

# Alabama Propane Gas Association

## *Annual Convention*

A photograph of a beach scene. In the foreground, a large red beach umbrella stands on the sand. Underneath the umbrella are two white metal lounge chairs with woven seats. To the right of the chairs is a small, round, white metal table. The background shows the ocean with gentle waves and a clear blue sky.

Sandestin Resort/Village at Baytowne Wharf  
Sandestin, Florida  
July 9-11, 2009

# Annual Convention

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The Alabama Propane Gas Association's Annual Convention is scheduled for July 9-11, 2009 at the Sandestin Resort/Village at Baytowne Wharf in Sandestin, FL. The Convention Committee, chaired by Benny Gay, has arranged an agenda which will allow for fun and fellowship, but also information gathering.

The convention will start Thursday, July 9th, with a deep sea fishing trip. The Welcome Reception, which is sponsored by the APGA Supplier Fund, will be held that evening. After the reception, you can walk to several restaurants on property for a delicious dinner with friends.

Friday, July 10th, will start with a Continental Breakfast and the Suppliers meeting before our Convention Seminar entitled "Marketing and Selling Your Company to Consumers." That afternoon, we will hold the APGA Board of Directors/General Membership Meeting. You will hear an annual report from each committee chair on their committee's activities

for the year, along with other valuable updates, both state and national. We will end Friday with the annual Dessert Extravaganza and Reverse Raffle which is ALWAYS a lot of fun. Someone will leave with \$1,000 in CASH. You are encouraged to bring your children free of cost.

The Golf Scramble will be Saturday, July 11th. After that, gather your family for the Family Fun time which will include volleyball and other games on the back lawn of the hotel. Be sure to join us Saturday evening for dinner on the SunQuest Cruise out of Baytowne Marina. You and your family will have a great time.

The APGA Annual Convention has always been a family friendly event. I encourage you to bring your family and meet up with old industry friends and new ones as well.

I look forward to seeing you there!!

Mark Denton, APGA President

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## Educational Seminar

Friday, July 10th, 8:30 a.m. - 11:30 a.m.

Chairman: Daniel Dixon

### Marketing and Selling Your Company to Consumers

**Kirk Wright...** is President and founder of Pro Image Communications. Kirk has insights gained from more than 26 years at one of the nation's premier oil, propane, and HVAC companies.

In his capacity as a regional general manager, his responsibilities included profit and growth planning, sales and marketing coordination, customer service delivery, operations and pricing, and regional and corporate management. As his career advanced, he became accountable for 12 locations with more than 100,000 heating oil, propane and HVAC customers, \$100 million in gross sales and over 300 employees, spread across two states.

Through the years, Kirk advanced along a path that included operational management of individual locations in four states. He was Director of

Service, Training and Safety for the entire corporation, and directed their complete propane business as well.

Kirk will present information on marketing and selling your company to consumers. You will hear about Value vs. Price, Customer Retention, Upselling, Promoting Best Customer Service and much more.

Testimonials...

"I was very impressed by the level of industry experience that the Pro Image Sales Consultants have. They know the energy business extremely well and have given us tools to make us more sales focused and profitable during the year."

"Our entire Company...Managers, Sales Reps, CSR's and Technicians need to attend this training session. It is exactly what we need as a company to grow our market share and be a step above our competition."

Seminar Sponsored by:  
**Propane Education Foundation of Alabama**  
(seminar attendance free to all Alabama Propane Gas Dealers)

## Deep Sea Fishing

Chairman: Vernon Chavers

On Thursday, July 9th, from 6:00 a.m. until 12:00 p.m., we have lined up a 6 hour deep sea fishing trip out of the Harbor Walk Marina aboard the boat "One of a Kind." The cost is \$165 per person. You will be responsible for your own transportation to the marina as well as your food and beverages (*fish cleaning is included*). **IF WE DO NOT HAVE AT LEAST 10 PEOPLE REGISTERED BY JUNE 1st, the trip will be canceled and all money will be refunded.**

## REVERSE RAFFLE

FOR  
APGA SCHOLARSHIP  
PROGRAM

Friday, July 10th

Someone WILL leave with

**\$1,000.00**

**CASH**

Only 100 tickets will be sold -- \$50.00 per ticket

Throughout the drawing, winners will be:

1st Ticket .....	\$50
25th Ticket.....	\$75
50th Ticket.....	\$100
75th Ticket.....	\$125
100th Ticket.....	\$1,000

Come enjoy an evening full of excitement during the Reverse Raffle which is held to raise funds for the "Don Haden Scholarship" and the "David Reaves Scholarship". Both scholarships provide \$3,500 to deserving employees or children of employees within the propane industry. As in years past, this event will prove to be a success with your support. You may purchase your raffle ticket(s) in advance on the Advanced Registration Form.

## Golf Scramble

Chairman: Jason Gamble

On Saturday, July 11th at 7:30 a.m., APGA will hold its Golf SCRAMBLE at the *Links* course on property. The golf fee includes the green fee, cart rental, 2 drink tickets and prizes.

## Family Fun

On Saturday, July 11th, from 1:30 p.m. until 3:30 p.m, we will gather on the lawn behind the main hotel. There will be volleyball and other games for everyone to enjoy. Snacks and drinks will be provided. Please come have a fun and relaxing time with industry friends and their families.

