



OREGON PETROLEUM ASSOCIATION

2010
ANNUAL
CONFERENCE
SUNRIVER, OREGON
JULY 26, 2010

PREMIUM PARTNERS



OPA 2010 CONFERENCE

SUNRIVER, OREGON JULY 26

IMPORTANT INFORMATION

Conference Registration

Register by June 1 and receive a \$30 early bird discount off your registration fee!

Your registration name tag will be your admittance ticket to all events. Be sure to include everyone who is participating in events and/or meals on the registration forms so we have an accurate count. Family members are welcome and encouraged to attend conference functions.

Lodging

For room reservations, call (800) 547-3922 and ask for the OPA room block. Room rates are as follows: Lodge Village Guestroom \$239; Lodge Village Suite \$326; River Lodge Guestroom \$360; 2 bedroom condos \$270; 2 bedroom loft condos \$286; 3 bedroom condos \$307; 3 bedroom homes \$381; 4 bedroom homes \$466.



Family at Sunriver

Sunriver is a wonderful place for families and they are welcome to participate in our association events. Included in the brochure is a list of all the recreational opportunities at Sunriver as well as off-site adventures. Sunriver also offers child care through their Fort Funnigan. Whether it's a day of outdoor adventures, arts & crafts or superhero moves on the indoor climbing wall, Sunriver Resort has created the perfect environment for children ages 3 to 10. For more information, visit www.sunriver-resort.com.



Monday OPA Sunriver Golf Classic

Join us for a great day of golf on the Sunriver Meadows Course with a shotgun start at 1:00 pm on Monday, July 26. The format will be a four-person scramble. There will be numerous contests on the course that will be designed for the high and low handicap golfers, offering any level of golfer a chance to win! **Register a foursome and receive rate of \$700 for the foursome regardless if all people are registered for the conference rate.**



NEW! Monday White Water Rafting Trip

Not golfing? Join us for Deschutes River Rafting on the Big Eddy Thriller through SunCountry Tours. We will be floating through the beautiful Deschutes National Forest, where the flows of lava from Lava Lands National Monument shaped the Deschutes River over 7,000 years ago. Trip will depart from SunRiver at 1:00 pm on Monday, July 26 and last 1 1/4 hours. Trip is appropriate for children 6 years of age and older. **Please register by June 1st if you are interested in this trip.**



A Night at the Casino & Derby

With a spin of the wheel, a cut of the cards and a roll of the dice, ride the adrenaline rush of nonstop casino gaming. Or the bugle sounds...your heart starts to race. Your palms start to tingle as you clench the winning ticket for your favorite horse. Team Casino will bring the thrills of the Las Vegas Strip and the Kentucky Derby to OPA. Play your favorite games such as Blackjack, Craps, Roulette, and Texas Hold'em or bet on virtual horse racing. It's all in fun with no real money on the line. But don't forget your real money to spend on the fabulous items in this year's auction and raffle!

LARS LARSON AT 2010 OPA CONFERENCE

Keynote Presentation Sponsored by: Albina Fuel, Boyd Coffee, Colvin Oil, Ed Staub & Sons, PetroCard, Truax Corporation, Mascott Equipment

Lars Larson started his broadcast career in Tillamook, Oregon at the young age of 16. Emmy and Peabody award winner, Lars Larson brings nearly four decades of experience as a radio and television journalist to the microphone for six hours of some of the best talk radio in America.

Lars Larson is broadcast in Oregon on 18 radio stations including his home base, NewsRadio 750 KXL every Monday-Friday 12noon-4pm. His show is broadcast nationally on 150 stations across the country Monday-Friday from 3pm-6pm.



Sunday, July 25 • 4:00 pm –6:00 pm

Cigars with Lars—Fundraiser for Congressman Greg Walden*

Sunriver Resort, Merchant Trader Café Lawn near Meadows Golf Course
\$100 individual/\$150 couple personal check donation made payable to Walden for Congress.

Donation includes a drink ticket and a cigar. Limited availability.

Monday, July 26 • 9:45 am—10:45 am

Freedom and Business

Sunriver Resort, Great Hall

Lars Larson believes that the only way to improve our community, state and union is through honest discussion. Join Lars Larson in an interactive discussion on freedom and business.

Live Broadcast, 12:00 pm—6:00 pm

Sunriver Resort, Great Hall Foyer

Lars will broadcast his show live from the conference. Grab a box lunch and enjoy lunch while listening to Lars.

