



PRESENTS

Professional Women in Petroleum & Convenience

OCTOBER 28 - 29, 2025
RENAISSANCE HOTEL & SPA
MONTGOMERY, AL

SPONSORED BY



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The association is proud to announce our Second Annual "Professional Women in Petroleum & Convenience." Open to women at all levels of employment in both Active (jobber/retailer) and Associate (vendor/supplier) companies, this two-day event is designed to offer opportunities for education, networking and social engagement.

Designed by women, led by women, for the specific benefit of women in what is often considered a male dominated industry, these sessions are sure to bring significant value to all who attend.

SCHEDULE OF EVENTS

EVENT

TIME

TUESDAY, OCTOBER 28TH

Registration	1:30pm - 1:50pm
Welcome	1:50pm - 2:00pm
"Navigating Workplace Challenges"	2:00pm - 3:00pm
"How Females Can Succeed in a Predominantly Male Field"	3:15pm - 4:30pm
Break	4:30pm - 5:30pm
Reception (Central Restaurant)	5:30pm - 6:30pm
Dinner (Central Restaurant)	6:30pm - 8:30pm

WEDNESDAY, OCTOBER 29TH

Breakfast	7:30am - 8:30am
"Drive Company Profits from Any Position"	8:45am - 9:45am
"Your Winning Style: Attire, Attitude & Action"	10:00am - 12:00pm
Adjourn	

Registration and Payment Information on back of page →

REGISTRATION FORM

TICKET COST: \$225 / PERSON

HOTEL RESERVATIONS: \$209 / TUESDAY NIGHT

Please call (800) 468-3571 or (334) 481-5000 to receive the discounted room

COMPANY REGISTRANT INFORMATION

Company Name _____

Contact Name _____ Contact Email _____

ATTENDEE REGISTRATION INFORMATION (*If you have any dietary restrictions, please let us know at the time of your registration as dinner and breakfast will be provided*)

<u>FIRST & LAST NAME</u>	<u>EMAIL</u>	<u>AMOUNT</u>
1 _____	_____	\$ _____
Dietary Restrictions? YES <input type="checkbox"/> NO <input type="checkbox"/> _____		
2 _____	_____	\$ _____
Dietary Restrictions? YES <input type="checkbox"/> NO <input type="checkbox"/> _____		
3 _____	_____	\$ _____
Dietary Restrictions? YES <input type="checkbox"/> NO <input type="checkbox"/> _____		
4 _____	_____	\$ _____
Dietary Restrictions? YES <input type="checkbox"/> NO <input type="checkbox"/> _____		

TOTAL COST \$ _____

PAYMENT INFORMATION (Please print)

Select One

Credit Card ☐

Check ☐

Pay by Credit Card CC No _____ Exp ____ / ____ CVV _____

Name on CC _____ CC Mailing Address _____

City _____ State _____ Zip Code _____

Pay by Check Make checks payable to P&CMA

Please **mail or email the completed form** with check or credit card payment information to:

Mail: P&CMA - P.O. Box 231659, Montgomery, AL 36123-1659 | **Email:** Hollan Smith - hsmith@pcmala.org

For any questions, please contact the P&CMA office at (334) 272-3800 or visit www.pcmala.org for more information.

TOPICS OF DISCUSSION & SPEAKER BIOS

“NAVIGATING WORKPLACE CHALLENGES”

BECKY HALLMAN

EVP & HUMAN RESOURCES DIRECTOR, RIVER BANK & TRUST

While not originally from Alabama, I call Prattville my home after living and working in the River Region for the last 30+ years. I have been married to my husband for nearly 20 years, and we're raising (3) teenagers on a family farm west of Prattville. I have 16 year old boy/girl twins and a 14 year old daughter that keep me very active and busy every free second that I have.

Professionally, I've spent almost 25 years in the financial industry, with majority of my career at River Bank & Trust where I helped opened the doors in 2006 as a de novo bank. Prior to joining River Bank, I worked for Colonial Bank where I was blessed to have the opportunity to work full time while obtaining my bachelor's degree in Banking & Finance from Troy University (Montgomery campus) in 2005. I have worked in many positions throughout the bank over the entirety of my career, from the foundational support roles (teller, customer service, lending assistant), training, loan operations and credit administration, before moving to the position where I am today.



