



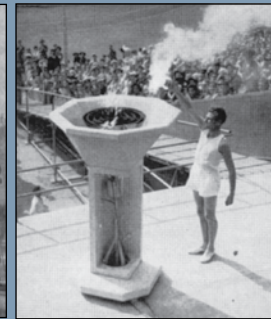
1912



1920s



1930s



1940s



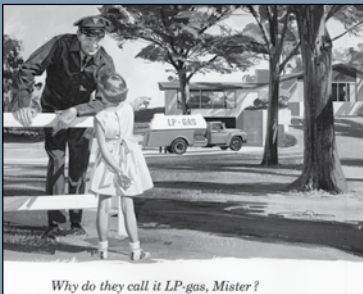
1950s

*Celebrating the first 100 years*



*and looking to the future*

1960s



1970s



1980s



1990s



2000s



2012



**63rd Annual Western Propane Trade Show & Convention  
May 17-19, 2012 • Reno, Nevada**

# Schedule of Events

## Wednesday, May 16, 2012

8 a.m. – Noon	Truck Move-in – Reno Events Center
1 – 5 p.m.	Exhibitor Set-up – Reno Events Center
Noon – 5 p.m.	Registration Desk Open – Reno Events Center
1 – 3 p.m.	Nevada Propane Dealers Association Membership Meeting
3 – 5:30 p.m.	Western Propane Gas Association Board of Directors Meeting

## Thursday, May 17, 2012

7 a.m. – 1 p.m.	Golf Tournament – Wolf Run Golf Course
7:30 – 8 a.m.	Motorcycle Rally Briefing & Breakfast – Silver Legacy Mezzanine Level
8 a.m. – 1 p.m.	Motorcycle Rally
8 a.m. – 3 p.m.	Exhibitors Set-up – Reno Events Center
8:30 a.m. – 2 p.m.	Virginia City Tour
8:30 a.m. – 1 p.m.	Sporting Clay Tournament – Sage Hill
9 a.m. – 7 p.m.	Registration Desk Open – Reno Events Center
2:30 – 4 p.m.	<b>Seminar:</b> “New Propane Technologies—Growing Gallons in a Challenging Economy” Moderator: Dr. Steven Wayne

4 – 7 p.m. Trade Show Opening and Exhibitors Reception – Reno Events Center  
Sponsored by



6:45 p.m. Prize Drawing – Reno Events Center  
7 – 10 p.m. Centennial Celebration Dinner – Reno Ballroom  
Sponsored by



## Friday, May 18, 2012

7:45 – 9 a.m.	Rocky Mountain Membership Meeting
8 a.m. – 2 p.m.	Registration Desk Open – Reno Events Center
8:30 a.m.	Continental Breakfast for Exhibitors – Reno Events Center
9 – 10:30 a.m.	Continental Breakfast for Attendees – Reno Events Center
9 a.m. – 1:30 p.m.	Trade Show Open – Reno Events Center
11:45 a.m.	Prize Drawing – Reno Events Center
Noon – 1:15 p.m.	Buffet Lunch – Reno Events Center
12:45 p.m.	Prize Drawing – Reno Events Center
1:30 – 3 p.m.	<b>Seminar:</b> “What Yellow Pages? How to Effectively Use the Internet to Enhance Business” Speaker: Bonnie Walker
	<b>Seminar:</b> “Employment Law 101 for the Propane Industry” – Speaker: James McDonald
3 – 4:30 p.m.	<b>Seminar:</b> “Ensuring Your Business Survives You—Succession Planning for Small Businesses” Speaker: Michael O’Malley
	<b>Seminar:</b> “The Best Defense is a Good Offense: Top Liability Issues Facing Propane Companies” Speaker: John Fletcher
5:30 – 7 p.m.	Young Gassers & Ancient Gassers Reception
6 p.m.	Hospitality Suites/Customer Appreciation Evening

Please note: To enter the hospitality suites on this night, you must be a registered attendee of the convention and have your trade show badge with you.