## SunQuest Dinner

### Cruise

Saturday, July 11th

We had so much fun last year on the SunQuest Dinner Cruise...let's do it again in 2009!! APGA has reserved the 1st deck dining room with panoramic windows exclusively for our members. You will also enjoy access to all three decks of the ship. The 2nd floor contains a full bar in a climate controlled setting and a covered outside patio area. The Sky deck is an open-air deck with uninhibited views. Enjoy the one man band with dancing on all decks. The children had a great time last year so make sure you get their tickets as well. Due to maximum load requirements, APGA is only allocated 100 seats...additional seats available only if 2nd deck does not sell out.

The SunQuest Cruise Ship is located at Baytowne Marina which is a short walk from the Village at Baytowne Wharf... *women beware of heeled shoes on the pier.*



# Alabama Propane Gas Association



## Annual Convention

July 9-11, 2009

# Agenda

*Mark Denton, APGA President & Benny Gay, Convention Chairman*

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### Thursday, July 9, 2009

#### TIME

6:00 a.m.-12:00 p.m.

5:00 p.m.-7:15 p.m.

6:15 p.m.-7:15 p.m.

*(If you are interested in playing golf on Thursday afternoon, please call APGA)*

#### EVENT

Deep Sea Fishing (**sign up deadline June 1**)

Registration

Welcome Reception

### Friday, July 10, 2009

#### TIME

7:30 a.m.-8:30 a.m.

8:15 a.m.-8:30 a.m.

8:30 a.m.-11:30 p.m.

1:30 p.m.-4:00 p.m.

9:00 p.m. - until

#### EVENT

Continental Breakfast

Suppliers Meeting

Kirk Wright Seminar

APGA Board of Directors/General Membership Meeting

Dessert Extravaganza and Reverse Raffle

*(fundraiser for APGA Scholarship Program)*

### Saturday, July 11, 2009

#### TIME

7:30 a.m.-until

1:30 p.m.-3:30 p.m.

6:00 p.m.-9:00 p.m.

#### EVENT

Golf Scramble (*Links...on property*)

Family Fun

SunQuest Dinner Cruise

**PROPANE**  
EXCEPTIONAL ENERGY™

### Dress Code

All events are  
Resort Casual.

# Advanced Registration

Alabama Annual Convention  
Sandestin Resort, July 9-11

Name: \_\_\_\_\_  
Spouse/Guest: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_

Single Registration	\$290.00	\$ _____
Couple Registration	\$410.00	\$ _____
Single Registration for 3rd reg. or more from same company	\$255.00	\$ _____
Couple Registration for 3rd reg. or more from same company	\$375.00	\$ _____

(above registrations include: Welcome Reception, Continental Breakfast, Seminar, Board Meeting, Dessert Extravaganza, and Dinner Cruise)

## CONVENTION ACTIVITIES

### THURSDAY

		<u>NUMBER</u>	
Deep Sea Fishing Trip	\$165	_____	\$ _____

**(must register by 6/1/09)**

### FRIDAY

Reverse Raffle Ticket (Scholarship Donation)	\$50	_____	\$ _____
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### SATURDAY

Golf Scramble	\$125*	_____	\$ _____
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\* fee includes green fees, cart, 2 drink tickets and prizes

(handicap required for each player)

Names: \_\_\_\_\_ Handicap: \_\_\_\_\_  
\_\_\_\_\_

Family Fun	Adults \$10	_____	\$ _____
	Children \$5	_____	\$ _____

**ADDITIONAL TICKETS available for family members/guests not involved in the propane industry and therefore not paying convention registration fees.**

### FRIDAY

Dessert Extravaganza (included in registrations above)			
<u>Extra</u> Adult Ticket	\$35	_____	\$ _____
Child Ticket (17 and under)	Free	_____	

### SATURDAY

Dinner Cruise (included in registrations above)			
<u>Extra</u> Adult Ticket	\$90	_____	\$ _____
Child Ticket (12 and under)	\$45	_____	\$ _____

**Total Registration Amount** \$ \_\_\_\_\_

**NON-MEMBERS** - Individuals from non-member companies will be charged a \$150 additional convention registration fee. Please add this charge to your Total Registration Amount.

### Cancellation Policy

Since the Association must give a guaranteed number of attendees for events several days in advance, the cancellation policy will be as follows:

- Full refund on or before **June 12**
  - 1/2 refund on or between **June 13-June 26**
  - No refund on or after **June 27**
- \*\* If you fax in your registration form, you are considered pre-registered and must call to cancel your registration.**

### Hotel Information

Please use the enclosed reservation form to make your hotel reservations at the Sandestin Resort, July 9-11, 2009 or call **1-800-320-8115**

group code: 21Y086

**ROOM  
RESERVATION  
DEADLINE  
June 8th**

### Return Forms and Payment To:

Alabama Propane  
Gas Association  
173 Medical Center Dr.  
Prattville, AL 36066  
334-358-9590  
334-358-9520 FAX

**Sorry, we do not  
accept credit cards,  
but we will invoice  
your company.**

*Don't Delay...  
Register Today!*