



MIDWEST PROPANE GAS CONVENTION  
APRIL 29 - MAY 1, 2010

INDIANA CONVENTION CENTER  
INDIANAPOLIS, INDIANA

CHANGING  
WITH OUR WORLD

**REGISTER BEFORE MARCH 27<sup>TH</sup> TO SAVE!**  
PAY AS LITTLE AS \$100 AND BRING YOUR EMPLOYEES  
ON FRIDAY & SATURDAY FOR FREE.

## TOP 5 REASONS YOU WANT TO ATTEND THE 2010 CONVENTION

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1. **The price can't be beat. For just \$100 you can bring all your employees on Friday AND Saturday for free.**
2. **Meet old friends and new colleagues at the Thursday Golf Outing and Opening Reception**
3. **Exchange ideas and view the latest products and services during the Trade Show on Friday and Saturday.**
4. **Obtain new ideas and answers to your biggest issues with the Supply Seminar and PERC safety presentation and valuable Educational Seminars.**
5. **Indianapolis is a short drive from your state. Bring your family and enjoy all that the city has to offer. Check out [www.visitindy.com](http://www.visitindy.com) for more information on things to do and see in Indianapolis.**

# CHANGING WITH OUR WORLD

In this ever changing world, it is important to have the most up to date information. Experts from the propane industry will be at the Midwest Propane Gas Convention to provide you with powerful educational opportunities designed to give you the knowledge you need to strengthen and grow your business. The following topics will be covered at this year's Convention:

- Supply
- Safety
- Technology
- Marketing
- Customer Service
- Price
- Propane Litigation

This is a once a year opportunity for you to share ideas, get answers you are seeking and to view the latest propane equipment and services. Get the tools you need to change with our world, register today!

## 2010 AGENDA

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### Thursday, April 29, 2010

11:00 a.m.	Golf Outing
2:00 p.m. – 3:30 p.m.	Registration
6:00 p.m. – 7:30 p.m.	Opening Reception

### Friday, April 30, 2010

7:30 a.m. – 7:00 p.m.	<b>Employee Day</b>
8:00 a.m. – 12:00 p.m.	Registration
12:00 p.m. – 1:15 p.m.	State Board Meetings
1:15 p.m. – 2:30 p.m.	Lunch on Own
2:45 p.m. – 3:30 p.m.	Keynote Speaker
3:45 p.m. – 4:45 p.m.	PERC Seminar
4:00 p.m. – 7:00 p.m.	Educational Seminars
6:00 p.m. – 7:00 p.m.	Trade Show
	Happy Hour on the Trade Show Floor

### Saturday, May 1, 2010

7:30 a.m. – 12:30 p.m.
8:00 a.m. – 9:00 a.m.
8:30 a.m.
9:00 a.m. – 12:00 p.m.
11:00 a.m.
12:15 p.m. – 2:00 p.m.

### Employee Day

Registration
Educational Seminars
Spouse Event
Trade Show
Silent Auction Closes
Supply Seminar & Luncheon

# EDUCATIONAL OPPORTUNITIES

## FRIDAY, APRIL 30, 2010

1:15 p.m. – 2:30 p.m.

### **Keynote - Winning the Word of Mouth Game**

If you are looking to improve customer service, you don't want to miss this entertaining keynote intended for all employees, regardless of position or job function. During this powerful seminar, you will:

- Understand why customers leave and why they stay
- Discover effective communication skills to avoid misunderstandings
- Learn how to give customers bad news while minimizing negative results
- Determine policy and procedure to solve problems
- Learn to make the telephone an asset for building customer good-will
- Obtain the tools to handle angry customers effectively
- Learn how to turn complaints into "opportunities to shine"

**Presenter:** Larry Johnson, Johnson Training Group

2:45 p.m. – 3:30 p.m.

### **Effective Safety Management Ideas That Improve the Bottom Line for Companies Big and Small**

Safety is not a profit center and does not bring money in through a company's front door. What it does, however, is help make sure that hard-earned profits do not fly out the back door. Safety management programs can help contain both hard and soft costs such as litigation, workers' compensation, retraining, rehiring, and purchasing new equipment. Find out how your PERC investment continues to develop safety initiatives in workforce training, consumer education, and methods to interact with your local fire department, among other areas that are simple to deliver, technically accurate, easily understood by their intended audiences, and cost effective. Propane's exemplary safety record is a major industry asset and a catalyst for increased sales and profits. Complimentary copies of various programs will be available.

**Presenter:** Stuart Flatow, Vice President, Safety & Training, Propane Education & Research Council

3:45 p.m. – 4:45 p.m.

### **The Two Types - What You Need and What You Can Afford!**

- Develop an understanding of the importance and use of long-term and short-term marketing
- Discover how to determine the right balance between short- and long-term marketing to invest in for your unique business
- Determine how to build a marketing plan that matches your overall marketing objectives

**Presenter:** Andrea Young, Propane Resources

### **Young Gassers Networking Technology Workshop (NT101)**

- Introduction to professional and personal social networking technology and what you need to know to get started
  - Explore various types of networks discussed: LinkedIn, Twitter, FaceBook
  - Discover why social networks are important to you and your business
- Bring your wireless enabled laptops, or smart phones to class for hands on exercises

**Presenters:** Jim Renaldo, Director of Sales & Marketing, Renaldo Sales & Service, Inc., NORCO Propane Energy Services, and Niagara Energy, LLC and Member Young Gassers Board of Advisors; Jeremy LeRay, Systems Administrator, Liberty Propane; Mathew Jones, Account Executive, K&K Management Solutions

### **Superior Customer Service**

- Increase significantly your customer service levels, selling skills and how to retain customers
- Obtain a better understanding of how prospects/customers should be handled
- Recognize the importance of how each touch will make or break your company's future success
- Explore how to handle price inquires fluently and turn them into sales opportunities

**Presenters:** Rich Cordisco, VP Regional Manager, and David Lowe, Sales Consultant, Pro Image Communications

## SATURDAY, MAY 1, 2010

8:00 a.m. – 9:00 a.m.