## Saturday, May 19, 2012

8 – 9 a.m.	Arizona Membership Meeting
8 – 11 a.m.	Registration Desk Open – Reno Events Center
8 – 11 a.m.	Trade Show Open – Reno Events Center
8 – 10 a.m.	Continental Breakfast – Reno Events Center
10 a.m.	Prize Drawing – Reno Events Center
11 a.m.	Grand Prize Drawing – Reno Events Center

## Welcome

Welcome to the 63rd annual Western Propane Trade Show and Convention and the Propane Centennial Celebration! This year, as we commemorate the 100th anniversary of commercialized propane, we are expecting more than 1,100 attendees from across the nation to join us in Reno for what's become the largest propane event west of the Mississippi River. And while we celebrate our past, we are look ahead to the industry's bright future, including educational sessions focusing on new technologies and growing your businesses. The trade show, with more than 200 exhibiting companies, features the latest in propane products, vehicles, and services for the industry, giving attendees the opportunity for face-to-face discussions with a variety of company representatives. Come be a part of the celebration – and be sure to get involved in all the industry's centennial celebration events by visiting [www.pcc100.org](http://www.pcc100.org)!

**The Arizona, Nevada, Rocky Mountain and Western propane associations sponsor the convention.**



# Welcome & Schedule

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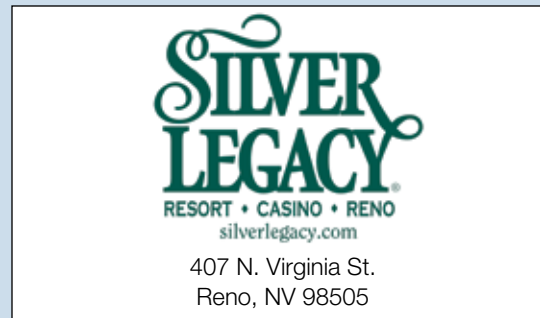
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## Hotel Information

A block of rooms is reserved for convention attendees at the newly renovated Silver Legacy Resort. Registrants are responsible for their own room arrangements. The group rate is \$104 per night plus tax and resort fee, single or double occupancy. **The room block will be released on April 14, 2012. Once the block is released, rooms are not guaranteed to be available.**

Located in the heart of downtown Reno, Silver Legacy offers its guests an unparalleled experience of restaurants, entertainment, casino action and customer service. Voted "Best Casino Resort in Northern Nevada" by Casino Player Magazine, the Silver Legacy is northern Nevada's ultimate entertainment and meeting destination.

The hotel has a complimentary airport shuttle. The 38-story hotel towers afford commanding cityscape, valley and Sierra Nevada mountain views. The newly renovated rooms are outfitted with new furniture and expanded space for business travelers, 32-inch flat panel TVs, and luxurious pillows and linens. It's a new look, with classic comfort and contemporary style.



Newly renovated Silver Legacy Rooms

**For Reservations,  
Call the Silver Legacy Resort  
at (800) 687-8733  
before April 14, 2012  
to receive the group rate  
of \$104 plus tax & resort fee.**

**Please mention group  
Code WPGA-12  
for this special rate.**

# Thank You to Our Sponsors



## Hotel & Sponsors

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# Seminars

## New Propane Technologies – Growing Gallons in a Challenging Economy

Propane companies must look beyond the traditional markets to find new gallons to grow and thrive in a difficult economy. In this presentation, marketers will learn more about new technologies and how to sell these technologies to customers who may only think of propane for heating, cooking, or forklifts. We'll hear from TempAir on using propane heat for pest eradication, learn about generators from Generac, and find out how Origin Engines and KEM Equipment are developing new heavy-duty propane engines for irrigation and other applications. And with air regulations getting tougher in many urban areas, discover how propane commercial mowers offer environmental and economic benefits. Finally, learn about how the Propane Education & Research Council's Propane Challenge is looking for new ways to deliver and use propane – and how your idea could be the breakthrough the industry's been waiting for.

### Moderator:



**Dr. Steven Wayne** is chief commercial officer of the Propane Education & Research Council in Washington, DC, where he guides the commercialization efforts of the propane industry's research and development activities. Before joining PERC, Steve was CEO of Advanced Heat Transfer LLC, a Lennox International division, where he oversaw new product development. Steve is the co-inventor on eight patents and has co-authored a book and more than 50 technical publications related to materials science and engineering.



