

PMCA Membership & Convention Committee Meeting
PACE Convention - Downtown Marriott, Kansas City, MO
March 1, 2013

Attendees: Dave Achten, Kris Smith, Diane Ring, Joi Davies, Jan Pruitt, Scott Anderson, Rusty Newman, Sue Robson, guest Shawn Choudry & Lori Desch-Ranallo, PMCA Staff Representative

Dave Achten opened the meeting with a welcome and review of the minutes from our last meeting that took place at the 2012 Lawrence, KS convention. A quick agenda review included go forward plans for the 2013 convention, discussion on industry statistics, changing landscape, ways to energize current members as well as to seek new members, support and participation.

Lori reported that the 2013 convention will take place at the Overland Park Doubletree at Hwy 69 / College Blvd. Lori discussed the need for speakers as well as entertainment. She asked for the meeting attendees to rank several speakers / entertainers. We are in need of a *keynote* speaker for the breakfast, an awards luncheon speaker and a seminar speaker as well as entertainment for both Sunday and Monday evening events.

Scott Anderson brought up a local entertainer, Lonnie McFadden as a possibility. Some members will investigate this lead. All suggestions are welcome.

An overall theme was discussed for the 2013 Convention. Gratz Peters will be installed as the new president of PMCA. Themes for the last several conventions were reviewed. Many thought that a "golf" theme would be appropriate for Gratz. A unanimous consent for the theme of the 2013 conventions was decided – "FORE the Future". This theme targets not only Gratz's enjoyment in golf, but our industry's changing and evolving future.

Joi Davies suggested that a women's coffee / event be held this year. We spent quite a bit of time discussing what had taken place in the past as well as ideas going forward. We also discussed the possibility of asking for a sponsor for this event. Kris Smith will check into the Nelson Atkins Museum in Kansas City to see what options the museum could offer.

The PMCA GASPAC golf outing will be held on Monday, May 20th at the Falcon Ridge golf course.

A lengthy discussion was held on the need to enhance our membership base, ways to increase attendance, reason for individual retailers to join, possibilities of reduces rates for seminars and meetings.....generally ways to increase and energize the PMCA membership. Lots of ideas were brought forth by attendees. Dave Achten introduced Shawn Choudry (CarterEnergy retailer) who he had invited to attend the meeting to discuss retailer needs as well as reasons for joining PMCA.

Ideas presented for retaining & growing membership:

- Entice / show value for individual retailers
- Over 2500 c-stores in Kansas
- Ways to communicate with these prospects

- Ways to contact these retailers
- Possibility of year one membership at no charge
- Current membership cost is \$145 for the 1st c-store and \$50 for each additional store
- Sunday evening of convention / possible reception for retailers / prospects
- Possibly have seminars targeting individual retailers, etc.

Next meeting will take place on **April 30th** at the PMCA office in Topeka at 11:00 a.m. Lunch will be provided.

Our goals / agenda for this upcoming meeting will be: review speakers / entertainers for the 2013 convention, discuss Women's event, and a report from Dave on his visit with Gratz prior to this meeting to review ideas for 2013 convention.

Respectfully submitted,

Kris Smith – Vice Chair