:00 p.m.

Registration

2:00 p.m. – 5:00 p.m.

Ohio State Board Meetings - Westin Hotel

3:00 p.m. – 5:00 p.m.

**Michigan and Kentucky State Board Meetings
– Westin Hotel**

6:00 p.m. – 7:30 p.m.

**'Raise Your Glass' Opening Reception
at Cadillac Ranch**

Friday, April 27, 2012

8:00 a.m. – 6:30 p.m.

Registration

8:00 a.m. – 9:00 a.m.

Continental Breakfast

9:00 a.m. – 10:30 a.m.

General Session

10:45 a.m. – 11:45 a.m.

Supply Seminar

12:00 p.m. – 1:45 p.m.

Industry Update/Luncheon

2:00 p.m. – 3:00 p.m.

Educational Seminars

3:00 p.m. – 6:30 p.m.

**Ribbon Cutting Ceremony, Trade Show
and Reception**

Saturday, April 28, 2012

7:30 a.m. – 1:00 p.m.

Registration

7:30 a.m. – 9:45 a.m.

Coffee Break

8:00 a.m. – 8:30 a.m.

Exhibitor Meeting

8:30 a.m. – 9:30 a.m.

Educational Seminars

9:30 a.m. – 12:30 p.m.

Trade Show

11:15 a.m. – 12:30 p.m.

Lunch on the Trade Show Floor

12:30 p.m. – 1:45 p.m.

Beverage Break

12:45 p.m. – 1:45 p.m.

General Session

*All events are at the Indiana Convention Center unless otherwise noted.

Register at www.propaneshow.com



CONVENTION HIGHLIGHTS

Thursday, April 26

8:00 A.M. – 2:00 P.M.

Scholarship Golf Outing

The official golf course of the Indianapolis Colts, Eagle Creek Golf Club will challenge you with a mixture of hilly terrain, tree-lined fairways and water holes. Win prizes, compete in new challenges, enjoy a buffet lunch and talk with colleagues while raising money for a good cause. All funds raised will be used for the Midwest Propane Gas Association Scholarship benefitting students from Kentucky, Michigan or Ohio. Tour the course and get tips from the pros on each hole at www.propaneshow.com. Cost: \$150

6:00 A.M. – 7:30 P.M.

'Raise Your Glass' Opening Reception

Join us at a new venue, Cadillac Ranch this year to kick off the Convention! Enjoy a free drink, light appetizers, and mingle with industry peers while listening to the music of special guests 'The Michaels'. It is guaranteed to be a good time with a fun atmosphere, great entertainment and a mechanical bull - you know you want to try that!

Friday, April 27

General Session

9:00 A.M. – 10:30 A.M.

Dave Dugan

Be prepared to laugh! Dave Dugan will share his sense of humor as Emcee on Friday at the General Session, Industry Update and Luncheon, Ribbon Cutting for the Trade Show, and during the Trade Show Reception. You might recognize Dave from national television appearances on HBO, Comedy Central, FOX, The Arsenio Hall Show, VH1 and the Bob and Tom show.



COMEDIAN
Dave Dugan



MUSICAL GUESTS
The Michaels



KEYNOTE
Steve Gilliland

"Enjoy the Ride" with Steve Gilliland

Through humor and reality-tested techniques, Steve Gilliland reveals the way to face conflicting demands in an unforgiving business environment that keeps getting tougher. This keynote speech will challenge you personally and professionally. It is simple and easy to grasp -- yet profound! Fasten your seatbelt and hold on as one of North America's premier speakers outlines a roadmap for success and shows you how to Enjoy The Ride™.

Steve built a multimillion-dollar company from the ground up on the same philosophy he speaks on: if you continually learn more about your company, your industry, your customer and yourself, you will always be a leader. His motto is straightforward: "If you take care of people, the business will follow." You will leave this keynote with a renewed sense of enthusiasm for who you are and for what really matters.



10:45 A.M. – 11:45 A.M.

Supply Seminar

While the Midwest is still the heart and soul of “propane country” here in the U.S., today propane is clearly a global fuel. Propane markets are undergoing the most dynamic changes in the 100-year history of our industry. There is robust demand in Asia; major new discoveries in the U.S.; new drilling technology that is leading to new production; temporary loss of the industry’s historic price advantage; the U.S. becoming a propane exporting nation; petrochemical facilities returning to the U.S. and pipeline, storage and transportation questions throughout North America. Three industry experts will share their insights, ideas, and expertise on supply from a global perspective as well as emerging trends to answer your questions about the future.