In 2012, I was promoted to the Human Resources Director, and quickly felt the need to obtain a certificate in human resources from Auburn University (Montgomery campus). At that time, River Bank was much smaller, and I also had the opportunity to lead the bank as the Audit Liaison, Board/Corporate Administrator, and Shareholder Relations Director. From there, I assisted the bank with (3) mergers and acquisitions, opening offices in new markets, and playing a role in helping grow the bank to an over \$3.6 billion in assets and 24 locations today. Today, I am one of our Executive Vice Presidents that proudly advocates for community banks, growing our young professionals, being a resource for our talented bankers, and working with our team to uphold the world class culture that our customers and employees deserve.

“HOW FEMALES CAN SUCCEED IN A PREDOMINANTLY MALE FIELD”

TIFFANY WATTS

KEY ACCOUNT MANAGER, PHILLIP MORRIS INTERNATIONAL

Tiffany Watts is a seasoned Key Account Manager at PMI, bringing over two decades of industry experience and more than 17 years of dedicated service to the organization. Known for her strategic insight and client-focused approach, Tiffany has consistently delivered exceptional results, earning her the prestigious President's Circle Award two years in a row.

Beyond her professional achievements, Tiffany is a passionate advocate for women's advancement in the workplace. She is a founding member of PWR (Professional Women Rising), an employee resource group at PMI focused on mentoring and empowering women to excel in their current roles and prepare for future leadership opportunities.

Tiffany also serves as a Board Member for the Alabama Wholesaler Distributor Association (AWDA), where she contributes her expertise to support the industry's growth and best practices.



A dedicated and involved working mom of two boys, Tiffany's commitment to excellence, mentorship, and driving meaningful change makes her a respected leader and a valued contributor to PMI's continued success.

TOPICS OF DISCUSSION & SPEAKER BIOS CONT'D

“DRIVE COMPANY PROFITS FROM ANY POSITION”

BETSI BIXBY

FOUNDER/CEO, MERIDIAN & ASSOCIATES, INC.

Betsi Bixby and her company Meridian Associates, Inc. currently assist over 3,500 of this country's privately held, family-led petroleum companies increase cash flow and profits through education, strategic planning facilitation, merger mediation, business valuation and brokerage services. Her message is one of executable steps and core competencies that every business owner or manager needs to know.

A financial sharpshooter, Betsi is well known for the value she brings to businesses and the families that own them. By customer demand, Betsi began Meridian's highly acclaimed Valuation and Brokerage division in late 1999. Betsi and Meridian quickly earned a reputation for accurate market valuations and have continued to achieve great success facilitating highly confidential sales of family-owned companies.

Betsi Bixby is also well-known by major petroleum refiners, conducting training each year for the major gasoline brands. Betsi's background includes an MBA in Finance and serving as Vice President of Commercial Lending for a regional bank. She captivates convention audiences throughout the U.S. with her hard-hitting, practical keynote addresses and workshops.

Betsi considers her greatest accomplishment to be her daughter Sheila, who achieved a Master's in Behavioral Health Counseling and now resides in Austin.



“YOUR WINNING STYLE: ATTIRE, ATTITUDE & ACTION”

DR. PAM CONFER

Pam Confer, Ph.D. is a global, bilingual human resources thought leader and humorist, recognized for her innovative approach to leveraging "good differences" to foster harmony. With over 20 years of consulting and training experience across public and private sectors— from the U.S. to Latin America and Central Europe— Dr. Confer specializes in change management, organizational development, executive leadership coaching, and cultural acclimatization. Her dynamic sessions on topics such as Allyship, Civility, and Cross-Cultural Literacy empower organizations to cultivate more positive environments.

A TEDx Women presenter, Dr. Confer has collaborated with esteemed companies including Google, Nissan North America, Toyota North America, Continental Tire USA, and Colgas in Bogotá, Colombia. She holds a certification as a Lean Six Sigma Black Belt, in addition to being a Gallup Strengths Coach and a certified DiSC, Franklin Covey, Myers-Briggs, and Crucial Conversations practitioner. Dr. Confer earned her Ph.D. in Public Policy and Administration from Jackson State University. She is also the author of the "Circle-Shifting" theory, influencing personal and professional circles from within.



In December of 2017, Dr. Confer debuted "Mississippi Beautiful", a song she wrote, produced, and recorded in tribute to the state's bicentennial and the opening of the Two Mississippi Museums. The anthem plays each day in the "Where Do We Go from Here" Gallery of the Mississippi Civil Rights Museum. She regularly performs the song across the state. In 2019, former Governor Phil Bryant issued a proclamation declaring May 10 as "Mississippi Beautiful Day" statewide."