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Basics



**WPMCA 2010 Convention
& Industry Trade Show**
Marriott Madison West
Madison, Wisconsin

TUESDAY, APRIL 20, 2010

EDUCATIONAL PROGRAMS

8:30 a.m. to 9:45 a.m.

- Outstanding Customer Service
Terry Lambert, CBC Learning Center
- Business Succession & Exit Strategy
Planning
Marc Loden, von Briesen & Roper
- Smart Strategies for Convenience
Store Operators
Focus on Energy
- UST Operator Training
Ben Thomas, Petroleum Training
Solutions
- Establishing a Successful Wine and
Spirit Section in your C-Store
Bob Wulf, Capitol Husting Co., Inc.

OPENING GENERAL SESSION

10:00 a.m. to 11:00 a.m.

WPMCA welcomes back Ben Brockwell of the Oil
Price Information Service

INDUSTRY TRADE SHOW

11:00 a.m. to 5:00 p.m.

WELCOME RECEPTION

4:00 p.m. to 5:00 p.m.

Join your fellow attendees for networking, socializ-
ing, a silent auction and a beverage on the trade
show floor

EVENING CELEBRATION

5:00 p.m. to 10:00 p.m.

Dinner, cocktails, a live auction and musical enter-
tainment

WEDNESDAY, APRIL 21, 2010

WPMCA ANNUAL BUSINESS MEETING

8:00 a.m. to 8:45 a.m.

EDUCATIONAL PROGRAMS

9:00 a.m. to 10:00 a.m.

- PMAA / WPMCA Government Affairs
Update
Dan Gilligan, PMAA &
Pam Christenson, WPMCA
- UST Operator Training
Ben Thomas, Petroleum Training
Solutions
- Fraud Risk Mitigation in Difficult
Economic Times
A. Michael Mader, CPA, CFE, Partner &
Todd C. Bernhardt, CPA
Senior Manager - PDP, Baker Tilly
- COMM 10 Update
Wisconsin Department of Commerce
- Crime Prevention Best Practices
for Convenience Store Operators
Madison Police Officer Frank Chandler

INDUSTRY TRADE SHOW

10:00 a.m. to 1:00 p.m.

BRAND MEETINGS

Beginning at 1:00 p.m.

Two ways to Register:

Log on to

www.wpmca.org

or

Complete the attached
registration form and return
it to fax (608) 256-7666

Where to Stay:

Rooms are available at the
following Middleton area
hotels during the WPMCA 2010
Convention & Industry Trade
Show. All rooms are available on
a first come-first serve basis.

Marriott Madison West

1313 John Q. Hammons Drive
Middleton, WI
(800) 228-9290
\$95 per room/per night

Courtyard by Marriott

2266 Deming Way
Middleton, WI
(608) 203-0100
\$99 per room/per night

**Holiday Inn Hotel & Suites
Madison West**

1109 Fourier Drive
Madison, WI
(608) 826-0500
\$99 per room/per night

Fairfield Suites

8212 Greenway Blvd
Middleton, WI
(608) 831-1400
\$99 per room/per night



WPMCA is dedicated to the
success of petroleum marketers,
convenience stores and their
associated industries in Wisconsin.