Marty Lerum, *Propane Resources*

Mark Rachal, *LP Gas Cost Management Solutions*

Charles Robertson, *Twin Feathers Consulting*

12:00 P.M. – 1:45 P.M.

Industry Update & Luncheon

Help the Midwest region kick off the 100th Anniversary of propane! Our industry leaders from NPGA and PERC will show you where propane has been, how far we have come, where we are today, how the propane industry, through its investment in the Propane Education & Research Council and NPGA efforts, is recharging and refocusing our industry. NPGA continues to expand our industry recognition and advocacy. PERC is engaged in a number of groundbreaking initiatives that are designed to bring sales results to propane marketers and put new technologies into homes and businesses to increase year-round demand. The market is changing — and the propane industry is responding in innovative ways. Come learn how you can put new research and development, training, and safety programs to work in your company, how you can help your industry grow, and how all these initiatives can help your business now and into the future.

Carl Hughes, *National Propane Gas Association*

Rick Roldan, *National Propane Gas Association*

Roy Willis, *PERC*

3:00 P.M. – 6:30 P.M.

Ribbon Cutting, Trade Show & Reception

Be there when the trade show opens with the Ribbon Cutting Ceremony. Special guests Alizma will make the Ribbon Cutting Ceremony, Trade Show and the Reception the most talked about event at the convention.

Visit www.propaneshow.com for a preview of these beautiful and talented musicians. Bars will be open for the entire reception with light appetizers.



Saturday, April 28

11:15 A.M. - 12:30 P.M.

Trade Show Lunch

See firsthand the latest products available for your propane business. Testing products in person will allow you to make the best purchasing decisions. While meeting with exhibitors you can satisfy your lunchtime cravings with food stations located around the trade show floor.

Register at www.propaneshow.com



12:45 P.M. – 1:45 P.M.

Options and Solutions to Your Challenges

You know that the Propane, Education, & Research Council continues to promote the safe and efficient use of odorized propane as the preferred energy source through continuing research and development, training, and safety programs. You are probably aware of some of the innovations, new technologies, and the new efforts PERC is making on your behalf, but what does all that mean to you, the propane marketer?

Hear what PERC is doing directly from one of the nations' most progressive and foremost propane marketers, PERC Chairman, Joe Armentano. He will share with you what PERC is doing for you and his vision of the future of PERC programs. Get a marketer's perspective and see what he envisions as your challenges and potential solutions.

Joe Armentano, PERC

EDUCATIONAL SEMINARS

Friday, April 27

2:00 P.M. – 3:00 P.M.

Corrosion Control Short Course

- ★ Gain an understanding of Basic Corrosion and its effects on Underground Propane Tanks
- ★ Learn how to interpret the New NFPA 58 regulations for Cathodic Protection
- ★ Learn to properly test cathodic protection levels of Underground Propane Tanks

This course is designed to give you a basic understanding of corrosion control for underground propane tanks and piping. Course coverage will include properties that cause corrosion and the mechanisms that make up a basic corrosion cell as well as discussions of the various methods of controlling corrosion in the underground tank industry. You will gain an understanding for the different types of galvanic anodes such as magnesium, zinc and aluminum. More importantly you will understand the application and proper anode installation methods and testing procedures. We will review the recent NFPA standards for cathodically protecting underground storage tanks and associated piping.

Russell Widner, Farwest Corrosion

The World Wide What? Secrets to Successful Internet Marketing

- ★ Find out why Internet Marketing is crucial to your success.
- ★ Learn how to implement a strategy to drive success.
- ★ Discover the top Do's and Don'ts of successful Internet Marketing.

Find out how the Internet can be your best marketing initiative, working non-stop, 24/7. The options for marketing your business online are as infinite as the Internet itself and range from online advertisements, social media, Search Engine Optimization (SEO), keyword searches, tags and more. Having a stagnant website is no longer enough, you must develop an interactive, regularly updated online presence that speaks to your target audience. There is no single solution but rather an integrated mix that works together seamlessly.

Deborah L. Daily, Buckaroo® Marketing

Credit Card Processing Savings for the Taking

- ★ Discover a way to maximize the savings the cost components afford.
- ★ Explore the cost components of a credit/debit card transaction.
- ★ Determine how those cost components differ for the propane industry.