### **Young Gassers Networking Technology Workshop (NT401)**

- Participate in an in-depth discussion on Professional Social Networking
- Discover why you should avoid the pitfalls of "Personal" Social Networks like FaceBook and MySpace for business purposes
- Explore techniques and tips on implementing the internet into your networking and marketing plans
- Obtain answers to your questions and concerns in a small work group setting

Bring your wireless enabled laptops, or smart phones to class for hands on technical advise.

**Presenters:** Jim Renaldo, Director of Sales & Marketing, Renaldo Sales & Service, Inc., NORCO Propane Energy Services, and Niagara Energy, LLC and Member Young Gassers Board of Advisors; Jeremy LeRay, Systems Administrator, Liberty Propane; Mathew Jones, Account Executive, K&K Management Solutions

### **In the Line of Fire-Real Life Examples of Deposition and Trial Testimony in Propane Litigation**

- Determine the importance of litigation testimony
- Discover the importance of risk management
- Explore propane litigation issues/problems

**Presenters:** John McCoy, President/Attorney; Matthew Rosek, Attorney; and Eugene Laflamme, Attorney, McCoy & Hofbauer, S.C.

### **Low Ball Price**

- Analyze the various pricing options
- Determine short-term and long-term implications of pricing
- Discover how you can build value in a low margin environment

**Presenter:** Daniel Dixon, Propane Resources

12:15 p.m. – 2:00 p.m.

### **Supply Seminar - US Propane Market Supply Analysis & Lunch**

Explore the current outlook for U.S. propane supplies, and obtain an overview of highlights and conclusions drawn from Purvin & Gertz's study of U.S. propane market infrastructure and deliverability. The study was commissioned by PERC upon recommendation by the Propane Infrastructure Task Force of the NPGA's International Committee. Lunch will be served before the seminar.

**Presenter:** Craig Whitley, Senior Partner, Whitley, Purvin & Gertz

# CONVENTION HIGHLIGHTS

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## THURSDAY, APRIL 29, 2010

### Golf Outing

11:00 a.m.

Brickyard Crossing Cost: \$145

Enjoy the challenge of one of the finest golf courses in the Midwest! Play a round of golf with 3 of your friends or ask to be paired up with a group to meet new friends. A round of golf at the Brickyard Crossing and a box lunch is \$145. Register early; there are a limited number of spaces available.

## THURSDAY, APRIL 29, 2010

### Opening Reception

6:00 p.m. – 7:30 p.m.

Back by popular demand is the Opening Reception. Visit with old friends and make new ones while enjoying drinks and hors d'oeuvres at the Westin Hotel on Thursday. This event makes networking easier than ever before. You won't want to miss it!

## FRIDAY, APRIL 30, 2010

### Happy Hour & Trade Show

4:00 p.m. – 7:00 p.m.

Be the first to see the latest products and services offered by exhibitors when the trade show opens.

## SATURDAY, MAY 1, 2010

### Spouse Event - Nordstrom Fashion Seminar

8:30 a.m. Nordstrom Circle Center

Come to Nordstrom to enjoy the latest in colored jersey and cotton sundresses with flattering feminine details for a dressier style which looks great day or night. Pair it with a denim jacket and sneakers or with a floppy hat and flip flops, perfect for the beach. Then, when the sun sets elevate the dress by pairing it with a sleek wedge and glamorous accessories. Let our experts show you the perfect lightweight tanks that can be worn from the beach to the boardwalk. Top it all off with a breezy skirt and casual summer bottoms and you will be set to parade the streets from sun up to sun down. Get the knowledge you need to make a splash in fashion this summer while enjoying a delicious breakfast.

## REGISTRATION INFORMATION

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

**Full Registration** includes access to all convention activities except for the Golf Outing and Nordstrom Fashion Seminar.

**Spouse Registration** includes access to all convention activities except for the Golf Outing and Nordstrom Fashion Seminar.

**One Day Registration** for Friday or Saturday includes access to that day's activities only excluding Nordstrom Fashion Seminar.

**Golf Outing** includes boxed lunch and a round of golf.

**Nordstrom Fashion Seminar** includes morning fashion show and a light breakfast.

### The following registration category is for Transporters:

Transporter Registration from a company includes access to all events except for the Golf Outing and Nordstrom Fashion Seminar.

### The following registration category is for Non-Exhibiting Suppliers:

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 Golf Outing and Nordstrom Fashion Seminar. A reduced rate is available for two non-exhibiting supplier registrations.

### The following registration information is for Exhibitors:

The name badges allow access to all convention activities except the Golf Outing and Nordstrom Fashion Seminar. 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

### Free 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 30th and Saturday, May 1st. Employees of any retail marketer will receive a FREE registration as long as a full registration has been paid by at least one person from your location. This exceptional offer includes admission to the trade show and educational sessions that have been chosen to benefit marketers and their employees. (Note: Nordstrom Fashion Seminar is not included.)

### Refund Policy

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

Deadline	Refund Amount
On or before February 5, 2010	Full refund less \$25 processing fee
On or before March 24, 2010	50% refund or \$25 processing charge, whichever is greater amount for the association
After March 24, 2010	No Refund

### Name Substitutions

Name substitutions must be received in writing prior to April 21, 2010, 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**

**Register today at [www.midwestpropanegasconvention.com](http://www.midwestpropanegasconvention.com)**





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

Register at [www.midwestpropanegasconvention.com](http://www.midwestpropanegasconvention.com) today!  
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