



Keynote Opening Session

John Eichberger

- Executive Director
- Fuels Institute



Prayer Breakfast Speaker

Rick Hartzell

- NCAA Basketball Referee & Athletic Director

Industry Workshops



Grow, Sell or Shrink—Planning for Rapid Industry Consolidation

Doug Milner, Managing Partner EnergyExits™ Doug Milner will provide an overview of how rapid industry consolidation is affecting every marketer and discuss the “Three Paths Forward.” This will be an honest, no holds barred discussion to help owners determine the right path for their business.

State of the Industry & Beyond

John Eichberger is Executive Director of the Fuels Institute. Founded by NACS in 2013, the Fuels Institute is a non-profit research-oriented think tank that evaluates market issues related to vehicles and the fuels that power them, incorporating the perspective of diverse stakeholders to develop and publish peer-reviewed, comprehensive, fact-based research projects.

Previously, Eichberger served more than 14 years at NACS, most recently as Vice President of Government Relations. At NACS, he oversaw the association’s comprehensive advocacy operations and represented the industry before the media and federal government. He joined NACS in 2000 after serving two years as an energy and environment policy advisor to Rep. Greg Ganske of Iowa.

Eichberger is a recognized expert on motor fuels and the fuels retailing industry. He has testified before Congress, regularly speaks to a wide variety of industry groups, is frequently seen as a guest on CNBC’s Squawk Box and is often quoted by national media outlets.

A Passion for Life & Officiating

Rick Hartzell grew up in Iowa, where he formed a life-long passion for hard work and family values. Rick has officiated 4,000 Division I Men’s Basketball Games, forging relationships with the greatest coaches of all time. He is the author of the highly successful book, “Whistle in a Haystack” (An Iowa Farmboy’s Views on Life’s Lessons, Leadership and College Basketball).



Featured Speaker

Terry McKenna

- Internationally Acclaimed Speaker, Author & Coach

Driving Change in an Evolving Fuel Industry

Terry is the owner and founder of Employee Performance Strategies, Inc. a leading authority in helping clients maximize their financial results. Before EPS, Terry worked with ExxonMobil for seventeen years. Terry has been featured in The Wall Street Journal, and Harvard Business School’s corporate training videos.

Are You Ready for UST Regulatory Changes?

Major changes are coming that will impact you. Be prepared!

John Maynes, Regulatory Affairs Manager for FUELlowa, will focus on regulatory changes in Iowa.

Carey Mattison, Environmental Specialist, and Nate Blasing, Tank Unit Supervisor, with the Minnesota Pollution Control Agency will focus on regulatory changes in Minnesota.

These sessions will be held concurrently.



Key Strategies for Workforce Success

Angele Hartell, Workforce Strategy Consultant with the MN Department of Employment and Economic Development. She will discuss strategies and resources to recruit, develop and retain engaged workers for your business.

Schedule of Events

Monday, April 8, 2019

- 3 - 5 pm **Brand Meetings** | IH (by invitation)
- 5 - 6 pm **Welcome Reception & Silent Auction** | IH
- 6 - 8 pm **Supplier Company Dinners** | IH (by invitation)
- 8 pm - Midnight **Hospitality Night & Silent Auction** | IH
- 10 pm **Silent Auction Bid Winners Announced**

Tuesday, April 9, 2019

- 8:30 - 9:15 am **Keynote Address - John Eichberger** | RC
- 9:30 - 10 am **State Meetings** | RC
- 10 am - 4 pm **Exhibit Hall Open** | RC
- 11:30 am - 12:30 pm **Lunch** | RC - Roy Wilkins Hall
- 1 - 2 pm **Driving Change in an Evolving Fuel Industry - Terry McKenna** | RC
- 2 - 3 pm **Educational Workshops** | RC
- 3 - 4 pm **Happy Hour on Show Floor**
- 6 - 7:30 pm **Dinner Banquet & Comedy** | IH
- 5 pm - Midnight **Hospitality & Entertainment** | IH
- 7:30 - 10:30 pm **Casino Night** | IH

Wednesday, April 10, 2019

- 8 - 9 am **Prayer Breakfast - Rick Hartzell** | RC
- 8 am - Noon **Registration Desk Open** | RC
- 9 am - Noon **Exhibit Hall Open** | RC

Name badges must be during all events at both the RiverCentre (RC) and the InterContinental Hotel (IH).

RC = RiverCentre
IH = InterContinental Hotel



Headquarter Hotel

InterContinental Saint Paul Riverfront Hotel

11 East Kellogg Boulevard | St. Paul, Minnesota | (651) 292-1900

Located in the heart of downtown and atop the bluffs of the Mississippi River, this hotel offers unrivaled access to the best of the Twin Cities and easy access to the UMCS convention at the Saint Paul RiverCentre.

Receive tradeshow/convention hotel discount information via email after registering online at www.umcs.energy.