



APMA Annual Conference
“Changes, Challenges & Opportunities”
Enchantment Resort
October 23-25, 2011



What is the Conference?

APMA holds a three day annual conference and golf tournament where members can develop relationships with fellow marketers, fuel suppliers and vendors. The conference provides a forum to exchange ideas and discover new ways to increase your bottom-line through one-on-one networking, educational workshops and seminars.

Why Sponsor?

Sponsorship packages are a great way to increase your marketability among APMA membership, support your state association and provides valuable benefits like conference and golf registrations for sponsoring companies.

When?

October 23-25, 2011

Where?

*Enchantment Resort & Spa
525 Boynton Canyon Road
Sedona AZ 86336
www.enchantmentresort.com*

SPONSORSHIP PACKAGES

\$10,500 DIAMOND SPONSOR

(4) Conference registrations, (2) Golf registrations, hole sponsorship, Listed on all signage, Banner throughout conference, mention in onsite program w/ logo if desired, recognition on APMA website and verbal recognition

\$5,000 RUBY SPONSORSHIP

(3) full Conference registrations, (2) Golf registrations, hole sponsorship, Listed on all signage, Banner throughout conference, mention in onsite program w/ logo if desired, recognition on APMA website and verbal recognition

\$2,500 PLATINUM SPONSOR

(2) full Conference registrations, (2) Golf registrations
Mention in onsite program w/ logo if desired, recognition on APMA website and verbal recognition

\$2,000 GOLD SPONSOR

(1) full Conference Registration, (1) Golf Registration
Mention in onsite program w/ logo if desired and verbal recognition

\$1,500 SILVER SPONSORSHIP

(1) Conference Registration, Mention in onsite program w/ logo if desired and verbal recognition

\$500 BRONZE SPONSOR

Mention in onsite program and verbal recognition

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APMA Conference Room Rate:

Casita Bedroom/Deluxe Studio Mix: **\$190**

Casita Junior Suite: **\$270**

Casita Suite (One Bedroom): **\$405**

*(Room rates do not include tax and a one time portorage fee of \$12 per person) *Limited amount available 2 days before and after*

Call for Reservations

(928) 282-2900 or 1-800-826-4180

Make your reservation by September 26th to guarantee availability and avoid a rate increase.

Rate not available online.

Additional APMA Amenities at Enchantment Resort:

Daily Resort Service Fee of \$25 Waived



Casita Bedroom

Enchantment Guest Room Descriptions

CASITA GUEST ROOM: *A spacious and comfortable guest room with a king or two queen beds and cozy sitting area. Richly furnished in Southwest décor, highlighted by a private viewing deck of Boynton Canyon. For your convenience all of our guest rooms feature mini bars, coffee makers, irons, hair dryers, bathrobes, large walk-in closets, 2 line phones with data ports, color TV with remote control. VCR's & movies are available as well.*

DELUXE STUDIO: *Provides 600 square feet of living area with a fireplace, queen pull down bed, full bath, kitchenette with dining area for four and a gas grill to accommodate outdoor dining on the deck.*

CASITA JR. SUITE: *A luxurious bedroom and living room, richly decorated in a southwest theme. Each Casita Parlor is accented with log-beamed ceilings, beehive fireplace, a private deck viewing Boynton Canyon, 2 color TVs, wet bar & mini-bar, granite slab dining room table and last but not least a spacious bathroom. The bathroom is approximately 200 square feet and features antique fixtures, a separate oversized bath tub, large shower, lighted make-up mirror, hair dryer, sky lights, stone tile throughout, and polished granite counters along with the in room amenities of the Casita guest room.*

CASITA SUITE: *This combines a king or 2 queen bedded Casita Guest Room with a 600 sq. ft. Casita Studio. The Casita Studio features a living room accented by a beehive fireplace, 14 foot high ceiling with peeled pine log beams, a luxury oversized queen pull down bed, a kitchenette with refrigerator, ice maker, microwave, electric range, and dining room set for four. The studio also has a private viewing deck with a built-in gas grill for outdoor dining options. The Studio has its' own entrance, full bathroom and all the amenities featured in the Casita Guest Room.*

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COMPANY _____ DATE _____

ATTENDEE(S) _____ SPOUSE _____

ADDRESS _____ CITY _____ STATE _____ ZIPCODE _____

APMA CONFERENCE FEES:

Attendee **\$350** \$ _____
(Includes all scheduled events/meals, except golf)

Spouse **\$200** \$ _____
With full attendee registration only. (Includes all scheduled events/meals, except golf)

Golf & Lunch **\$160** \$ _____
Tuesday, October 25th at Seven Canyons Golf Course

Hole Sponsor **\$ 100** \$ _____

Pink Jeep Tour **\$75** \$ _____
(Alternative Activity to Golf)

Tuesday Lunch Only **\$30** \$ _____
(Jeep Tour participants can sign up for lunch at the Course)

Non-Member Fee **\$100** \$ _____
(Can be credited toward APMA membership later)

Conference Sponsorships:

Diamond **\$10,500.00** \$ _____
Ruby **\$5,000.00** \$ _____
Platinum **\$2,500.00** \$ _____
Gold **\$2,000.00** \$ _____
Silver **\$1,500.00** \$ _____
Bronze **\$500.00** \$ _____

Cocktail **\$250.00** \$ _____

TOTAL FEES \$ _____



PAYMENT OPTIONS

_____ Enclosed is my check made.

_____ Please charge my fees to the following credit card:

_____ Visa _____ Mastercard _____ AMEX

Card Number:

Exp. Date: _____

Card Address _____

Signature: _____

Make checks payable to:

