



MAPDA FALL CONFERENCE UPDATE, CHECK OUT WHAT'S NEW!!

NEW SPEAKER, RICK DERY, GULF OIL, SENIOR VP BRANDED SALES & MARKETING, CHIEF MARKETING OFFICER

NEW SPONSORSHIPS, CHAIRMAN'S FEAST STATION SPONSORSHIPS!

ALL RESISTRATION FORMS AND SPONSORSHIP INFORMATION SHEETS ARE LISTED AND PRINTABLE from the home page on our web site,

www.mapda.org

The MAPDA Fall Conference is scheduled for October 10 – 12 at the Hyatt Chesapeake Bay Resort in Cambridge, <http://chesapeakebay.hyatt.com>. For those of you that have attended before you know that the Hyatt is a first class resort hotel with plenty of

amenities. Please visit the web site above to explore the Hyatt. **Did you know that you could register every member of your company for only \$300?** Register on line at www.mapda.org.

Our theme for this is year is **“Politics and the Economy”** and we have an outstanding line up of speakers to cover the theme. For the economy, **Anirban Basu** is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore, Maryland. Mr. Basu is one of the Mid-Atlantic region's most recognizable economists, in part because of his consulting work on behalf of numerous clients, including prominent developers, bankers, brokerage houses, energy suppliers and law firms. Mr. Basu has written several high-profile economic development strategies.

For politics, **Blair Lee** is CEO of the Lee Development Group located in Silver Spring, Maryland. Blair writes a weekly newspaper column for The Gazette and is a regular political commentator for WBAL radio. The Maryland-Delaware-DC Press Association has twice awarded Blair its top award for local newspaper columns.

Renewal energy fits into both politics and the economy and to address renewal energy we will hear from **Tom Buis**, CEO of Growth Energy. Growth Energy is a proactive group committed to agriculture and growing America's economy through cleaner, greener energy. Buis served for nearly five years as senior agriculture policy advisor to Senate Majority Leader Tom Daschle and as the Legislative Director for Congressman Jim Jontz, D-Ind. In addition Tom also served as special assistant to Senator Birch Bayh. Before moving to Washington Tom was a full time grain and livestock farmer in Indiana. His brothers still operate the family farm.

For branded retail marketing, **Rick Dery**, Senior VP Branded Sales & Marketing, Chief Marketing Officer, Gulf Oil Limited Partnership. Gulf Oil based in Framingham, Massachusetts is a wholesaler of refined petroleum products. Gulf distributes motor fuels through a network of 1,800 Gulf branded gas stations and service stations, as well as heating oil, diesel fuel and kerosene.

Impressive! But we are not done! Still to be heard from are **Dan Gilligan**, President of PMAA and **John Huber**, President of NORA. Both permit those in attendance to hear national news right from the horses mouth and current! Still not done, as we will hear about our own Legislature from our lobbyist **Bill Pitcher**, from our Comptroller's Office, **Chuck Ulm** and updates from **Tom Walter**, MDE's Acting Program Manger, Oil Control Program.

For heating oil dealers I have saved the best for last with **Ralph Adams**, past President of NAOHSM, Past President of Mid-Atlantic Service Managers Association and currently the Training Director for our own NORA Committee. He will give us a complete update on new and emerging heating oil equipment. The **New and Emerging Burner Technologies Program** will focus on new burner controls and units such as the Beckett Genesis Control, Honeywell's outdoor reset control. A discussion will cover the advantages of such controls and how they can make service departments more profitable. New products such as ThermoPride's (with Riello) 2 stage oil fired warm air furnace, Carlin 2 Stage oil burner, Buderus Blue Flame Burner and appliances that qualify for the energy tax credits will be reviewed. This review will be followed by a discussion of the advantages such products provide and why your company should offer them to your customers.

You and your Service Managers should not miss this informative presentation.

Oh, I forgot to mention our Golf Outing on Monday followed later in the evening by the Chairman's Reception and Feast. This year instead of a formal sit down dinner we will have the reception and many outstanding food stations which present great sponsorship opportunities for your company. And yes attire is business casual.

Come on, join us this year and bring your employees! Check it all out at www.mapda.org.