

NC Petroleum & Convenience Marketers
Planning Conference for 2012
&
NCPCM/SCPMA 2011 Management Institute

October 10–13, 2011

Embassy Suites, Kingston Plantation
9800 Queensway Boulevard
Myrtle Beach, SC 29572

"Wouldn't it be nice to combine two very important events that every petroleum and convenience marketer needs to attend? Well, for the first time, we have just that - as the 2012 NCPCM Planning Conference and 2011 NCPCM/SCPMA Management Institute are to be held together October 10-13 in lovely Myrtle Beach. Now that's what I call CONVENIENCE!" **Hal Johnson, Education Chair**

"Attendance at the Planning Conference together with the insight and knowledge that can be gained during the Management Institute educational sessions is an opportunity that is too good to be missed. I look forward to October for the chance to catch up with old friends, make new ones, gain insight on our industry, and most importantly, work with our membership to set a path to a successful and prosperous 2012." **Daniel A. Erwin, 2012 NCPCM Incoming President**

"This fall NCPCM has decided to become more efficient with your time...and be twice as productive...We have consolidated the Management Institute and the Planning Conference into one action packed event!...get more done, learn more, have more fun...sign up now!" **Tom Berry, 2011 NCPCM President**

"These professional development workshops will equip you and others in your company with the knowledge and tools necessary to face our current economy head on and to come out victorious." **Michael W. Fields, Executive Director, SCPMA**

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NCCPM PLANNING CONFERENCE FOR 2012 (PC) 2011 NCCPM/SCPMA MANAGEMENT INSTITUTE (MI) Schedule

October 10 – 13, 2011
Embassy Suites, Kingston Plantation, Myrtle Beach, SC

Monday, October 10, 2011

6:30 – 11:30 p.m. **Parlor Reception**

Tuesday, October 11, 2011 – Planning Conference

7:30 – 8:15 a.m. Breakfast Buffet
8:15 a.m. Opening Remarks
8:30 – 10:00 a.m. Committee Planning Sessions (Group 1)
10:15 – 11:45 a.m. Committee Planning Sessions (Group 2)
11:45 a.m. – 12:30 p.m. Group Discussion
1:30 p.m. Lunch on Your Own & Afternoon Free
1:30 p.m. Parlor Opens

Wednesday, October 12, 2011 – Management Institute

8:15 – 8:45 a.m. Welcome, Awards, Election of Class President
8:45 – 9:45 a.m. **Denise Ryan, Firestar, "Firing Up the Troops"**
10:05 – 11:00 a.m. **Kaye Thompson & Gena Jones, E.J. Pope & Son – Keeping Your Ca\$h Tank Full – Energizing & Securing Ca\$h Flow**
11:10 a.m. – 12:10 p.m. **Kaye Thompson & Gena Jones, cont.**
12:10 – 12:20 p.m. Class Picture
12:20 – 1:30 p.m. Lunch – on your own
1:30 – 2:30 p.m. **John Eichberger, VP, Government Relations – NACS – Legislative Update and Trends in C-store Industry**
2:40 – 3:40 p.m. **Wesley Campbell, Edward Holmes, Sam Bell, Stewart Spinks - C-store Panel North & South Carolina - Creating More Sales Inside Our C-Stores & Other Related Issues**
3:50 – 4:50 p.m. **C-store Panel cont.**
6:30 p.m. Buses Depart - Adventurous trip to WonderWorks (wonderworksonline.com)
7:00 p.m. Team Building – Dinner, Exhibits, Lazer-Tag, Zip Line, Ropes Challenge Course and More

Thursday, October 13, 2011

8:30 – 9:30 a.m. **Tom Farr, Ogletree Deakins - Legalities of Social Networking - Can You Be Fired for Writing Something Derogatory about a Co-worker or Supervisor?**
9:50 – 10:50 a.m. **Cyndi Gave - The Metiss Group, Inc., Just Because the Economy Has Created a Greater Pool of Candidates, It Doesn't Mean the Candidates are Great -- How to Tell the Difference**
11:00 – 12:00 Noon **Johnny Wiggins - Employing from the Armed Services - It's Not Just Patriotic, It's Good Business - How You Can Find Service Members and Be Prepared to Interview and Hire the Right Person**
12:00 – 1:15 p.m. Lunch – on your own
1:15 – 2:15 p.m. **Representative from the National Federation of Independent Business – How Health Care Reform Will Affect Your Business**
2:15 – 2:30 p.m. Rookie Award & Certificates

The Parlor will be open after the meetings each day.