**Thursday, May 17**  
**Reno Ballroom 1**  
**2:30 – 4 p.m.**

Sponsored by



## What Yellow Pages? How to Effectively Use the Internet to Enhance Business

Today's propane marketer must find ways to target their customers in the most cost-effective way possible. As more communication goes digital with the use of the internet, marketers must develop methods of building relationships with their customers using company websites and social media sites, including Facebook and Twitter. This session will demonstrate methods of building a lasting relationship with customers and at the same time increase the efficiency of the marketing message. Go back to your office and get online – it's where your customers are looking for you.

### Presenter:



**Bonnie Walker** is managing partner of dbVisionworks, LLC, a custom database and web development firm in Kansas City, Missouri. She is also the leader of web development for Propane Resources, developing and enhancing its business management system that is designed to handle the company's relationship management, distribution, invoicing and marketing functions. Bonnie works with retail propane companies to develop their web presence, including website design and deployment, placement optimization and enabling online customer payments.

**Friday, May 18**  
**Reno Ballroom 1**  
**1:30 – 3 p.m.**

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Snack break  
sponsored by



## Employment Law 101 for the Propane Industry

There's nothing that distracts a company quicker than having employee problems. In this session, an experienced employment law attorney familiar with the propane industry will provide managers with some helpful hints on avoiding employee problems – from the basics of asking the right questions in an interview and keeping clearly written employment policies to keeping your work environment free of hostility. Learn how your company can avoid mistakes and keep focused on business.

### Presenter:



**James McDonald** is managing partner of the Irvine office and a partner in the Los Angeles office of Fisher & Phillips LLP. Jim's practice involves litigation of all types of employment disputes, with special emphasis on executive terminations, sexual harassment, employment discrimination, Americans with Disabilities Act, mental health issues in the workplace, and trade secrets and unfair competition matters. Jim serves as Vice Chair and General Counsel of the Irvine Chamber of Commerce, and he is a past Chair of the Chamber's Board of Directors. He has been recognized in Southern California Super Lawyers and The Best Lawyers in America since 2007.

**Friday, May 18**  
**Reno Ballroom 2**  
**1:30 – 3 p.m.**

sponsored by



# Seminars

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# Seminars

## Ensuring Your Business Survives You – Succession Planning for Small Businesses

You have built a business from the ground up, or maybe you're a second or third-generation owner facing tough decisions on what will happen when you leave the business. It's time to think about the financial and psychological aspects of succession planning. Come and learn how to distinguish between real and emotional obstacles to succession planning, how you can evaluate different transition options, as well as strategies for overcoming the stress of how others will react to your choices. You will also discover how to establish an adequate planning horizon and time line and how you can use family and business resources in your planning process.

### Presenter:



**Michael O'Malley** is a counselor to family business who for 20 years has consulted with businesses ranging from a corner bookstore to a billion dollar development firm. He is the developer of Emotional Due Diligence, a tool for assessing the risks of relationship and cultural clashes in mergers and acquisitions. He speaks and writes extensively on issues of family business, entrepreneurship, and emotional systems.

**Friday, May 18**  
**Reno Ballroom 1**  
**3 – 4:30 p.m.**

Sponsorship available

## The Best Defense is a Good Offense: Top Liability Issues Facing Propane Companies

Has your company cut its safety budget due to the difficult economic times? Are those cuts going to result in accidents and incidents? Join one of the propane industry's leading defense attorneys and learn more about the top liability issues facing propane companies and how your company can keep a top-notch safety record to avoid difficult legal situations. You'll hear real-life examples of propane companies that should have taken action before lawyers and courtrooms got involved.

### Presenter:



**John Fletcher** is a partner in the Los Angeles law firm of Fletcher, White & Adair. During his 30 year career, he has represented some of the largest propane companies in the nation, trying more than 70 jury trials to verdict and serving as counsel in more than 500 mediations and arbitrations. When California's propane industry faced its first Proposition 65 case in 1996, John's firm helped achieve a favorable settlement for the industry. John is an active member in the Propane Gas Defense Association.

**Friday, May 18**  
**Reno Ballroom 2**  
**3 – 4:30 p.m.**

Sponsorship available

## Motorcycle Rally

Participants meet at 7:30 a.m. on the Mezzanine Level of the hotel for a pre-ride meeting and breakfast. A t-shirt will be provided to each rider (if registered prior to April 1). The ride will take approximately 4-5 hours including a stop for lunch.

If you are interested in motorcycle rental, Reno Harley-Davidson offers our riders a 10% discount. For information, call (775) 329-2913.

