COME ON DOWN TO THE

2018

THE HENDERSON RESORT AND SPA
Destin, FL

JULY 19-21, 2018
**Thursday, July 19**

11:00 a.m. – 5:00 p.m.
**Convention Registration**  
Location: Pre-function Area

3:00 – 4:30 p.m.
**Board of Director Meetings**  
Location: Destin Ballroom/Crystal I

5:30 – 6:15 p.m.
**Welcome Reception**  
Location: Destin Ballroom

6:30 – 7:15 p.m.
**Opening Session with Coach Greg Williams**  
Location: Crystal Ballroom

**Evening open for supplier hospitality**

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**Friday, July 20**

8:00 – 9:15 a.m.
**Prayer Breakfast**  
Speaker: Martha Hawkins  
Location: Destin Ballroom

9:30 – 10:30 a.m.
**Educational Seminar**  
Speakers: Brent Greenfield and Ryan Scott  
Topic: Future Gasoline Prices...What Can We Expect  
Location: Crystal I & II

10:30 – 11:30 a.m.
**Educational Seminar**  
Speakers: Barton & Kinney, LLC.; Phillip Kinney, Allison Kinney, and Jim Barton  
Topic: 2018 Election Forecast  
Location: Crystal I & II

12:00 – 1:30 p.m.
**Brand Meetings as scheduled by Suppliers**

Throughout the Afternoon
**Cornhole Tournament (with prizes) plus Additional Family- Friendly Games**  
Location: Grand Lawn

6:30 – 11:00 p.m.
**Educational Foundation Draw-Down**  
Location: Crystal Ballroom

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**Saturday, July 21**

Morning open for supplier hospitality/family fun

10:00 a.m. – 12:00 p.m.
**Spa Demonstration- “Salt of the Earth”**  
Location: Sunset Terrace  
(Separate ticket purchase required)

2:00 – 4:00 p.m.
**Family Bingo**  
Location: Destin Ballroom

6:00 – 6:45 p.m.
**Cocktail Reception**  
Location: Pre-function A

6:45 – 9:30 p.m.
**Family Dinner and “Survey Says” Game**  
Location: Crystal Ballroom

10:00 - 11:00 p.m.
**Closing Cocktail Reception**  
Location: Rooftop Terrace

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**Sunday, July 22**

11:00 a.m.
**Hotel Checkout**

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**Schedule of Events**

Come on Down! This year’s convention theme is “Game Show!”
**Location:**
The Henderson Beach & Spa Resort
200 Henderson Resort Way
Destin, FL 32541
www.Hendersonbeachresort.com

The 170-room luxury resort hotel on Florida's Emerald Coast features sweeping views of the Gulf of Mexico and pristine dunes, as well as a thoughtful and respectful design. Located next to the nature preserve, The Henderson is reminiscent of a grand seaside manor of yesteryear. The Henderson, a Salamander Spa, draws upon the inspirational beachfront venue with treatments that incorporate the natural surroundings.

The Henderson celebrates Destin’s Gulf-to-Table seafood traditions, while also serving a fine selection of steaks and chops and creatively healthy fare.

In addition to world-class fishing, Destin offers un-crowded, sugar-white beaches, spectacular open-air shopping, fresh local seafood restaurants and championship golf courses.

**Hotel Reservations**
Reservations may be made at The Henderson Beach Resort & Spa by calling 855.741.2777 and mention P&CMA's group code 100014 or by going on line to www.hendersonbeachresort.com. If you wanted to arrive early or stay longer, you will have to call the hotel directly at the above phone number. Reservations must be made by June 19, 2018. After this date, reservation requests will be subject to space availability and higher rates.

**Convention Registration**
Please complete the registration form and return it along with a check for all fees payable to the Petroleum & Convenience Marketers of Alabama. Credit cards are also accepted. Additional copies of the form may be made as needed.

**Recommended Dress:**
All evening functions are resort casual. Swimsuit Cover-ups must be worn inside the hotel.

**Cancellation Policy**
All cancellations and substitutions must be received in writing. They may be faxed to (334) 272-3837 or emailed to hsmith@pcmala.org. Full refunds will be made if written notice of cancellation is received on or before Friday, June 29, 2018. No refunds will be made for cancellations received after Friday, June 29, 2018. Name substitutions are welcome.

**More Information**
For more information, call the association office at (334) 272-3800 or e-mail hsmith@pcmala.org or visit our website at www.pcmala.org.

**Responsibility for Antitrust Compliance**
All of the P&CMA programs have been carefully designed and reviewed to ensure conformity with antitrust standards. Each association member has an equivalent responsibility for antitrust compliance. Staff members and association members depend upon good judgment by all to avoid discussions and activities which involve improper subject matter and/or procedures – or even an appearance of improper activity. Staff members work conscientiously to avoid subject matter for discussion which may have unintended applications. Counsel for the association provides guidance with regard to these matters. Thus, all concerned have important individual and collective responsibilities.
Everyone, including children, must be registered for the P&CMA Annual Convention and wear a name badge for admittance to all Convention events. All events take place at The Henderson Beach Resort unless otherwise indicated.

