

PMCA Membership & Convention Committee Oread Hotel, September 17, 2012

1. Introductions
2. Elect Chair / Vice Chair

Discussion Topics:

- 2013 PMCA Convention September 15-17, Doubletree Hotel, Overland Park, KS
- 100 year anniversary - Wichiat, KS - 2014 planning committee, Sept 14-16 (need budget)
- Plan association trip for 100th Anniversary – cruise or destination
- How to recruit C-Store and distributor members
- How can the committee assist with membership retention

Action Items:

- Next meeting date / location

Minutes from Meeting:

Dave Achten, CarterEnergy, Olathe, KS was nominated as Chairman of this committee. Kris Smith, Phillips 66, Leawood, KS was nominated to serve as Vice-Chair.

2013 Convention:

Discussed at length the 2013 convention to be held at the Doubletree Hotel located in Overland Park, KS (College Blvd. and Hwy 69). We discussed the options of dates...whether we liked the Sunday – Tuesday format. Most agreed that Saturday is a hectic time with football / family and that at this time Sunday –Tuesday works well.

We reviewed committee meetings, dates and times. It was decided that twice per year seems adequate and that we probably would meet again in December in conjunction with the board meeting.

100th year Anniversary:

The 100 year anniversary was also discussed at length. It was noted that the PMCA is the ***OLDEST*** oil marketers association in the United States! The 100th anniversary meeting will be held in Wichita at the Drury Inn (formerly the Ramada). Many ideas were discussed on how to honor the past presidents and members. A memorabilia room would provide a backdrop to the anniversary and we will welcome historic pictures, and displays, etc. Possibly have a looping DVD video of pictures of the past.

One-day options need to be considered for this venue. Many of the in-active participants will not want to pay for a three-day convention and only attend one day's events. It was also recognized that we possibly may need to begin this 100 year meeting on Saturday evening.

Top re-cap this topic...it was unanimous that to make this an eventful and successful time for all, we need to promote in all possible ways...email, mail, etc.

Retain & Grow memberships:

Retaining and growing the base members is a concern. How can the base be energizing about the association as well as what can be done to accomplish the attraction of gaining new members? Many ideas were discussed....contacting new members via phone, email or flyers. One suggestion was to invite prospects to convention free of charge or at least a possible "day" fee for a single day visit. Several comments around the possibility of having seminars during the year to interest individual dealers etc. This discussion revealed that individual dealer need options around membership and attendance.

Lots of discussion around social media...Facebook, Twitter, etc. We all acknowledged that this is where the "future" of media and communications are headed.

Where and who can pull a listing of all c-store owners / operators? How do we communicate with these folks?

Discussion also included what other state organizations are doing to contain and grow their membership

100th Anniversary Trip:

The unanimous decision was "warm and sand". We discussed past trips...cruises, etc. and what interest those venues held with members. Discussion was also around the possibility to promote this with associate members. This trip can and should be promoted along with and during next year's convention.

Next Meeting:

Next committee meeting was suggested to be held in conjunction with the PMCA Board meeting on December 7th.