\$80 fee and convention registration is required.

**Thursday, May 17**  
7:30 a.m. – 1 p.m.

Sponsored by



## Golf Tournament

Buses board at 7 a.m. in the Silver Legacy's Lower Lobby – Valet Parking Entrance. We have a shotgun start at 8 a.m. at the Wolf Run Golf Club. A box lunch and two complimentary beverages will be provided.

All proceeds from the golf tournament will go to the WPERC Scholarship Program.

We respectfully request that all groups extend the courtesy of NOT scheduling any other golf events during our convention dates.

\$120 fee and convention registration is required.

**Thursday, May 17**  
7 a.m. – 1 p.m.

Sponsored by



## Sporting Clay Tournament

Buses begin boarding at 8:30 a.m., at the Silver Legacy's Lower Lobby - Valet Parking Entrance. Following a 30-minute safety orientation, the tournament will start at 10 a.m. and conclude at noon. Coffee and donuts and a box lunch will be provided at the Sage Hill Gun Club.

Participants are encouraged to bring their own shotguns. A limited number of rental guns are available. Ammunition is available for purchase.

\$90 fee and convention registration is required.

**Thursday, May 17**  
9 a.m. – 1 p.m.

Sponsored by



## Virginia City Tour

Buses board at 8:30 a.m. in the Silver Legacy's Lower Lobby – Valet Parking Entrance. Established in 1859, Virginia City became the richest mining town in the world. Today's Virginia City is remarkably the same as it was during its heyday. After a stop for lunch at the famous Delta Saloon, guests will be given time to shop, explore and sightsee on their own or enjoy a narrated walking tour. Guests will also discover the rich history of the national historical landmark, The Piper Opera House, which is currently being restored. Originally built in the 1870's, Opera House performers included Harry Houdini and Enrico Caruso.

\$70 fee and convention registration is required.

**Thursday, May 17**  
9 a.m. – 2 p.m.

Sponsored by



# Tournament & Special Events

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# Trade Show · Silent Auction · Raffle Prizes

## Trade Show

The trade show will again be held in the Reno Events Center, located just one block from the Silver Legacy Hotel. This first class facility features a 55,000 square foot exhibit hall that is the perfect location for our fast-filling, usually sold-out trade show. As in past years, we anticipate that several new companies will join our repeat supporters, adding to the variety of products and services showcased under one roof. This continues to be the largest propane trade show in the West and an excellent venue for companies to receive product information and comparison shop.



is our general service contractor. Once the exhibit spaces are assigned, you

will receive a confirmation letter from WPGA with contact information and ordering instructions for Blaine Convention Services.

## Trade Show Hours

Thursday	4 – 7 p.m.
Friday	9 a.m. – 1:30 p.m.
Saturday	8 – 11 a.m.

## Silent Auction

Attendees have an opportunity to view and bid on auctioned items during the opening reception of the trade show Thursday evening from 4 – 7 p.m. and on Friday morning from 9 a.m. – noon. Winners will be announced on Friday shortly after noon on the trade show floor. All proceeds from the silent auction will be donated to the WPERC Scholarship Fund.

## Raffle Prize Drawings

Sponsored raffle prize drawings will be held throughout the convention. The lucky winners must be present to win.

### Thursday

6:45 p.m.	\$100	Legacy Chip	Exhibit Hall
8 p.m.	\$500	Lowe's Gift Card	Centennial Celebration Dinner

### Friday

11:45 a.m.	\$100	Legacy Chip	Exhibit Hall
12:45 p.m.	\$500	Best Buy Gift Card	Exhibit Hall

### Saturday

10 a.m.	\$500	Costco Gift Card	Exhibit Hall
11 a.m.	\$1,000	Visa Gift Card	Exhibit Hall