**NCPCCM Planning Conference for 2012
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Please complete and return this form to NCPCCM, 7300 Glenwood Ave., Raleigh, NC 27612.

Attendee's Name _____

Second/Third Attendee's Name _____

Company Name _____

Address _____

(P.O. Box or Street) (City) (State) (Zip)

Phone _____ Fax _____

Email(s) _____

Event Registration

(Room Reservation Form Due by **September 2 for a room guarantee. Registration for PC & MI will be taken until the opening day—with NO room guarantee.)**

Planning Conference & Management Institute	\$395*
Registration for Management Institute only	\$395*
Registration for 2nd person from same firm	\$370*
Registration for Rookies	\$315*
Registration for Planning Conference only	\$175**
Registration for MI Part-time	\$150 (for one day plus any entertainment costs, if any. Attendance over one day will be counted as fulltime and charged the full registration fee)

*(Includes Tuesday Breakfast & Wednesday night entertainment)

** (Includes Tuesday Breakfast)

Will you be bringing a guest to the WonderWorks event on Wednesday night, October 12? The cost will be \$55 per guest. ____ Yes. If "yes," please give name of guest _____

TOTAL ENCLOSED: \$ _____

Attending: ____ PC & MI ____ MI only ____ Rookie ____ PC only ____ PT

Is this your first time attending Management Institute? ____ Yes

Are you interested in playing golf either Monday or Tuesday afternoon? ____ Yes

PAYMENT: ____ Check ____ MasterCard ____ Visa ____ Amex ____ Discover

Credit Card # _____ Verification # _____ Expiration _____

Billing Address of Card _____

Name on Card _____

Payment must accompany registration—NO INVOICING

NPCCM Planning Conference for 2012

Please sign up for the committee(s) on which you would like to serve. You may serve on two committees, if desired; however, please note the schedule below to be sure that you may attend both meetings. Committee assignments will be posted at the Planning Conference.

Meeting Time 8:30-10 a.m. (Group 1)

Meeting Time 10:15-11:45 a.m. (Group 2)

<input checked="" type="checkbox"/> Activities	<input type="checkbox"/> Lottery	<input type="checkbox"/> Education	<input type="checkbox"/> Political Action
<input type="checkbox"/> Jt. Conv. (Limited)	<input type="checkbox"/> Public Relations	<input type="checkbox"/> Membership	<input type="checkbox"/> Heating Fuels
<input type="checkbox"/> Environmental	<input type="checkbox"/> Green	<input type="checkbox"/> Govt. Affairs	
<input type="checkbox"/> Finance & Insurance			

Activities – The Activities Committee will plan the agenda, secure speakers, and coordinate the educational seminars for the NPCCM/SCPMA Joint Convention. The Committee will provide ideas for social functions, obtain sponsorship funds, and promote the Convention within the general membership.

Education – This Committee plans the Management Institute. The Committee also plans the workshops/webinars for the Certified Store Operator (CSO) training program. In addition, the Education Committee will seek to expand educational opportunities to more members and to management levels above store manager.

Environmental – The Environmental Committee will study and consider proposals and developments, both state and national, which involve petroleum marketing and retailing in respect to the environment. The Committee may suggest topics of concern (air and water pollution, gasoline and oil spills, etc.) to the Education Committee for seminars.

Finance & Insurance – The Finance and Insurance Committee will annually recommend a budget for Board review and action. It is the responsibility of the Committee to consider the income expense and monetary items and to check on expenditures, bonding of staff and officers and all fiscal matters. The Committee will review insurance benefits with an objective toward improvement, and the Committee will make recommendations to the Board for endorsements in the insurance and financial market.

Government Affairs – The Government Affairs Committee will coordinate with the legal counsel on legislative issues, will coordinate lobbying of the Board and general membership and will make decisions on legislative issues that require immediate action. It will follow national and state developments on restrictions, regulations or laws impacting any and all aspects of the c-store and petroleum marketing industry.

Green – The Green Committee will direct and promote the use of green products in the c-store industry and direct policy on green fuels for the purpose of enhancing the quality of the environment.