*Authorized by Walden for Congress, 541.387.4820.

Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and employer for each individual whose aggregate contributions are in excess of \$200 in an election cycle. Individuals may contribute a maximum of \$4,800 - \$2,400 for the primary election and \$2,400 for the general election. Contributions from corporations, labor unions, federal contractors, national banks and other federally prohibited sources are not permitted. Contributions are not tax deductible. Not printed at government expense.

CIGARS WITH LARS REGISTRATION FORM

Sunday, July 25 • 4:00 pm—6:00 pm

Sunriver Resort

Merchant Trader Café Lawn near Meadows Golf Course

Cigars with Lars is a fundraiser for Congressman Greg Walden

\$100 individual/\$150 couple personal check donation
made payable to Walden for Congress.

Donation includes a drink ticket and a cigar.

Limited availability—Register Early!

Name: _____ Guest: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

A personal check made payable to Walden for Congress for
\$_____ is enclosed.

Please send registration form and check to:
OPA, 707 SW Washington St., Suite 927, Portland, OR 97205

FAMILY FUN AT SUNRIVER

From lava beds and towering snow-capped mountains to vast forest land and raging rivers, Central Oregon is an outdoor enthusiast's dream come true. The Deschutes National Forest and surrounding wilderness areas offer endless opportunity for mountain biking, hiking, horseback riding, world-class skiing, snowboarding, cross-country skiing, dog-sledding, snowmobiling, snowshoeing, whitewater rafting, kayaking, rock climbing, fly fishing, and pretty much anything else you can think of that is done outdoors. Activities include:

- Bicycle Rentals
- Paulina Plunge Waterfall Bike Tour
- Fishing
- Marina
- Canoeing High in the Cascades
- Nature Center and Observatory
- Stables
- Swimming
- Tennis
- Whitewater Rafting
- Caving in the Desert
- Trek the Cascades
- Tumalo Falls Hike
- Rock Climbing

For more information, visit:
<http://www.sunriver-resort.com/central-oregon-recreation.php>



2010 SPONSORS

Thank You to our Conference Sponsors

(as of June 10, 2010)

Monday Day Sponsor ConocoPhillips

Conference Sponsors

The Bank of Oswego • BP • Shell
West Coast Bank
Western States Petroleum Association

Keynote Sponsors

Albina Fuel • Colvin Oil • Ed Staub & Sons
Mascott Equipment • PetroCard •
Petroleum Realty Advisors •
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Golf Driving Range Sponsor

CFN

Golf—Par 3

Sound Refining

Golf—Green & Tee Sponsors

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• W. Warner Construction • Wheatland
Insurance • World Fuel Services

Casino Table Sponsors

BB & A Environmental • Fullerton & Co
Mascott Equipment
Tesoro Refining & Marketing
US Oil Trading

If you are interested in becoming a sponsor,
visit www.oregonpetroleum.org

2010 SCHEDULE OF EVENTS

Sunday, July 25

4:00—6:00 pm

Cigars with Lars
Conference Registration

Monday, July 26

7:30 am

Conference Registration

7:45 am

Breakfast Buffet

8:00 am

Legislative & Association Update
Paul & Danelle Romain, OPA

8:30 am

OPA Business Resource Solution
Jill Perruca, E, P, B & B

8:45 am

PMAA Update
Gerry Ramm, PMAA Chair

9:00 am

*How to Increase Repeat & Referred Customers in
Commoditized Marketplaces*
Patrick Galvin, Galvin Communications

9:45 am

Freedom and Business
Lars Larson, The Lars Larson Radio Show

10:45 am

*Issues and Challenges Impacting the Petroleum
Industry*
Joe Sparano, Western States Petroleum Association

12:00 pm

Lunch/Lars Larson Live Broadcast

1:00 pm

Golf Tournament

1:00 pm

White Water Rafting Trip

6:30 pm

Reception

7:00 pm

A Night at the Derby & Casino
Dinner, Entertainment, Silent Auction & Raffle

Tuesday, July 27

8:00—5:00 pm

Oregon UST Operator Training
(register at www.oregonpetroleum.org)

9:00 am

Trap Shooting for Fun

2010 OPA CONFERENCE SESSIONS

Monday, July 26



9:00—9:45 am

How to Increase Repeat & Referred Customers in Commoditized Marketplaces

Patrick Galvin, Galvin Communications

Whether you're selling petroleum or convenience goods to retail or wholesale customers, or professional services to businesses, competing on price alone is difficult and costly. In contrast, savvy entrepreneurs know that there are much better ways to build customer loyalty and boost referrals. In this presentation, you will learn how you and your employees can create a positive and lasting first impression, attract new business without expensive marketing campaigns, express gratitude through small acts of appreciation, develop lasting customer relationships, and turn existing customers into your best referral source.