Lowe's Gift Card drawing sponsored by



Costco Gift Card drawing sponsored by



Best Buy Gift Card drawing sponsored by

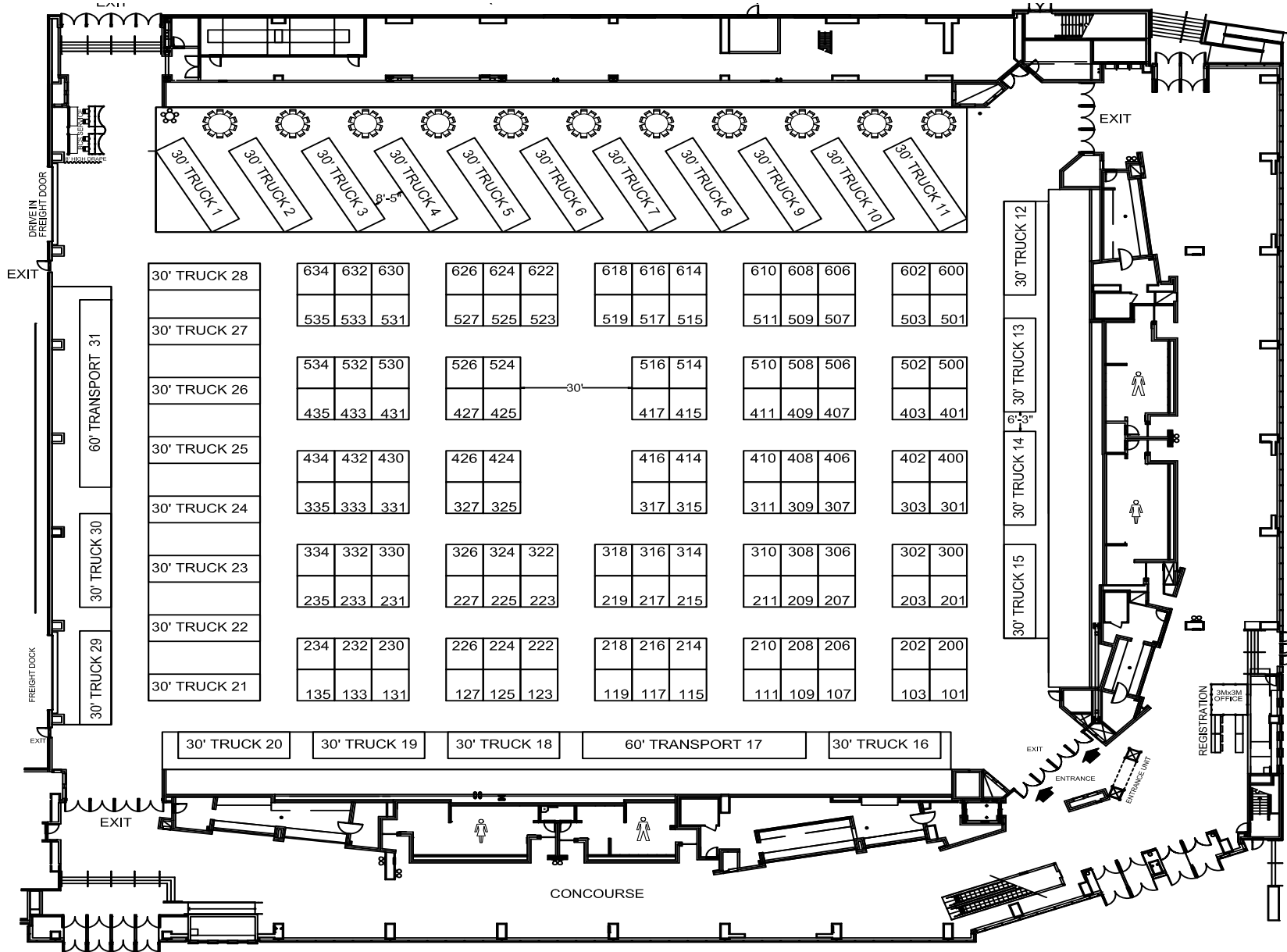


VISA Gift Card drawing sponsored by



63rd Annual Western Propane Trade Show & Convention  
 May 17-19, 2012

Preliminary Exhibit Floor Plan  
 (Subject to change)



Trade Show



2131 Capitol Ave., Suite 206  
Sacramento, CA 95816  
(916) 447-WPGA • FAX 447-9740

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# ATTENDEE REGISTRATION FORM

## 63<sup>rd</sup> Annual Western Propane Trade Show & Convention

May 17-19, 2012 • Silver Legacy Hotel/Reno Events Center • Reno, NV

REGISTRANT INFORMATION (One registrant/family per form)			
NAME		COMPANY	
GUEST		CHILDREN (NAMES & AGES)	
ADDRESS		CITY	STATE ZIP
PHONE	FAX	EMAIL	
I AM A MEMBER OF <input type="checkbox"/> APGA <input type="checkbox"/> NPDA <input type="checkbox"/> NPGA <input type="checkbox"/> RMPA <input type="checkbox"/> WPGA <input type="checkbox"/> OTHER _____			

