

2008 Schedule of Events

Name badges must be worn at all events.

11:00 am – 6:00 pm

1:00 pm – 2:30 pm

3:00 pm – 5:00 pm

12:00 pm – 5:00 pm

5:30 pm – 7:00 pm

Evening

6:30 am – 7:45 am

7:00 am – 10:30 am

7:00 am – 5:30 pm

8:00 am – 11:30 am

9:45 am – 10:15 pm

11:30 am – 5:30 pm

12:00 pm – 1:30 pm

4:00 pm – 5:30 pm

7:00 pm

Wednesday, October 22

Registration • Tucson Registration Desk

BPAMA National Board of Directors Meeting (Open to all members) • San Luis 1 – 2

Jobber Forum (BPAMA Jobber Marketers only) • Salon A – E

Business Expo Set-up • Arizona Ballroom
(If attending the General Session Thursday a.m., set-up should be completed on Wednesday)

BPAMA Welcome Reception • Ania Terrace

Dinner on your own to enjoy Tucson

Thursday, October 23

Continental Breakfast • Ania Terrace

Business Expo set-up • Arizona Ballroom

Registration • Tucson Registration Desk

GENERAL SESSION • Tucson Ballroom

- Welcome/Chairman's Remarks with Bill Tome, President, Mark Oil Company & 2008-09 BPAMA Chairman
- 2008 Joint Scorecard with Bill Tome & Liza Clenchenko, Vice President Sales, East/Gulf Coast Fuels, BP
- The Convention with a Difference with John Kleine, Executive Director, BPAMA
- Opening Keynote – Winning Strategies in a Tough Market with Dr. Phil Verleger, Jr., The David Mitchell-EnCana Professor of Strategy and International Management at the Haskayne School of Business at the University of Calgary

BREAK • Ania Terrace

- Building a Sustainable Platform for Growth with J.R. Thomas, President, Midwest Fuels Value Chain, BP
- BP Product Strategy with Sean Daley, Vice President Sales, Midwest Fuels, BP, and Chris Garlick, Manager, Product & Offer Development
- Our Investment for Success with Bill Tome and John Kleine, Executive Director, BPAMA

Business Expo Open — All Attendees Invited • Arizona Ballroom

Lunch on the Business Expo floor • Arizona Ballroom

BPAMA Hospitality Reception at the Business Expo • Arizona Ballroom

BPAMA Tucson Gala • Tucson Ballroom

PRESENTED BY





Friday, October 24

6:30 am – 7:45 am

Continental Breakfast • Ania Terrace

7:00 am – 5:30 pm

Registration • Tucson Registration Desk

8:00 am – 11:30 am

GENERAL SESSION • Tucson Ballroom

- Guest Speaker — Consumer Trends and Attitudes with David Portalatin, Director of Industry Analysis, The NPD Group
- Accelerating the Brand Through Strong Customer Offers with Sean Daley, Vice President Sales, Midwest Fuels, BP

9:15 am – 9:45 pm

BREAK • Ania Terrace

- The Consumer Value Proposition with Kevin Phelan, Vice President, Marketing & Cards, BP
- Investing to Win with Rob Day, President, East/Gulf Coast Fuels Value Chain, BP
- Guest Speaker – Sustainable Leader with Robert Swan, OBE
- Winning Strategies for 2009 with the BPAMA Leadership

11:30 am – 12:45 pm

Business Lunch • Arizona Ballroom

12:45 pm – 1:45 pm

EDUCATIONAL WORKSHOPS

- Your Customers' Experience Is Your Real Brand • Arizona Ballroom Salon 4 – 5
- Dealer or No Deal – Best Practices in the Dealer Business • Arizona Ballroom Salon 11 – 12
- Opportunities with Loyalty – What Works for Marketers • Tucson Ballroom Salon C – D

1:45 pm – 2:00 pm

BREAK • Ania Terrace

2:00 pm – 3:00 pm

EDUCATIONAL WORKSHOPS

- Show Me the Money • Arizona Ballroom Salon 4 – 5
- PCI: Protecting Your Customers' Payment Card Data – How It's Changing the Way YOU Do Business • Arizona Ballroom Salon 11 – 12
- Opportunities with Loyalty – What Works for Marketers (REPEAT) • Tucson Ballroom Salon C – D

3:00 pm – 3:15 pm

BREAK • Ania Terrace

3:15 pm – 4:15 pm

EDUCATIONAL WORKSHOPS

- Show Me the Money (REPEAT) • Arizona Ballroom Salon 4 – 5
- Dealer or No Deal – Best Practices in the Dealer Business (REPEAT) • Arizona Ballroom Salon 11 – 12
- Vote Fleet! Winning Ways to Increase Revenue & Decrease Costs • Tucson Ballroom Salon C – D

4:15 pm – 4:30 pm

BREAK • Ania Terrace

4:30 pm – 5:30 pm

TOWN HALLS WITH BP US FUELS LEADERSHIP

- East/Gulf Region** • Arizona Salons 3 – 5
- Midwest Region** • Arizona Salons 8 – 10

7:00 pm – 10:00 pm

BPAMA Member Celebration Dinner and Entertainment • Ania Terrace