9:45—10:45 am

Freedom and Business

Lars Larson, Lars Larson Show

Lars Larson believes that the only way to improve our community, state and union is through honest discussion. Join Lars Larson in an interactive discussion on freedom and business.



10:45—11:30 am

Issues and Challenges Impacting the Petroleum Industry

Joe Sparano, Western States Petroleum Association

Joe Sparano will discuss several important issues that are currently (and that will likely continue) impacting the petroleum industry. Those issues include: expanding access to domestic energy supplies; the potential effects of climate change initiatives such as low carbon fuel standard proposals (LCFS) and Greenhouse Gas (GHG) emission reduction programs; renewable and alternative fuels mandates; and market factors.

Donations Needed for Silent Auction & Raffle

The 2010 Annual Conference Committee is looking for auction items for the annual Sunriver conference. The auction has been restructured in the last year to include items that raise the most money each year for the auction. The committee is looking for the following items for the auction:

Property Rentals/Hotel Packages, Golf Outings/Items, Guided Outings/Trips, Wine Related Items/Tours/Tastings, Sports Tickets/Packages, Unique Art

Casino Night Raffle

All participants can turn in their casino winnings for raffle tickets for a drawing at the end of the evening. Last year some of the items that were donated were a digital photo frame, a golf travel bag, and casino plate set. The drawing was a big hit with the attendees last year! If you can donate an item(s), please call OPA at 503.670.1777. Thank you for your support of the association.

OPA 2010 CONFERENCE

SUNRIVER, OREGON JULY 26

REGISTRATION FORM

Company _____

Address _____

City _____ State _____ Zip _____ Phone # _____

___ Marketer ___ Retail Dealer/C-Store Operator ___ Oil Heat Dealer ___ Vendor Supplier ___ Refiner

Registration fee includes: Monday Breakfast, Educational Sessions, Lunch, Dinner & Entertainment.

Early Bird Discount Registration Deadline: June 1, 2010

Registration	Early Bird	Regular	Additional Activities	
OPA Member	\$295	\$325	Golf	\$175 (for conference attendees & sponsors)
Non-Member	\$395	\$425		\$210 (anyone not registered for conference)
Spouse/Guest	\$185	\$185		\$700 (foursome regardless of registration)
			Rafting	\$47 per person
			Monday Night	\$70/adults; \$25/children (<i>under 15 years</i>)
				<i>(for guests not registered for conference)</i>
			Trap Shooting	\$25 per person

Name: _____	Conference (Member)	\$295/\$325	_____
	Conference (Non-Member)	\$395/\$425	_____
Email: _____	Spouse/Guest	\$185	_____
	Golf Foursome	\$700	_____
	Golf Individual (Registered)	\$175	_____
	Golf Individual (Not Registered)	\$210	_____
	Rafting	\$47	_____
	Monday Night Dinner	\$70/\$25	_____
	Trap Shooting	\$25	_____
	Sub-Total		\$ _____

Name: _____	Conference (Member)	\$295/\$325	_____
	Conference (Non-Member)	\$395/\$425	_____
Email: _____	Spouse/Guest	\$185	_____
	Golf Foursome	\$700	_____
	Golf Individual (Registered)	\$175	_____
	Golf Individual (Not Registered)	\$210	_____
	Rafting	\$47	_____
	Monday Night Dinner	\$70/\$25	_____
	Trap Shooting	\$25	_____
	Sub-Total		\$ _____

Golf Foursomes: 1. _____ 2. _____
 3. _____ 4. _____

Check enclosed \$ _____ Please charge my _____ VISA/MC or _____ American Express \$ _____

Card # _____ Exp. Date: _____ Security Code# _____

Name _____ Authorized Signature: _____

MAIL with payment to: OPA - 707 SW Washington St., Suite 927, Portland, OR 97205
 or Fax to: 503.227.0351