### ATTENDEE REGISTRATION PACKAGE

	MEMBER	NON-MEMBER	NON-EXHIBITING SUPPLIER	HOW MANY	TOTAL
TRADE SHOW PACKAGE	\$300	\$360	\$605	_____	\$_____

**Package includes** admittance to the trade show and seminars (Thursday, Friday and Saturday), the Exhibitor Welcome Reception and Centennial Celebration Dinner (Thursday), continental breakfast in the exhibit hall (Friday and Saturday), and buffet luncheon in the exhibit hall (Friday). **The Virginia City Tour and sporting events (Thursday) are NOT included in either package.**

### INDIVIDUAL REGISTRATION

	MEMBER	NON-MEMBER	NON-EXHIBITING SUPPLIER	CHILDREN (6-17)	HOW MANY	TOTAL
TRADE SHOW/SEMINARS	\$205	\$255	\$500	NO CHARGE	_____	\$_____
CENTENNIAL CELEBRATION DINNER	\$95	\$105	\$105	\$85	_____	\$_____
VIRGINIA CITY TOUR	\$70	\$80	\$80	\$70	_____	\$_____
<b>SINGLE DAY (choose ONE)</b>						
<input type="checkbox"/> Thursday or <input type="checkbox"/> Friday	\$50	NA	NA	NO CHARGE	_____	\$_____
or <input type="checkbox"/> Saturday	NO CHARGE	NA	NA	NO CHARGE	_____	\$_____

**SINGLE DAY APPLICANTS** must be employees of a marketer member that has already purchased at least one full convention registration. If a company has multiple retail outlets, one full registration must be purchased by **EACH LOCATION** that registers employees at the reduced one-day rate. For those with multiple retail locations, one full registration from **ANY RETAIL LOCATION** qualifies on **SATURDAY**. **~NO MORE THAN ONE SINGLE DAY PASS MAY BE PURCHASED~**

**Qualifying Registrant Information (Person who paid for a full convention registration from your retail location)**

Name \_\_\_\_\_ Company Name \_\_\_\_\_ Phone \_\_\_\_\_

### PAYMENT INFORMATION

CHECK PAYABLE TO WPGA  VISA  MASTERCARD TOTAL AMOUNT \$\_\_\_\_\_

CREDIT CARD #	EXP.	SIGNATURE
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### REFUNDS WILL NOT BE ISSUED FOR CANCELLATIONS MADE AFTER MAY 6, 2012

PLEASE KEEP A COPY FOR YOUR RECORDS AND FORWARD PAYMENT WITH REGISTRATION TO  
WPGA, 2131 CAPITOL AVENUE, SUITE 206, SACRAMENTO, CA 95816 or FAX to (916) 447-9740

**DISCLAIMER** As part of the Western Convention, alcoholic beverages will be made available for participants' discretionary consumption. Upon receipt of this registration form, the Western, Arizona, Nevada and Rocky Mountain Propane Gas Associations, hereby expressly disclaim any liability whatsoever that may arise from a participant's consumption of alcoholic beverages and any claims, losses, damages, causes of action, suits and liability of every kind, whether willful or negligent, for injury or death of any person, including any participant, or for damage to any property, arising out of or in connection with any participant's discretionary consumption of alcoholic beverages.



## DETAILS AND INFORMATION

### MOTORCYCLE RALLY

- WHEN** Thursday, May 17 • 7:30 a.m.  
Participants will meet on the Mezzanine level of the hotel for a pre-ride briefing and breakfast.
- FEE** **\$80 per rider** prior to April 30. (Includes plated breakfast at hotel, lunch on the road and a T-shirt)  
**Beginning May 1**, the fee will increase to **\$90 per rider** and no refunds will be made.
- SHIRTS** One long-sleeve black cotton rally logo shirt is included in the fee.  
**To ensure you receive a shirt, you must register prior to April 1<sup>st</sup>.**
- RENTAL** If you are interested in motorcycle rental, Reno Harley-Davidson has offered our riders a 10% discount.  
For rental information call Mack Baker at (775) 329-2913. Ask for the "Western Propane Group Rate".