Heating Fuels – The Heating Fuels Committee will keep informed of fuel oil trends as related to home heating, tobacco curing, new uses, etc. It will plan Convention programs to emphasize oil heat, make studies and/or reports of competitive fuels and consider fuel shortages and/or dislocations in respect to their effect on North Carolina suppliers, price increases, etc. The Committee will work with the Technical Director on engineering projects, etc. In addition, the Committee will coordinate efforts to improve LPG distribution, marketing, contracts, legal positions, etc. through the NPCCM staff.

Lottery – The Lottery Committee is charged with facilitating ongoing communications between N.C. retailers and the N.C. Education Lottery to help improve lottery operations.

Membership - The Membership Committee will review membership recruitment/retention material for necessary changes, plan a membership drive for the new year, and review non-renewals for the year. In addition, the Committee will make personal contacts as needed with any non-renewals and prepare a report of the total number of retail members and supplier members and the total number of retail stores that the Association represents.

Political Action Committee (PAC) – The Political Action Committee is responsible for the fund raising activities of the Petroleum and Convenience Marketers PAC.

Public Relations – The Public Relations Committee will examine how the industry is perceived by the public and our customers and will implement programs to promote the positive aspects of the industry, including charitable giving and community involvement. This Committee also administers the NPCCM Scholarship program and the selection of the Store Manager of the Year, L.W. Locke Retailer of the Year, and the Dean Cline Vendor of the Year awards.



Room Reservation Form
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October 10-13, 2011



****IMPORTANT NOTICES! PLEASE READ CAREFULLY AND MAKE YOURSELF A COPY OF THIS FORM****

- Housing Forms must be returned along with Registration Form to: NC Petroleum & Convenience Marketers, 7300 Glenwood Ave., Raleigh, NC 27612, no later than **Friday, September 2, 2011**. We must release our block of rooms on that date. The hotel **will not be** taking direct reservations, changes or cancellations. All such changes will be made through Teresa Calton OR Sue Shearin at NCPCM.
- Check-in time is after 4:00 p.m. Check-out time is before 11:00 a.m.
- All room rates **include** applicable taxes, self-parking and Internet.
- Each room reservation must be accompanied by a one night stay deposit. Deposits are refundable if cancellation occurs seventy-two (72) hours prior to arrival. Deposits may be in the form of a check made payable to the *Embassy Suites* or guaranteed to a credit card number.
- For reservations, **please send completed Reservation Form along with your Registration and Committee Choices** via fax (919)782-4414, or via **email** to Teresa Calton: tcalton@ncpcm.org, or Sue Shearin: sshearin@ncpcm.org.

<p>NAME: _____</p> <p>Firm: _____</p> <p>Address: _____</p> <p>City: _____ State: _____</p> <p>Zip: _____ Phone: () _____</p> <p><i>*Accommodations are quoted per room, per night.*</i></p> <p>Ocean View Suite _____ Double _____ King (1-2 persons Double or King) Room Rate per night is \$149 + tax = \$166.88 Rate includes self-parking and Internet.</p> <p>Arrival Date: _____</p> <p>Departure Date: _____</p> <p>Special Requests/Needs: _____</p> <p>_____</p> <p>_____</p>	<p>No. of Persons in party: _____</p> <p>No. of rooms required: _____</p> <p>Room Deposit:</p> <p>_____ Check Enc . _____ American Express</p> <p>_____ Visa _____ MasterCard _____ Discover</p> <p>Card # _____</p> <p>Expiration Date: _____</p> <p>Vcode (security code): _____</p> <p>Cardholder: _____</p> <p>Billing Address _____</p> <p>Billing City _____</p> <p>State _____ Zip _____</p> <p>Email for Confirmation:</p> <p>_____</p> <p>_____</p> <p><i>*Enclose credit card number or deposit check made payable to Embassy Suites.</i></p>
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<p>NCPCM PHONE 919-782-4411</p> <p>NCPCM FAX 919-782-4414</p>

RETURN BY SEPTEMBER 2, 2011 TO:
Teresa Calton or Sue Shearin
NC Petroleum & Convenience Marketers
7300 Glenwood Avenue
Raleigh, NC 27612
OR
tcalton@ncpcm.org or sshearin@ncpcm.org