APMA
P.O. Box 93426
Phoenix AZ 85070

OR REGISTER & PAY ONLINE
AT:

WWW.APMA4U.ORG



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SCHEDULE OF EVENTS



Sunday, October 23

- 3pm APMA Board Meeting
- 4-6pm Welcome Cocktail Reception—"Blues on the Rocks"

Monday, October 24

8-9 **BREAKFAST**

"Hiring your company's team members: THEY can destroy your business, THEY can make your business great! You have a choice!"
(Panel representing insurance, medical and legal perspectives)

- 9-10 ***"TIME: Manage IT, or IT Manages You!"***
Dan Creed, International Business Coach and author



- 10-11 ***"Creating a Healthy Workforce: Why & How Both Small & Large Businesses Can Benefit from Wellness Programs"***
Tina Yont, Hub International
Brown Evans Distributing
Western Refining & Marketing

- 11-noon ***"2011 Kleenex Boxes and How AZ Reached its Budget Crisis"***
The Honorable Ken Bennett, Arizona Secretary of State



12-1:30

LUNCH

"Meeting the Infrastructure Demands of an Expanding RFS2"

Brian Milne, Telvent DTN Editor Refined Fuels



Adding ethanol and biodiesel to the oil supply chain has its challenges, and the downstream petroleum industry has met them head on. However, more must be done to smooth the interaction between refined fuels and biofuels in the face of their rising demand mandated by the Renewable Fuels Standard to not only stay compliant with federal regulation, but also to capture efficiency and better margin return.

2-3

"Medical Marijuana in AZ- What Your Business Needs to Know"

John Kerkorian, Ballard Spahr

3-4

"Debt Collections: How to be Proactive Initially and Navigating the Legal Process and Judgment Executions when that falls short"

Rich Adams, NACM

Rosa Apodaca, Western States Petroleum

Brandon Hrabe, Law Offices of Mark A. Kirkorsky

6:30-7

Cocktail Reception & Silent Auction

7-9pm

DINNER

Industry Panel Discussion

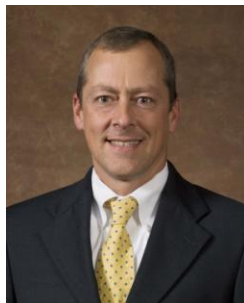
"Pipeline Developments and Changes to Southwest Supply"

Panelists:

Mike Mears, CEO, Magellan Midstream Partners, L.P.

Mike Jennings, President & CEO of HollyFrontier Corporation

Third Pipeline company to be confirmed soon.



Tuesday, October 25

10am Golf Tournament (Seven Canyons-Exclusive private course)



11am Pink Jeep Tour in Sedona for non-golfers



2pm Lunch, Golf Awards (Seven Canyons)



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GOLF AT SEVEN CANYONS



**CHOOSE YOUR FUN ON TUESDAY, OCTOBER 25TH:
GOLFING OR JEEPING!!
SIGN UP FOR OUR
PINK JEEP OUTING!!
EXPERIENCE THE MAGNIFICENT VIEWS OF SEDONA!**



Diamondback Gulch Tour

\$75.00 PER PERSON

THE ULTIMATE 4X4 JEEP EXPERIENCE!

YOUR SEDONA OUTBACK ADVENTURE ON THE AUTHENTIC DIAMONDBACK TRAIL!

Enjoy the rugged adventure of a thrilling 4 x 4 tour with extraordinary views! Experience the timeless beauty of famous rock formations such as Capitol Butte, Chimney Rock, Lizard Head and Doe Mesa. Explore the high desert terrain as you soak up these refreshing views.

You'll snake through the Sidewinder trail to plunge into the depth of the gulch. Your heart will pound as you navigate this stunning grand arroyo and you won't believe your eyes as you climb out the other side.

Become captivated by the rugged adventure of this exciting off-road tour!

Simply put., the best off-road tour in the Southwest!!



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GOLF AT SEVEN CANYONS



Since its opening in 2002, Seven Canyons continues to receive rave reviews from the nation's foremost golf course critics and highly regarded golf publications.

The Tom Weiskopf design has been acclaimed as one of America's 50 Greatest Golf Retreats by Golf Digest Index, rated one of the Best Residential Golf Courses and one of the Top 100 Modern Courses by Golfweek Magazine.

Perhaps Bradley S. Klein, architecture editor for Golfweek, best characterized the golf experience at Seven Canyons when he simply wrote, **"Seven Canyons is the "IMAX" of golf."**



Seven Canyons Golf & Lunch

\$160/per person

ABOUT SEVEN CANYONS

Completely surrounded by over 100,000 acres of the Coconino National Forest, Seven Canyons is a truly unique and awe-inspiring golf club. Tucked away in the middle of some of the world's most spectacular scenery, Seven Canyons is an innovative concept designed expressly for accomplished individuals and families looking for a unique and congenial hideaway offering spectacular beauty, unsurpassed recreation and five-star service and amenities.

Located on 200 stunningly beautiful acres, Seven Canyons represents an opportunity of a lifetime for members and owners seeking a combination of natural exhilaration, serene relaxation and a chance to join one of the country's finest clubs.

A rare jewel in an unprecedented setting, Seven Canyons is 'irreplaceable real estate.' Protected forever, it can never be duplicated. Highlighted by a par-70 championship golf course designed by former British Open and U.S. Senior Open Champion Tom Weiskopf and a unique, highly-amenitized Club Village, Seven Canyons also features lavishly-appointed fractional and whole ownership Villas, 32 home sites, and 395 golf club memberships.