#### THANK YOU TO OUR SPONSORS



### SPORTING CLAY TOURNAMENT

- WHEN** Thursday, May 17 • 8:30 a.m.  
Bus departs from the Silver Legacy lower lobby – Valet parking entrance  
~Please check box on reserve side if bus transportation is required for you or your group.~
- WHERE** Sage Hill Clay Sports 7370 Desert Way, Reno, NV 89521 (775) 851-1123
- FEE** **\$90 per person** prior to April 30. (Includes on-site breakfast, lunch and transportation)  
Beginning May 1, the fee will increase to **\$100 per person** and no refunds will be made.
- WHO** All skill levels from "Novice" to "Pro" are invited to participate.  
The tournament is open to both men and woman.

#### THANK YOU TO OUR SPONSORS



### ANGELO MANDIS GOLF TOURNAMENT

- WHEN** Thursday, May 17 • 8 a.m. Shotgun start. Play will be scrambled.  
7 a.m. Bus departs from the Silver Legacy lower lobby – Valet parking entrance  
~Please check box on reserve side if bus transportation is required for you or your group.~
- WHERE** Wolf Run Golf Club 1400 Wolf Run Road, Reno, NV 89511 (775) 851-3301
- FEE** **\$120 per person** prior to April 30. (Includes on-site lunch, two beverages and transportation)  
Beginning May 1, the fee will increase to **\$130 per person** and no refunds will be made.  
~ALL PROCEEDS FROM THE TOURNAMENT FUND THE WPERC SCHOLARSHIP PROGRAM~
- This event is open to the first 144 golfers. NO EXCEPTIONS WILL BE MADE.
  - If you do not have a handicap, give us your average score over the last three rounds on regular courses.
  - If you wish to play in a specific foursome, the total individual handicaps for the foursome should be in the 90 to 100 range. Otherwise, you will not be eligible for prizes.
  - The tournament includes both men and women. If you do NOT wish to play in a mixed foursome, indicate on reverse side.
  - Mulligans will be sold on site.

#### THANK YOU TO OUR SPONSORS



# SILENT AUCTION DONATION FORM

WPERC Scholarship Fundraiser

**63<sup>rd</sup> Annual Western Propane Trade Show & Convention  
May 17-19, 2012 • Silver Legacy Hotel/Reno Events Center • Reno, NV**

The Convention Committee will once again hold a silent auction during the trade show at the 2012 Western Propane Trade Show & Convention. All proceeds will go to the WPERC Scholarship Fund.

We are asking exhibitors that would like to participate in the silent auction to complete this form and return it to the WPGA office as soon as possible. **Your company name and silent auction item(s) will be listed in the convention program.**

Donated items can be industry-related or something as simple as a gift basket or case of wine. Auction items are limited only by your imagination! Cash donations are also welcome and will be used to purchase auction items by the committee.

Thank you in advance for your participation and for your support of the WPERC Scholarship Fund!

**Dwaine Goodwin**  
**Silent Auction Chairman**

## Silent Auction Donation Information

Company		Contact		
Address		City	State	Zip
Phone	Fax	Email		

Donated Item(s) \_\_\_\_\_ Value \_\_\_\_\_ Minimum Bid \_\_\_\_\_ Increments

\*Description \_\_\_\_\_

Donated Item(s) \_\_\_\_\_ Value \_\_\_\_\_ Minimum Bid \_\_\_\_\_ Increments

\*Description \_\_\_\_\_

Donated Item(s) \_\_\_\_\_ Value \_\_\_\_\_ Minimum Bid \_\_\_\_\_ Increments

\*Description \_\_\_\_\_

It is recommended that you display your Silent Auction donations in your booth to stimulate traffic to your display. However, there will be a small display area near the trade show registration desk. Please let us know which area you wish to have your donated items displayed.

I wish to display my item(s) at my booth.       I wish for my item(s) to be displayed near the registration desk.

**\*The description you provide will be printed in the convention program provided to each convention attendee.**

**\*\*Donors are responsible for shipment of their donations to the winning bidder if items are not picked up at the show.**

## We appreciate your support of the WPERC Scholarship Fund!

Please return form to WPGA by fax (916) 447-9740 or by email to [info@westernpga.org](mailto:info@westernpga.org)