THURSDAY, JULY 19, 2018

5:30 p.m. - 6:15 p.m.  
**Welcome Reception**  
Location: Destin Ballroom  
Sponsored by:  

6:30 - 7:15 p.m.  
**Opening Session with Coach Greg Williams**  
Location: Crystal Ballroom  
Sponsored by:  
With four NCEA overall national championships at Auburn, head equestrian coach Greg Williams has become one of the most respected coaches’ in the sport. He put the program on the map with its first title in 2006 and has taken home three championships in the past six years. Now in his 23rd season at the helm, and 16th as a varsity sport, Williams has continued to add wealth and prestige to Auburn equestrian.  

The remainder of the evening is open for supplier hospitality events.

FRIDAY, JULY 20, 2018

8:00 a.m. - 9:15 a.m.  
**Prayer Breakfast**  
Location: Destin Ballroom  
Speaker: Martha Hawkins  
Sponsored by:  
Oil Equipment Company

Martha Hawkins was born on June 30, 1947, in Montgomery, Alabama. Martha dropped out of school at 16 and endured serious financial and emotional setbacks as a single mother. After being released from psychiatric care, she pulled her life together and opened the popular Martha’s Place restaurant in 1988. Since recognized for her work with other single mothers, Hawkins released her memoir/cookbook in 2010.

9:30 a.m. – 10:30 a.m.  
**Educational Seminar**  
Location: Crystal I & II  
Speakers: Brent Greenfield and Ryan Scott  
Topic: Future Gasoline Prices... What Can We Expect  
Sponsored by: ExxonMobil  

Refining, taxes, distribution and profit all have to be squeezed out of every gallon of gasoline produced and sold to both wholesalers and final end users. Brent Greenfield and Ryan Scott, Vice Presidents of Consumer Energy Alliance will be discussing:

- The geopolitical forces at play to influence the price of oil  
- The butterfly effect: how events in the Middle East and Asia and Europe can impact a jobber in Alabama  
- The potential for increased production offshore the United States, in particular the Gulf of Mexico, Alaska and the Atlantic  
- How jobbers can engage with their elected officials at all levels of government to increase domestic production, lower retail prices and increase margins

10:30 a.m. – 11:30 a.m.  
**Educational Seminar**  
Location: Crystal I & II  
Speakers: Barton & Kinney, LLC.; Phillip Kinney, Allison Kinney, and Jim Barton  
Topic: 2018 Election Forecast  
Sponsored by: ExxonMobil  

The 2018 primary elections will be over and we’ll all know the final Democrat and Republican candidates in each of the 2018 political races across Alabama. Join P&CMA’s governmental affairs team Barton & Kinney as they update us on who they see as the next group of political leaders across Alabama and how the 2018 election cycle will impact the 2019 Legislative Session.

Throughout the Afternoon  
**Cornhole Tournament**  
Location: Grand Lawn  
Sponsored by: Gilbarco Veeder-Root

What better way to celebrate our “Game Show” Convention than with family fun games on the Grand Lawn! COME ON DOWN and compete in the Cornhole Tournament to win prizes! But wait there’s more! You can also play spike ball, kan jam, ladder golf, giant jenga, and giant connect four! Cornhole tournament will be played throughout the day. Number of teams will determine schedule of matches.

6:30 p.m. - 10:00 p.m.  
**Educational Foundation Draw-Down**  
Location: Crystal Ballroom  
Sponsored by: Citgo

Join P&CMA’s Educational Foundation as they present an evening of family fun, buffet dinner and the ever entertaining ‘Scholarship Draw Down’. Buy a ticket from any Associate Board member or the P&CMA office for your chance to win $10,000.00.

SATURDAY, JULY 21, 2018

Morning open for supplier hospitality and family fun

11:30 - 1:00 p.m.  
**Spa Demonstration**  
“Salt of the Earth”  
Location: Sunset Terrace  
Sponsored by:  

2:00 - 4:00 p.m.  
**Family Bingo**  
Location: Destin Ballroom  
Sponsored by: Marathon

What would a P&CMA Convention be without the ever popular Bingo? Eat some popcorn, have a cold drink and play bingo for cash prizes!!

6:00 - 6:45 p.m.  
**Reception**  
Location: Pre-function A  
Sponsored by: Sunoco

6:45 - 9:30 p.m.  
**Family Dinner**  
Location: Crystal Ballroom  
Entertainment: “Survey Says” Game Show  
Sponsored by: Coca-Cola Bottling Company United

Highlighting our last evening at The Henderson Beach Resort is the game show, “Survey Says,” a rendition of the popular television game show, Family Feud. If you are attending convention, your name will automatically be put in the drawing to play, “Survey Says.” Want a chance to play in the first ever P&CMA “Survey Says” Game Show? Then, COME ON DOWN to Convention for some family-fun entertainment!

10:00 - 11:00 p.m.  
**Closing Cocktail Reception**  
Location: Rooftop Terrace

SUNDAY, JULY 22, 2018

11:00 a.m.  
**Hotel checkout.**

Thank you for attending the 2018 P&CMA Annual Convention. Travel safe!

Please call the Dan Lenzi for information on the Henderson’s children’s programs.  
850/424-4421.

Sponsors listed as of May 10, 2018.