Drastically reduce your processing costs by an overall effective rate of 1.45 percent. Midwest Transactions Group (MTG) -- the Michigan and Ohio Propane Gas Association's endorsed credit card processing company -- has developed a pricing model that has the ability to pass through all of the preferred interchange rates Visa/MasterCard/Discover afford the propane industry. The model bypasses a long standing rule that has limited the pass through to only one card type therefore saving you money.

Charles Creamer, *President, Midwest Transactions Group*

Saturday, April 28

8:30 A.M. – 9:30 A.M.

Closing the Sale and Increasing your "Customer Base"

- ★ Explore what the right experience looks like.
- ★ Discover what the right experience sounds like.
- ★ Determine how your employees can provide the right experience and close the sale.

Explore real life successful instances and examples of first contact with prospects and existing customers. See how by providing the right experience culminating with how to "Ask for the Sale" can grow your customer base and retain more existing customers. Discussion will include encountering a prospect as well as opportunities with existing customers. Issues such as asking for the sale, product/feature promotion knowledge, overcoming objections, follow up, and successfully closing the sale will be covered. Learn how to make adjustments to what you are saying to prospects and how you can make them customers.

David Lowe, *Pro Image Communications*

CSA and the New Hours of Service Regulations

- ★ Prepare for Cooperative Safety Plans.
- ★ Explore the current state of CSA.
- ★ Discuss the new hours of service regulations.

In October of 2011 the Federal Motor Carrier Safety Administration announced new hours of service regulations. This session will explain what you need to know about these

new regulations and how they will affect your business. We will also discuss the year in rearview of the CSA and talk about how to develop Cooperative Safety Plans that could be required if a company is listed above the threshold level on their CSA scores.

Brian Hammer, *Fleet Loss Control Consultant, Nationwide Agribusiness*

New PERC Technologies

- ★ Will discover new propane technology developments
- ★ Gain information to take the next step in commercialization of new technologies
- ★ Learn about PERC's research and development initiatives

A Presentation that focuses on the latest commercialized PERC Technologies relevant to the Midwest States. The emphasis will be more on commercial ready pieces since marketers care most about what's available now. This presentation will provide information the marketer can act on and who to call or where to go to take the next step to immediately help build and grow your market.

Mark Leitman, *Director of Agriculture, PERC*



REGISTRATION INFORMATION

The following registration categories are for retail propane dealers and their employees:

Full Registration includes access to all convention activities except for the Scholarship Golf Outing.

Spouse Registration includes access to all convention activities except for the Scholarship Golf Outing.

One Day Registration for Friday or Saturday includes access to that day's activities only.

Scholarship Golf Outing includes buffet lunch and a round of golf.

Transporter Registration from a company includes access to all events except for the Scholarship Golf Outing.

Non-Exhibiting Supplier Registration is for those suppliers of products or services to retail propane dealers (marketers) who do not wish to exhibit in the trade show but wish to attend the convention. Registration includes access to all convention activities excluding the Scholarship Golf Outing. A reduced rate is available for two non-exhibiting supplier registrations.

Exhibitor Registration name badges allow access to all convention activities except the Scholarship Golf Outing. For additional passes, a special, reduced per person registration fee of \$25 is offered exclusively for the exhibiting company's employees and associates. Passes may not be given to Propane Marketers/Dealers or their employees. Listed below is the number of complimentary badges available:

10' x 10' booth

4 badges

Each additional 10' x 10' booth

4 badges

All vehicle/truck spaces

6 badges per vehicle/truck space

Discounted Employee Registration Offer

This is an offer exclusively for Marketers. You are encouraged to invite all of your employees to the Employee Appreciation Days, Friday April 27th, and Saturday, April 28th. Employees of any retail marketer can register to attend both days for the discounted rate of \$50 with one paid 'full registration' from your location. This exceptional offer includes admission on both days to the trade show, all meal events and educational sessions.

Rules of Conduct or Admission

Midwest Propane Gas Association prohibits firearms, ammunition and firearm accessories of any kind to be brought into the Indiana Convention Center during the Midwest Propane Gas Convention. Midwest Propane Gas Association has directed and authorizes The Capital Improvement Board of Managers of Marion County, Indiana to implement and enforce such rules.

Refund Policy

Cancellations must be received in writing on or before dates indicated:

Deadline	Refund Amount
On or before February 3, 2012	Full refund less \$25 processing fee
On or before March 23, 2012	50% refund or \$25 processing charge, whichever is greater amount for the association
After March 23, 2012	No Refund

Name Substitutions

Name substitutions must be received in writing prior to April 20, 2012, and must be accompanied by a \$10 processing fee for each substitution. After the deadline, substitutions must be processed at the On-Site Registration Desk for \$25.

