

SCHEDULE OF EVENTS

Monday, July 26

7:45 am	Registration
8:00 am	Breakfast Buffet
8:15 am	Legislative & Association Update Paul Romain, OPA
8:45 am	PMAA Update Gerry Ramm, PMAA Chair
9:00 am	<i>How to Increase Repeat & Referred Customers in Commoditized Marketplaces</i> 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: <ul style="list-style-type: none">- 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- Turn existing customers into your best referral source
10:00 am	Lars Larson, KXL
11:00 am	Joe Sparano, WSPA
12:00 pm	Lunch/Lars Larson Live Broadcast
1:00 pm	Golf Tournament
6:30 pm	Reception, Silent Auction/Raffle
7:00 pm	A Night at the Derby & Casino <i>Dinner & Entertainment</i>

Tuesday, July 27

8:00—5:00 pm	Oregon UST Operator Training <i>(register at www.oregonpetroleum.org)</i>
9:00 am	Trap Shooting for Fun

Times Subject to Change