FOR MORE INFORMATION CALL 317-595-0999 or 800-319-5823



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REGISTRATION FORM 3 Ways to Register:

ONLINE at www.propaneshow.com

FAX completed forms with credit card payment to 317-578-0621.

Do not mail duplicate form if faxed.

MAIL completed form and fees to Midwest Propane Gas Association, 135 S. Mitthoeffer Rd., Indianapolis, IN 46229

Complete one form for each registrant. Type or print clearly within boxes.

FIRST NAME										LAST NAME									
TITLE										PHONE					EXTENSION				
COMPANY																			
MAILING ADDRESS (LINE 1)																			
MAILING ADDRESS (LINE 2)																			
CITY										STATE		ZIP							
EMAIL																			
SPOUSE FIRST NAME										SPOUSE LAST NAME									

I own or am employed by:

- Retail propane dealer (marketer) Exhibiting Company
 Non-Exhibiting supplier-services/product company

Special Events

Please indicate the events you plan to attend (all events are included in the registration fee):

- 'Raise Your Glass' Opening Reception Thursday
 Continental Breakfast on Friday
 Industry Update and Luncheon on Friday
 Trade Show Reception on Friday
 Trade Show Lunch on Saturday

Golf Outing Golf Outing — \$150 per person

I would like to golf with:

Registration fees (check the fee(s) paid)

The following registration categories are for retail propane dealers and their employees:

	Early bird before 3/27/12	Onsite after 3/27/12
<input type="checkbox"/> Full Registration	\$215	\$240
<input type="checkbox"/> Employee	\$50	\$50
<input type="checkbox"/> Spouse	\$50	\$50

The following registration categories are for Exhibitors:

Booth # _____
Exhibitor Pass n/c Additional Exhibitor Pass \$25

The following registration categories are for Non-Exhibiting Suppliers:

Non-Exhibiting Supplier \$750
 Non-Exhibiting Supplier (2ppl)* \$1200

* Complete a separate form for a second Non-exhibiting supplier

The following registration category is for Transporters:

Transporter \$215

REGISTRATION AMOUNT DUE \$

Check or credit card information must accompany the registration form before it will be processed. American Express is NOT Accepted.
If paying by credit card, please fill in the information below.

- Visa MasterCard Discover
 Check: payable to Midwest Propane Gas Association

Credit Card

Exp. Date

Signature _____

Authorizing MPGA to charge account

Hotel Accommodations

Hotel reservations made ONLY for those registering for the Convention. Rooms reserved on first-come first-served basis.

Indicate number of people and beds in the room

- SINGLE 1person/1bed DOUBLE 2ppl/1bed
 DBL/DBL 2ppl/2beds TRIPLE 3ppl/2beds
 QUAD 4ppl/2beds

Indicate hotel preference (List choices 1-3)

- ___ Crowne Plaza Regular Room \$150 ___ Train Car \$160
 ___ Embassy Suites \$164 ___ Hyatt Regency \$153
 ___ Marriott Downtown \$179 ___ Omni Severin \$149
 ___ The Westin \$153

Hotel and state taxes are currently 17% and not included in rates

To guarantee your reservation, a valid credit card or the first night's deposit check is required

- Visa MasterCard American Express Discover
 Check made out to "HOTEL DEPOSIT" (any checks made out to individual hotels will be returned without reservation being made)

Credit Card

Exp. Date

Signature _____

Arrival/Departure information

Arrival Date

MMDD

Departure Date

MMDD

Sharing Room With

- _____
- _____
- _____

Special Request (i.e. non-smoking, accessible, etc.)

The hotel will do its best to accommodate you.

Reservations must be made by April 18, 2012 to assure room availability. Until April 18, 2012, you must cancel or change reservation by calling 317-595-0999 or 800-319-5823. After April 18, 2012, make changes directly with the hotel. Most hotels will refund deposit if reservation is cancelled 48-72 hours prior to arrival date. Refer to your hotel confirmation for exact cancellation policy.



Midwest Propane Gas Association
135 S. Mitthoeffer Rd.
Indianapolis, IN 46229



Find us on Facebook

www.facebook.com/midwestpropaneshow

2012 MIDWEST PROPANE GAS CONVENTION SPONSORS

(as of 11/21/11)

Platinum



Bronze



Register at www.propaneshow.com